The Elmwood Business Association is proud to introduce our inaugural digital newsletter. You’ll notice that we have a fresh, new look, but many of the same features of our previous printed newsletter. We will continue to publish the newsletter on a quarterly basis, and it will be distributed to members of the Elmwood business community via email. This change in format will help our association not only to control costs better, but it will also enable us to provide more content that previously was difficult due to the limitations of printing, such as our ads that are now hyper linked to the company’s website. We want to send a big “thank you!” shout out to all of our newsletter advertisers. Their support helps us to cover the cost of designing and publishing the newsletter and website, and we encourage all members to show their support for our advertisers.

Our annual charity fundraiser, Taste of Elmwood, is being held on Tuesday, March 15, at Elmwood Self Storage and Wine Cellar. This year we are raising funds for Families Helping Families of Jefferson, an Elmwood-based non-profit that helps families with disabilities. We encourage you to visit their website to learn more about the important things they do in our community. We are hoping for a record turnout this year and ask that all of our members spread the word and send your employees to support a good cause. Attendees get to taste a variety of food provided by restaurants in the Elmwood area. In addition, we will have a 50/50 drawing, door prizes, and a raffle drawing for a Massage Package donated by Magnolia Physical Therapy and a One-Night Stay at the W Hotel donated by Priority Floors, along with a $50 Mulate’s Gift Card donated by Magnolia Physical Therapy.

I would especially like to thank our $500 “Brave” sponsors for Taste of Elmwood: First NBC Bank, Fun Services/Chaps Party Rentals, Magnolia Physical Therapy, Mullin Landscape Associates, New Orleans Zephyrs, Priority Floors and Regions Bank. We also have several $100 “Table Top” sponsors we would like to thank: 1st Lake Bella Ridge, Avondale Containers, and Cintas. We also thank Elmwood Self Storage and Wine Cellar for donating the space for us to hold this event, and we thank Lisa Taglauer of Magnolia Physical Therapy for serving as Chairperson of Taste of Elmwood. And of course, we thank the wonderful team at Families Helping Families of Jefferson for their hard work in helping us to put on this event.

Registration is available at www.elmwoodba.org. Tickets are $15 (with advance registration) or $20 (at the door). We look forward to seeing many of our members there, and bring a friend!

Lastly, I would like to welcome our new Board Member, Karen Duffy, Vice President and Branch Manager of First NBC Bank in Elmwood. She is replacing Tina Gorumba, who was unable to stay on the Board due to a job change. Tina will still be involved with EBA and we thank her for her service to our Board this past year and her hard work with our Membership Committee.

Our membership year will be coming to an end in June. We hope you all will renew your membership and help us to continue to grow our association. If you are interested in becoming involved with our Board, please let me know. We welcome new members who would like to serve and help build the Elmwood Business Association so we can support our business community.
3.15 TASTE OF ELMWOOD
11:30am - 1:00pm | Elmwood Self Storage & Wine Cellar
$15 advance | $20 at door

4.19 LUNCHEON
11:30am | Speaker TBD | The Rose Garden
$30 members/advance | $40 non-members/at door

In the year that I have been with the Elmwood Business Association, I have had the pleasure to meet some wonderful, hard-working business people. Throughout my career I have been involved with association management, either as a staff person or a volunteer. It takes a lot of hard work and dedication to build and maintain a volunteer-based organization. There is so much that goes on behind the scenes, from planning meetings, finding speakers, promoting membership, and managing finances. The Elmwood Business Association has a hard-working board, and I would like to thank each of them for their support of EBA and our business community. I think each of them will tell you that being involved as a volunteer has enriched their experience as EBA members and has helped them to network and build lasting business relationships.

Each year, our Bylaws call for rotating a few board members off and electing new ones. I would like to encourage each of you to think about serving EBA as a board member or committee volunteer. We have several committees that work behind the scenes, such as our Membership & Marketing Committee, Governmental Relations Committee, Taste of Elmwood Committee, and our Film Committee. If you’re not ready to serve on the Board, consider volunteering for one of our committees. We need your help and welcome your participation!

From time to time, I get questions from members asking what they get for their EBA membership. The benefits are many, but they are far greater when you become actively involved with the association. Here are a few suggestions on how you can make the most of your EBA membership.

1. Attend our monthly luncheons, and actively network to meet new people. I would recommend that each month, you sit at a new table with someone you do not know.

2. Bring a door prize to a meeting. This gives you an opportunity to have your business recognized in front of all meeting attendees.

3. Consider sponsoring an EBA luncheon. The cost is $100, and your business gets a display table for handouts and the opportunity to present a 5-minute talk about your business.

4. Attend our annual Taste of Elmwood charity event. This is our most highly attended event each year, and it’s a great opportunity to meet people who don’t always come to our monthly luncheons. If you want even greater exposure, consider becoming a Taste of Elmwood sponsor next year.

5. Read our quarterly newsletter and support the businesses who advertise with us. This is a great way to learn about what’s going on in our area.

6. Finally, share your ideas and feedback with us. We love to hear from our members. If you have ideas or suggestions on how we can make EBA better, we want to hear them!

Thank you all for giving me this opportunity to serve as your Executive Director. I’ve enjoyed getting to know you all and look forward to seeing EBA continue to grow and thrive.

**Register at www.elmwoodba.org**

3.15 TASTE OF ELMWOOD
5.17 SEAFOOD DINNER More info coming soon
6.21 LUNCHEON
JULY/AUGUST SUMMER BREAK
Meetings resume in September
MARK YOUR CALENDARS!
March 15, 2016
11:30 am to 1:00 pm
Elmwood Self Storage & Wine Cellar
1004 S. Clearview Parkway • Elmwood, LA 70123

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• Bring your friends, family and coworkers
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The Elmwood Business Park is home to well over 80 businesses in the food and beverage industry, including many locally-owned restaurants and caterers. Whether you work in the area, or live in nearby neighborhoods, there is no shortage of places to dine. For those who are in the food and beverage industry, you know that starting and maintaining a restaurant business is no easy task, and there are many factors that play into the success of your business.

Part of the mission of the Elmwood Business Association is to protect, promote and encourage the businesses in our area, so we’d like to offer a few tips that are not only important for those in the food and beverage industry, but for many other types of businesses as well.

1. **Have a website.** If your restaurant does not already have one, get a website. It is important for diners to be able to find you online and access your website. Make sure to include basic information such as the days you are open, your business hours, and your address and phone number.

2. **Post your menu.** Your website should include an updated menu that lists everything you serve with prices. Posting a PDF of your menu is okay, but it’s even better if you have a text-based menu so that search engines can find you more easily.

3. **Make your website mobile-friendly.** In today’s world of mobile devices, many people turn to their smartphones to find restaurants, look up menus and make dining reservations. Make sure your website is mobile-friendly, which means it can be read easily from a hand-held device.

4. **Reservations.** If your restaurant accepts reservations, have a clear way for diners to make those reservations through your website. Consider subscribing to a reservation service such as Open Table to make online reservations even easier.

5. **Social Media.** Establish a social media presence for your restaurant through sites such as Facebook, Twitter, Trip Advisor, Pinterest and Instagram. Make sure you post to these sites on a regular basis. You can use social media to post daily specials and coupons and entice diners with photos of your food. This is also a good way to interact with customers and receive feedback. But make sure you monitor your social media and restaurant review sites, and give timely replies to users’ feedback and questions.

6. **Stay in touch with your customers.** Building a customer database is a good way to stay in touch with them via email marketing. Make sure you have a way to gather customer contact information, whether it’s collecting their business cards or having a place on your website for them to sign up for coupons and specials.

7. **Know your audience.** If your business mostly caters to the daytime working crowd, make sure you target your marketing toward that audience. Promote your lunch specials and market in a way that reaches those consumers.

8. **Get to know businesses in the area.** Visit with other businesses in the area and introduce yourself personally to the staff. Offer to provide them with promotional materials, flyers and coupons so they can send their customers your way. Elmwood has a number of hotels and apartment complexes, and this is a great way to get the word out about your restaurant.

9. **Join industry associations.** If you are not already doing so, consider joining business associations that will help you to network and promote your restaurant. Organizations such as chambers of commerce, restaurant associations and of course, the Elmwood Business Association can be an important part of your success.

10. **Give back.** A great way to promote your business is to give back to the community. Consider allotting part of your promotional budget to charity events such as the Taste of Elmwood, which features Elmwood-area restaurants and caterers and benefits a local charity.
Please join us in thanking and supporting the local restaurants, caterers and food/beverage providers that are part of the 2016 Taste of Elmwood event. We appreciate your support!

April’s Biz Catering
Coca-Cola
Community Coffee
Fox & Hound
Haydel’s Bakery
JJ’s Diner
Jimmy John’s
JKater Catering
Langensteins
La Madeleine
Maurice’s Bakery
Nacho Mama’s
Phil’s Grill
Pinkberry
Reginelli’s
Roly Poly
Rotolos
The Rose Garden
Shimmy Shack
Theo’s Neighborhood Pizza
Zea’s Café
Zoe’s Kitchen
This article is being prepared during the month of February as we are all in the process of organizing our tax data in order to file our individual income tax returns. To assist in that preparation, I have decided to discuss the matter of charitable contributions in this article.

Cash Contributions
Charitable contributions can only be deducted on your individual income tax return if you itemize your deductions by completing a Schedule A of the Form 1040. To qualify as a deduction, the donation must go to a qualified organization. (No, your children, grandchildren nor your spouse qualify.) The entity should be qualified by the IRS as a non profit 501(c)3. Also, remember that your deduction is limited to the amount of donation that exceeds the fair market value of any item or benefit that you receive. Example, you bid at an auction for a painting valued at $1,000.00. If you win with a bid of $900.00, you do not have a charitable deduction. However, if you win with a bid of $1,300.00, you have a charitable deduction of $300.00. The same is true for any benefit gala or dinner that you attend. Your deductible contribution is the payment less the fair market value of the dinner. Today, most organizations acknowledge this rule and will issue a letter or statement identifying the payment, the value of the dinner, and the resulting deductible donation. Additionally, for any cash donation over $250.00, you must have a written acknowledgment in your possession prior to claiming the deduction on your tax return.

Non-cash Contributions
There have been some disturbing developments in the requirements by the IRS for documenting non-cash charitable deductions. A recent tax court opinion (Kunkel, T.C. Memo 2015-71) highlighted several issues. 1. Receipts issued by many charitable organizations do not appropriately describe the items donated, the date donated, and the fair market value of the items. 2. Taxpayers did not maintain records substantiating the cost of the items donated nor the method used to determine the fair market value of the items. 4. Taxpayers could not provide evidence that the items donated were in good condition.

This tax court opinion poses a huge problem for taxpayers and tax preparers. Remember that a Form 8283 must be completed when non-cash contributions exceed $500.00. This form requires detail information, including: the name of the donee organization, their address, the date of the contribution, a description of the property donated, the date acquired of the items, the original cost of the items, and the thrift shop value.

It is important to be aware of these rules and opinions as you organize your tax information and when you meet with your tax preparer. When you sign your tax returns, you sign stating under penalties of perjury, I declare that I have examined this return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete.
The Elmwood Business Association kicked off 2016 with a State of the Parish breakfast featuring our newly-elected Parish President Michael Yenni. President Yenni shared his vision for the Parish with more than 70 members of the Elmwood business community. Prior to his talk, we also heard from Lacy Strohschein, Senior Policy and Development Associate for GNO, Inc., who talked about GNO’s water management initiatives in Jefferson Parish and Elmwood.

In February, we welcomed Lou Schwechheimer, the new owner and President of the New Orleans Zephyrs baseball team, and Augusto “Cookie” Rojas, their new Senior Vice President and General Manager. Rojas shared his personal story of how he became involved in sports management, and the two shared their vision for the Zephyrs organization, including its importance in the community.

Both meetings also featured updates from Mary Jacob, Executive Director of Families Helping Families of Jefferson, which is the beneficiary of this year’s Taste of Elmwood event.

All members of the Elmwood business community are invited to join us for future meetings. Our next meeting is Tuesday, April 19, from 11:30 am to 1 pm, at the Rose Garden (5616 Citrus Blvd. in Elmwood). Registration is available at www.elmwoodba.org. If you are interested in becoming a meeting sponsor, please call (504) 733-8900 or email elmwoodba@gmail.com.
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The Fair Labor Standards Act (FLSA) protects U.S. workers by imposing federal minimum wage and overtime requirements. Most workers covered under the FLSA must receive overtime pay of 1.5 times their hourly rate for hours worked in excess of 40 per week, unless otherwise exempted. The FLSA creates the exemptions, but regulations flesh them out. Major changes are on the way.

Under the current regulations, to qualify for the “white collar” exemptions, the most commonly used, an employee must earn at least $455 per week ($23,660/year). In other words, unless an individual earns at least $455 per week, he or she is not exempt from overtime provisions of the FLSA.

In addition to this salary minimum, to be exempt from overtime the employee must perform work in a way required by the “white collar” exemptions: the executive, administrative and professional positions. To be exempt, an employee must meet the “duties tests” for one of the white collar categories.

Highly compensated employees (HCes) may also be exempt from overtime payments if they: 1) earn over $100,000 per year and 2) earn at least $455 per week in salary or fees, and “customarily and regularly” perform some of the duties of one of the FLSA’s white collar exemptions.

In July, 2015, the U.S. Department of Labor, which administers the FLSA, announced major changes to the “white collar” regulations. The proposed updates to the regulations focus primarily on the salary thresholds currently in place for white collar workers to be considered exempt and propose the following:

- resetting the minimum salary level from $455/week to $921/week, which equals a yearly salary of $47,892 (when the rule is final, salary may be closer to $970 per week, $50,440/year);
- increasing the total yearly compensation requirement needed to exempt HCEs to $122,148 from current $100,000 level; and
- establishing a mechanism for automatically updating the salary levels going forward to assure that the levels accurately reflect inflation.

In essence, the proposed revision means higher minimum salaries in order to satisfy the white collar overtime exemptions. For example, an individual covered by the “executive” exemption (which covers positions satisfy with management and supervisory responsibilities) must earn at least $47,892 to the white collar exemption from overtime pay, regardless of her duties.

The proposed regulation provides for automatic salary updates. Employers will have to be alert to future changes to salary levels that must be met to maintain exempt status.

All employers should consider the following steps in advance of the final rule:

- Audit the salaries and duties of currently exempt employees to determine if they are exempt under the current rules.
- Audit the effect of the proposed salary changes (using the new amounts) on those employees.
- Proactively prepare for reclassification of employees from exempt to non-exempt status once the revisions are finalized.
- Recognize that nothing is final yet. The final regulations are not likely to go into effect until sometime in late 2016 or early 2017 but in any event before President Obama’s term ends. Once the final rules issue, employers will have 60-90 days before they become effective.

Current entry level positions – paying from $25 - $40,000 – into management will require close scrutiny. So store or front desk manager positions and any currently exempt position with the word “assistant” (or equivalent) will require analysis.

For now, employers should become knowledgeable, stay informed, and work proactively to assure compliance with the final regulations that are developed over the coming months.

Drew Burnside, a shareholder, represents employers through the New Orleans office of Ogletree, Deakins, Nash, Smoak & Stewart, P.C. drew.burnside@ogletreedeakins.com or (504) 648-2609
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The Elmwood Business Association Newsletter is published quarterly by the Elmwood Business Association. The views expressed herein do not necessarily reflect the views of the Elmwood Business Association or its Board of Directors. Any official positions taken by the Association will be specifically identified as such.

Articles, letters to the editor, news releases, and ads are welcome. Send copy to: The Elmwood Business Newsletter, P.O. Box 23642, Elmwood, LA 70183, or email elmwoodba@gmail.com or call the EBA office at (504) 733-8900.

For more information about the Elmwood Business Association or to become a member, please visit our website at www.elmwoodba.org.
The Elmwood Business Association is announcing a newly designed, completely digital newsletter for 2016, along with new advertising rates and Premium Sponsorship packages. The newsletter will be published quarterly and emailed to more than 1,700 individuals in the business community. Our new rates have been lowered to make them even more affordable, and because we are now digital, we will be able to hyperlink your ad to your company’s website for even greater exposure!

Space will go quickly, so please don’t wait to reserve your ad and get in on this great opportunity. To reserve your space, contact Amy Nolan, executive director, at elmwoodba@gmail.com.

### 2016 Newsletter Advertising Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Early Bird Special (by 1/15/16)</th>
<th>Regular Annual Rate (after 1/15/16)</th>
<th>Single Issue Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$900 (4 issues)</td>
<td>$1,000 (4 issues)</td>
<td>$300 (1 issue)</td>
</tr>
<tr>
<td>Half-page</td>
<td>$540 (4 issues)</td>
<td>$600 (4 issues)</td>
<td>$200 (1 issue)</td>
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<tr>
<td>Quarter-page</td>
<td>$360 (4 issues)</td>
<td>$400 (4 issues)</td>
<td>$150 (1 issue)</td>
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<table>
<thead>
<tr>
<th>Additional Marketing Opportunities for EBA Members</th>
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</thead>
<tbody>
<tr>
<td>Description</td>
</tr>
<tr>
<td>Monthly e-blast ad</td>
</tr>
<tr>
<td>(3 emails per month)</td>
</tr>
<tr>
<td>Luncheon sponsor</td>
</tr>
<tr>
<td>Website ad</td>
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### Editorial Calendar (2016)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Deadline (artwork)</th>
<th>Editorial Theme</th>
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<tbody>
<tr>
<td>Spring 2016 - Published</td>
<td>February 1, 2016</td>
<td>Food, Beverage, Entertainment &amp; Recreation Issue</td>
</tr>
<tr>
<td>March 1, 2016</td>
<td></td>
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<tr>
<td>Summer 2016 - Published</td>
<td>May 1, 2016</td>
<td>Construction/Home Improvement Issue</td>
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<tr>
<td>June 1, 2016</td>
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<tr>
<td>Fall 2016 - Published</td>
<td>August 1, 2016</td>
<td>Business Outlook Issue</td>
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<td>September 1, 2016</td>
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<tr>
<td>Winter 2016 - Published</td>
<td>November 1, 2016</td>
<td>Retail &amp; Shopping Issue</td>
</tr>
<tr>
<td>December 1, 2016</td>
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### Premium Sponsorship Packages for EBA Members

<table>
<thead>
<tr>
<th>Gold Sponsor</th>
<th>$2000</th>
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<tbody>
<tr>
<td></td>
<td>• 4 luncheon sponsorships</td>
</tr>
<tr>
<td></td>
<td>• 4 months of e-blast ads</td>
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<tr>
<td></td>
<td>• 4 months of web ads</td>
</tr>
<tr>
<td></td>
<td>• 1 full page ad in each newsletter (4 issues)</td>
</tr>
<tr>
<td></td>
<td>• Company logo on luncheon sign</td>
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<tr>
<td></td>
<td>• $2,200 VALUE</td>
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<table>
<thead>
<tr>
<th>Silver Sponsor</th>
<th>$1000</th>
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<tbody>
<tr>
<td></td>
<td>• 2 luncheon sponsorships</td>
</tr>
<tr>
<td></td>
<td>• 2 months of e-blast ads</td>
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<tr>
<td></td>
<td>• 2 months of web ads</td>
</tr>
<tr>
<td></td>
<td>• 1 half-page ad in each newsletter (4 issues)</td>
</tr>
<tr>
<td></td>
<td>• Company logo on luncheon sign</td>
</tr>
<tr>
<td></td>
<td>• $1,200 VALUE</td>
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<table>
<thead>
<tr>
<th>Bronze Sponsor</th>
<th>$500</th>
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<tbody>
<tr>
<td></td>
<td>• 1 luncheon sponsorship</td>
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<tr>
<td></td>
<td>• 1 month of e-blast ads</td>
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<tr>
<td></td>
<td>• 1 month of web ads</td>
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<tr>
<td></td>
<td>• 1 quarter-page ad in each newsletter (4 issues)</td>
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<tr>
<td></td>
<td>• Company logo on luncheon sign</td>
</tr>
<tr>
<td></td>
<td>• $700 VALUE</td>
</tr>
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*Advertising is available to active members of the Elmwood Business Association. Advertisement must be paid in full by editorial deadline for each issue. All ads are sold on a space-available-basis.

*Payment for Premium Sponsorship Package must be paid in full by 1/15/16 for the 2016 year.
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504.733.8381
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KENNY BERTUCCI
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Bertucci & Labiche
1321 Hickory Ave., Suite 100
New Orleans, LA 70123
504.733.3933
Kenny.bertucci@lpl.com

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Priority Floors
5403 Powell Street, 70123
504.733.8188
christian.rooney@priorityfloors.com

MONIQUE DANAHAY
Program Committee Co-Chair
Crescent Transport, Inc.
P.O. Box 10681
New Orleans, LA 70181
504.733.3737
monique@crescenttransport.com

JIMMY BAUM
Ex-officio/JEDCO Liaison
Home Bank
5700 Citrus Blvd., Suite K
Harahan, LA 70123
504.736.5140
jimmy.baum@home24bank.com

GEOFF ARTIGUES
Treasurer
Home Bank
5700 Citrus Blvd., 70123
504.736.5140
Geoff.artigues@home24bank.com

AL GARDES
Program Committee Co-Chair
Elmwood Self Storage & Wine Cellar
1004 S. Clearview, 70123
504.737.7676
agardes@lauricellaland.com

CINDY HART
Membership/Marketing Committee Co-Chair
1st Lake Properties/Clearwater Creek
826 S. Clearview Pkwy., 70123
504.734.0074
cindyh@1st-lake.com

KAREN DUFFY
Membership/Marketing Committee Co-Chair
First NBC Bank
1105 S. Clearview Pkwy.
Jefferson, LA 70121
504.671.3518
KDuffy@FirstNBCBank.com

AMY D. NOLAN, APR
Executive Director
Elmwood Business Association
P.O. Box 23642
Elmwood, LA 70183
504.733.8900
elmwoodba@gmail.com