

# 1012 Corridor Weekly

**This Week's Headlines / Wed, Sept. 16, 2009**

## **Kraft Group invests in New Orleans' NAKEDpizza**



The Kraft Group has joined NAKEDpizza's mission to change the way people eat by investing in the New Orleans-based healthy pizza concept. NAKEDpizza has become a phenomenon, attracting interest from around the world for its radical approach to the quick-service food industry. The company's mission is to make an unhealthy and popular fast food healthy, raising consciousness about nutrition, health and the food supply, as well as the social impact and obligations of modern business. The Kraft Group, led by Founder, Chairman and CEO Robert Kraft and President Jonathan Kraft, is the second business heavyweight to back NAKEDpizza after Mark Cuban, the owner of the Dallas Mavericks and founder of broadcast.com and HDnet, invested in the company in May 2009. "We've been clear from the beginning that all money is not the same," NAKEDpizza co-founder Randy Crochet says. "To invest, our partners must share our priorities and fully embrace the mission of NAKEDpizza." In addition to a capital infusion, The Kraft Group's investment provides NAKEDpizza with business expertise in a number of areas relevant to the company's expansion plans. NAKEDpizza has been methodical in its development planning, spending three years perfecting operations and marketing despite daily franchise inquiries from quick-serve restaurant executives, restaurant chain developers, health and nutrition professionals, entrepreneurs and venture capitalists. "NAKEDpizza has been innovative both in the development of a unique product, for which there is a growing demand, and in their use of non-traditional methods to build a strong, unique brand," Jonathan Kraft says. "They are now implementing an innovative franchising strategy, and we look forward to partnering with them to help grow their business." To read the full story, click [here](#).

## **Northshore economy is a mixed bag in the second quarter**



It's a bit of good news/bad news for the Northshore's economy. A second-quarter report issued by the St. Tammany Economic Development Foundation indicates the unemployment rate was 4.8%, lower than the state's 6.6% rate and the 9.3% rate for the country as a whole. Home sales also rose more than 45%. Some 634 homes sold, compared to 437 in the first quarter of 2009, indicating the market for residential real estate may be rebounding after multi-quarter slump. Now, for the bad news. Residential and commercial building permits were down more than 50% compared to the same period last year. There was also a 5.1% decline in new licensed businesses in the second quarter, although a large number of new businesses licensed in the first quarter still brings the number of business licenses to date up 8.7% over the first half of 2008. Meanwhile, retail sales fell 8.3% to \$927.9 million, from \$1.06 billion in the second quarter of 2008. "In the big picture, St. Tammany is faring very well," says STEDF

Executive Director Brenda Reine Bertus. "[The parish] is very well-positioned in the current economy." To read the full report, click [here](#).

## Five top execs to participate in Louisiana CEO Forum Oct. 8

The Louisiana CEO Forum, featuring five top CEOs from the 10/12 corridor, will debut Thursday, Oct. 8 at the Baton Rouge River Center during the BizTech Expo. Participating in the forum will be CEOs **Marty Mayer, Stirling Properties [Covington]**; Nanette Noland, The Powell Group [Baton Rouge]; Dennis Stine, Stine Lumber [Lake Charles]; David Voelker, Frantzen, Voelker & Conway Investments [New Orleans]; and Richard Zuschlag, Acadian Ambulance [Lafayette]. The forum, presented by *10/12* magazine, will be moderated with previously submitted questions, as well as allow a free flow of ideas and questions from the audience. Doors will open at 8:15 a.m. The Louisiana CEO Forum is being held in conjunction with the 2009 BizTech Expo, which runs from 10 a.m. to 3 p.m. Oct. 7 and Oct. 8. The 27th Annual BizTech Expo also hosts the Top 100 Luncheon, in which Dr. Loren Scott unveils his economic forecast for 2010-2011. To purchase tickets to the Louisiana CEO Forum and other Expo-related events, click [here](#).

Advertising | [Advertise](#)

## Enrollment up at UL campuses

Enrollment at University of Louisiana campuses shows an average increase of 1% over last fall. The UL System is expected to exceed 81,000 students this year and maintain its 35-year tradition as the largest higher education system in Louisiana when Louisiana Tech University's enrollment numbers are added later this week. The largest growth was at McNeese State University, which enrolled 8,294 students, up 4.2%. Nichols State enrolled 6,926 students, for nearly 3.7% growth. The University of Louisiana at Monroe is up 2.7%, to 8,767 students. Along the corridor, enrollment at Southeastern Louisiana University is 15,224, a slight decline of less than 1%. The University of Louisiana at Lafayette enrolled 16,320 students, up less than 1%. "Our fall enrollment numbers reflect a national trend of more people trying to improve their education during these tough economic times," says UL System President Randy Moffett. "This is especially good for Louisiana, as we rank almost dead last in educational attainment at all levels. Our eight universities are primed to respond to national job forecasts that show the largest educational needs are for four-year degrees or higher."

## Huey Long, the songwriter



Huey Long

For the first time ever, the Louisiana Music Hall of Fame recognized individual songwriters during its annual induction ceremony last week. Actually, only two songwriting awards were doled out, but without question they went to a surprising duo that deserves a more credit in the Bayou State's vibrant musical culture and history. Officially, this year's honoree is the LSU Tiger Band, which now takes its place alongside greats like Louis Armstrong and Jerry Lee Lewis. But the minds behind the hall also posthumously recognized the songwriting team of Huey P. Long and Castro Carazo, famed for compositions like "Every Man a King" and "Touchdown for LSU." Long and Carazo collaborated on several other songs as well, like "Darling of LSU," "LSU Cadets March" and "Miss Vandy: Dedicated to the Coeds of Vanderbilt University." As the story goes, Long literally recruited Carazo

off the bandstand at the Roosevelt Hotel's Blue Room in New Orleans, telling him, "You are now the band leader at LSU, come with me, we're returning to LSU." LMHOF Executive Director Mike Shepherd added that Long and Carazo were responsible for transforming the LSU Tiger Band from a military band to a show band with its own style, and as such provided the basis for all of the achievements that would follow for "The Golden Band from Tigerland." It was a partnership that eventually faded, however, probably before its prime. "The only thing that kept Long and Carazo from generating more material was the untimely assassination of the Senator in 1935," Shepherd says. "Who knows what else those two would have come up with had Huey survived? He understood how music can inspire and drive an idea, and his anthem, 'Every Man a King,' was written with Carazo in 1934 as a possible presidential campaign theme song." While stories about the Kingfish are seemingly endless, the average Louisianan probably knows considerably less about Carazo. In 1937, two years after Long's assassination, Carazo also wrote the music to "Fight for LSU," the official fight song of the university, with lyrics provided by W.G. "Hickey" Higganbotham. After his six years as LSU's bandmaster from 1934-1940, Carazo continued to write music in a wide array of styles: light classic, traditional march, jazz and Cuban/Latin dance. Carazo achieved success with "Bonita," a Latin-themed song with words by Sam Lewis, a prolific Broadway and popular music lyricist. He also wrote "National Guard March," officially adopted by the U.S. National Guard; "R.O.T.C. Cadets March," and in 1952 his song "Louisiana My Home Sweet Home" was adopted as the official state march song. — **Jeremy Alford**

## **ERA Training Center reaches agreement for training devices**

Lake Charles-based Era Training Center has reached an agreement with AgustaWestland to build two AW139 Flight Simulator Training Devices. The first device will be installed at Era Training Center's facility in 2011. The devices represent the cockpit of a standard offshore AW139 helicopter, providing high fidelity replications and simulations of the controls, displays and systems to train aircrew on a range of ground and flight operations procedures. The visual system includes more than 10,000 runways, coastlines and representative terrain, rivers, roads and more, allowing the pilot to "fly" anywhere in the world and view representative terrain and runways in each area.

Advertising | [Advertise](#)

## **Gulf Coast Bank & Trust makes Top 50 mortgage lenders**

The national daily banking publication *American Banker* has listed Gulf Coast Bank & Trust Company and Fidelity Homestead Savings Bank among the Top 50 mortgage lenders nationwide. The ranking is based on their first mortgage portfolios. They were the only two Louisiana community banks included on the list. "This is a great sign for us locally," says Gulf Coast Bank President Guy Williams. "This ranking demonstrates how Louisiana community banks are committed to homeownership and to helping families achieve the American dream."

## **playNOLA is ready to play**



playNOLA Sports & Entertainment Group, which provides networking opportunities for Crescent City young professionals through sports, recreation, and specialized events, is up and running. The group has launched its inaugural season of intramural sports – co-ed basketball, co-ed flag football and sailing. Also planned are Saints-watching parties, a fitness Boot Camp, and introductory sailing lessons, which have already sold out. playNOLA was the winner of 504ward's Business Competition, which garnered organizers a \$225,000 start-up grant.

## Poll: Children didn't see Obama's speech

A vast majority of children of 10/12poll respondents didn't see President Barak Obama's speech to schoolchildren. Seventy-three percent of those who voted said their children didn't view the speech; 25% indicated theirs did watch it. The remaining 1% didn't know. The 10/12 poll is not a scientific survey. It reflects the responses of the people who choose to participate. **This week's question:** How far will the Saints go this season?

## Places to be on the corridor

**: : Thursday:** St. Tammany West Chamber of Commerce hosts a seminar on cyber threats from 7:30-9 a.m. at the Southeastern Louisiana University St. Tammany Center on Koop Drive in Mandeville, Room 325. Speakers include Glen McGovern and FBI Special Agent Kristie Green. Registration begins at 7:30 a.m.; program begins at 8 a.m. Cost is \$10, which includes breakfast. To RSVP, click [here](#).

**: : Thursday:** The Sales & Marketing Executives of Greater Baton Rouge membership luncheon is set for 11 a.m. to 1 p.m. at the Embassy Suites Hotel, Constitution Avenue off College Drive in Baton Rouge. Speaker is Paul Chaney of Bizzuka Web Design on the topic of successful social media marketing. Cost is free for SME members; \$35 for non-members.

**: : Sept. 22:** Craig Marinello of Next Step Resources addresses the subject of time management at the East St. Tammany Chamber of Commerce Dine & Discover Workshop set for 11:30 a.m. to 1 p.m. in the chamber board room, 118 West Hall Ave. in Slidell. The event is free for members; \$10 for non-members. Reservations are required. To RSVP, call 985-643-5678, or click [here](#).

**: : Sept. 24:** The Southwest Louisiana Economic Development Alliance presents "What You Need to Know About our Current Ethics Regulations," a series of seminars for lobbyists. Speaker is Michael Dupree, staff attorney for the Louisiana Board of Ethics. Session 1 is scheduled for 10:30 a.m.; Session 2, 12 p.m.; Session 3, 2:30 p.m. All seminars will take place in the first-floor conference room of the Willis Noland Resource Center, 120 West Pujoe Street in Lake Charles. To register, click [here](#).

## Viewpoint: Louisiana faces healthcare policies and politics



Charles  
Boustany

Following President Barack Obama's healthcare speech to Congress, LaPolitics.com columnist John Maginnis writes, the official Republican response given by Rep. Charles Boustany was measured, civil and completely ignored. The last part was thanks to colleague Rep. Joe Wilson of South Carolina, whose unofficial response — "You lie!" — captured the moment. Boustany, a retired heart surgeon from Lafayette, was himself less animated than in recent appearances in the national media to criticize the Democrats' healthcare bill. That likely was by design, along with the content of his speech underscoring areas of agreement and offering to work with the president. The GOP response strategy seemed aimed at reclaiming the reasonable center, eschewing rancor after the inflamed town hall meetings of August made their point.

If that was the plan, Boustany did his part, but so did Wilson, and now the partisan divide seems as wide as ever.

The rhetoric of bipartisan cooperation barely lasted the night. The Republicans are confident the Democrats are not going to compromise nearly enough to make them want to vote for a final bill. For Boustany and most of his GOP colleagues from Louisiana, this won't be a hard call. The exception is Congressman Joseph Cao, R-New Orleans. He is caught between his conservative philosophy and the former Jesuit seminarian's identification with the least of his constituents, who are among the nation's sickest and poorest. His conscience aside, however he votes either will anger his conservative Republican backers or a majority of the people he represents. To read the full column, click [here](#).

© Copyright 2009. All Rights Reserved.

[Powered by K-fx<sup>2</sup>](#)