

The Baton Rouge Area Foundation—Creating the next great place

CURRENTS

Q1 | 2007

BESTSELLERS

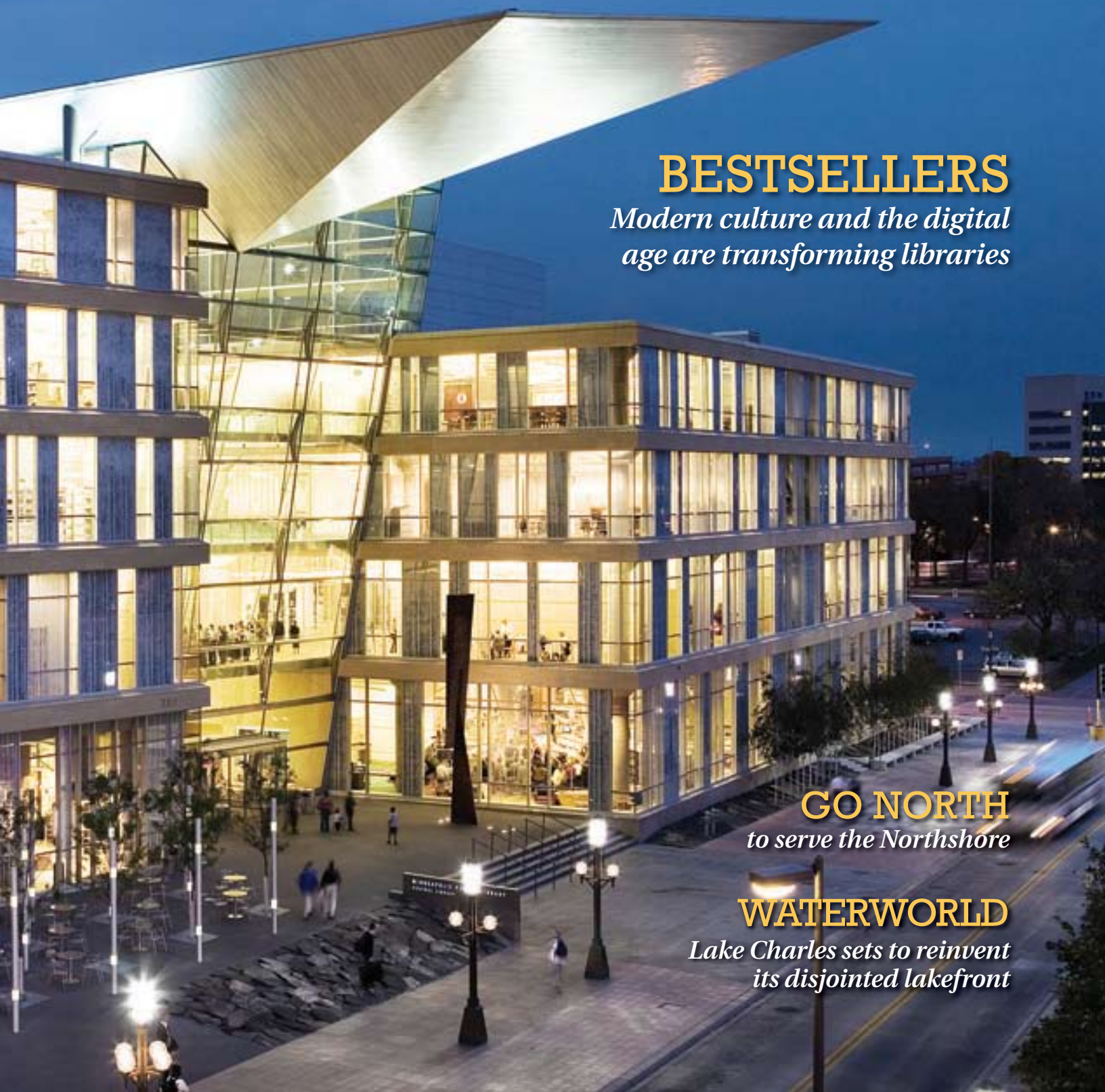
Modern culture and the digital age are transforming libraries

GO NORTH

to serve the Northshore

WATERWORLD

Lake Charles sets to reinvent its disjointed lakefront



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photographed by
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LETTER FROM THE CHAIR



This issue of *Currents* launches a new look for our quarterly publication, one that we hope will give you—our donors, members, and friends—greater insight into the Foundation’s activities. Responding to the horrors of Katrina and Rita over the past fifteen months, the Baton Rouge Area Foundation has been called upon repeatedly to provide leadership and expert insight to the

most critical issues facing our state. As stakeholders and interested parties in our organization, you can be proud of the work that’s been done to improve our region and help our neighbors.

Fittingly, the Foundation is participating in another launch this month—the Northshore Community Foundation. Currently without a regional grantmaker and trying to cope with a tremendous influx of

...the state should move forward in 2007 with true health care reform...

new residents, the parishes above Lake Ponchartrain have stretched their existing resources to provide relief services and are eager to benefit from this new leadership tool. Over the past few months, the Foundation has worked with hundreds of residents from St. Helena, St. Tammany, Tangipahoa, and Washington parishes to organize this important initiative. Led by Susan Bonnett, the Northshore Foundation has opened its office in Mandeville and plans to begin grantmaking operations this year. You

can find out more on page 18.

As you flip through this edition, you may notice several new columns where we’ll feature important updates over the next few months. From local leader profiles, to news for nonprofits and grantmaking highlights, each section is designed to share our work and initiate conversations about the future of our community. To that end, I’d like to encourage you to send your comments—both about this publication and issues facing our community—for our next edition.

Why is this forum important? *Currents* is issued by the Foundation quarterly to report critical activities, share progress, and pose important questions. For our donors, members, and friends, it fulfills an important reporting duty, providing critical insight into some of our community’s most complicated challenges. Additionally, it promotes transparency and integrity by maintaining a record of the Foundation’s work. It is, ultimately, a testament to the legacies being built by our donors, members, and board.

Since our last issue, the Foundation has issued 649 grants, totaling \$7.3 million. Through December 2006, the Foundation has issued more than \$34.3 million in relief grants to help people impacted by hurricanes Katrina and Rita. Part of that work included a comprehensive health care study conducted by renowned analyst PricewaterhouseCoopers and funded by the LRA Support Foundation, a supporting organization of the Baton Rouge Area Foundation. The study found that Louisiana has the last remaining two-tier health care system in the country and recommended that the state move away from operating a Charity Hospital System. The report noted that many of the state hospitals are in need of major repairs and that the indigent and uninsured residents of our state often have to wait months to receive care.

Additionally, the report recommends building a new University Hospital in Baton Rouge to accommodate our state’s post Katrina/Rita population shift and to replace the aging Earl K. Long Hospital.

*Baton Rouge
Area Foundation*

BOARD OF DIRECTORS

Planning for that project, the report concludes, should include a Level 1 Trauma Center and create a greater graduate medical education presence in the area.

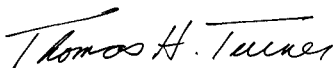
This new facility should also create infrastructure for addressing our region's nursing and allied health professional shortage. The Governor's Healthcare collaborative has also recommended that the state, in partnership with the federal government, create a statewide insurance program that would allow residents access to private physicians and their local private hospitals.

Like other studies presented by the Foundation, this one has the potential to have a great and positive impact on our community, especially on overall quality of life. The Louisiana Recovery Authority has approved the PricewaterhouseCoopers plan, and the Governor and Secretary of Health and Human Services are continuing to discuss the statewide insurance program. We can no longer afford to ignore the insights presented in this valuable report and the state should move forward in 2007 with true health care reform. These issues will be highly controversial, so as the legislature enters its 2007 schedule, I am encouraging you to urge them to act on these important recommendations.

With our annual meeting just around the corner, I am reminded that this will be my final letter to our *Currents* readership, and I want to thank you for this tremendous opportunity and your continued support of the Foundation.

On a personal note, my wife Sari and I would like to wish you a happy and fruitful year in 2007.

Sincerely,



Thomas H. Turner

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UPCOMING EVENTS

February 1
Grant Application Deadline:
Fund for Bogalusa
Healthcare Grantmaking Program
Powell Group Fund
YWCO Fund

February 15
Grant Application Deadline:
E.J. and Marjory B. Ourso
Family Foundation

February 16
Concept Paper Application Deadline:
Community Advancement Fund

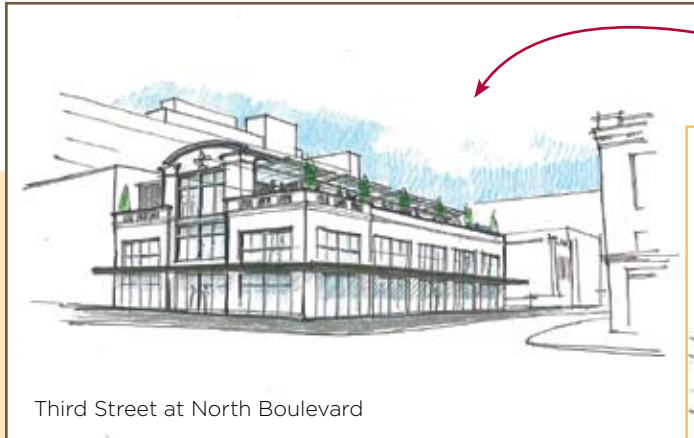
February 20
Mardi Gras
Office Closed

March 1
Grant Application Deadline:
Charles Lamar Family Foundation

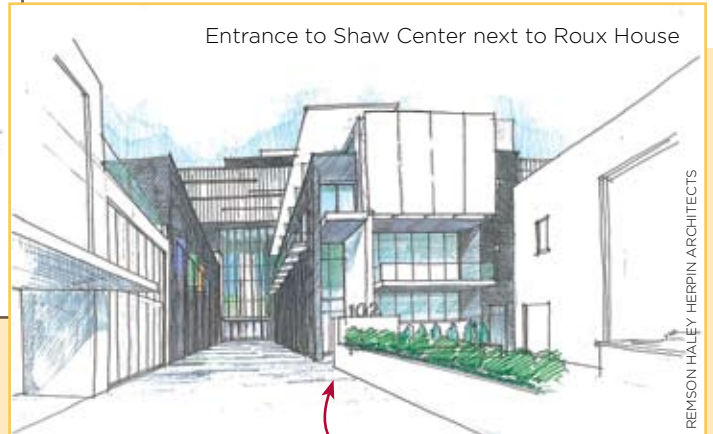
March 14
Annual Meeting

Currents is published four times a year by the Baton Rouge Area Foundation, 402 N. Fourth Street, Baton Rouge, Louisiana 70802. If you would like to be added to our distribution list, please contact us at (225) 387-6126, or email the Foundation at mverma@braf.org.

LEAD IN



Stroube's Building



Liner Building

Loft living—amplified

Imagine living on a block that includes destination restaurants, an art gallery, a river view and a performing arts theater.

It will be possible, for the Wilbur Marvin Foundation, the Foundation's real estate portfolio, begins construction in spring of the most unique development in Baton Rouge.

The project will be located on the Third Street wing of the Shaw Center for the Arts. The former Stroube's Drugs on Third and North Boulevard will be converted into a two-story res-

taurant. Lofts will be constructed in a new liner building along the path that connects the arts center at Third Street.

The Wilbur Marvin Foundation will split the profits with the Shaw Center, giving the arts block a financial boost.

Architects for the project are Remson Haley Herpin. •

In praise: TAB

I have been drinking TAB for as long as I can remember, from sips off my mother's can when I was a child to the four-a-day habit that now fuels my work and lets me raise children of my own.

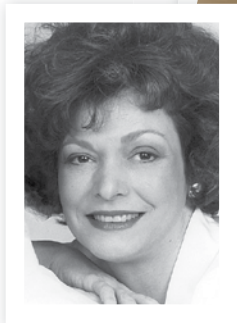
TAB, the first mainstream diet drink, reminds me of spending time with my mother in our big Ford station wagon in the 70s, listening to Man of la Mancha and Helen Reddy tunes. It still tastes like carbonized cough syrup with a kick.

TAB has become trendy among the tastebuds of a much younger generation; it still offers nostalgia to those who can't remember their life before Diet Coke.

Recently, while meeting at the Baton Rouge Area Foundation to solicit a Katrina-related gift from the Robert Wood Johnson Foundation, I offered RWJ visitors, both in their 30s, a TAB. They laughed and it broke the ice immediately. I asked Andy Hyman of their team to tell me what song was playing on the radio in his head when he took a sip. He replied with a smile, "Billy, Don't Be a Hero, oh and The Brady Bunch is on the TV."

—LORI BERTMAN, BERTMAN AND ASSOCIATES





Kantrow family

A good name

A room that is often aswirl with people trying to do good works is an appropriate place to be named after Marcia Kaplan Kantrow. Late last year, the Foundation dedicated its main conference room - available to the region's nonprofits - after the first director of programs. When she passed away in 1997, her family created an endowment to provide funding for speakers who lecture on topics focused on community building. The lecture series has changed Baton Rouge; the first one introduced the region to New Urbanism, which is being used by developers to design better communities across Louisiana.

"Marcia was both extraordinarily ethical and extraordinarily devoted to the advancement of her community," says John Davies, Foundation president and CEO. "In most everything she did, she put personal wants last. She was a beautiful person." •



Gaines book award set

The Foundation is near a launch of the Ernest J. Gaines Award for Literary Excellence, an annual book award aimed at honoring the legacy of Louisiana's finest literary figure.

Gaines was born in Pointe Coupée, where he picked cotton and attended school before moving to California at 15. He attended San Francisco State University and later won a writing fellowship to Stanford University. Novels by Gaines, who now lives in Oscar, include "The Autobiography of Miss Jane Pittman," "A Lesson Before Dying" and "A Gathering of Old Men."

The award will recognize the work of an African-American fiction writer who has published a full-length work in the preceding year. The winner will receive a \$10,000 award and a trip to Baton Rouge to read their work next January. •

KEEPING TABS

Market share: 0.5%

From staff to volunteers, TAB is curiously popular at the Foundation.

TAB, also spelled TaB, was not the first sugar-free drink. It was preceded by Diet-Rite Cola in 1958. Coca-Cola introduced TAB in 1963 when 28% of Americans said they were watching their weight.

TAB was developed in haste over a year, and sweetened by cyclamate, later by saccharine. The name TAB was picked among about 250,000 short words generated by an IBM mainframe.

TAB was eclipsed by Diet Coke in the 1980s, but Coca-Cola is attempting to give the TAB name a jolt with TAB Energy, a 5-calorie drink targeting stylish women (see left). TAB Energy includes some vegetable juice, ginseng, taurine and vitamins. The original TAB is still available in many countries, including Botswana, Iceland, Lesotho, Spain and Swaziland. •



Taking roll

The Foundation hosted a November luncheon for 229 teachers who survived the grind after Katrina without missing a day of work. The teachers showed up each day to work under difficult circumstances, including a swell in the student population and personal sacrifices at home for some after the hurricane. The East Baton Rouge school system paid each of the teachers between \$250 and \$500 for achieving either one or two semesters of perfect attendance. The school system plans to continue the incentive program. •

LEAD IN

I am Kori Thomas—23 years old.

Before coming to City Year I attended Louisiana State University, where I received my certification in early childhood education. In fall 2005, I got really involved with hurricane relief efforts. I worked at LSU's special victims unit, where I cared nearly around-the-clock for a two-year-old girl who had been separated from her mother, as well as five other children, all under the age of seven. The kids were airlifted from their roofs and transported to Baton Rouge in ambulances. It took nearly five days for the children to be reunited with their families. I learned from the experience that I had to do more for the children affected by this tragedy.

Scotlandville Middle School was opened to students who had been displaced from the Orleans Parish school system. Working with fifth-graders at the school, I saw that they were desperately seeking stability in the tumult. At the school, I also discovered a wonderful group of young people in red City Year jackets who provided that stability for the whole school. They were assisting in each classroom, and they were tutoring and providing recreational activities after school at Renaissance Village. The City Year volunteers made me realize I wanted to help change our community.

After observing the impact City Year made on the lives of my students, I decided to apply to the program, putting off studies for a master's in education for

a while. At City Year, I am now the service leader for the Young Heroes program, which inspires adolescents to be courageous, compassionate and committed leaders in their communities.

Young Heroes' goal is to help youngsters recognize their potential to be everyday heroes and leaders who commit to a lifetime of service. Young people should be recognized as assets, resources, and most importantly, part of the solution.

I recruit a diverse group of students to participate in this program and to combine leadership development, citizenship skill building and an introduction to community service while allowing them to explore critical issues facing our communities today, such as hunger, homelessness, the environment and equal access for people with disabilities.

I am seriously considering a second year of service with City Year. After that, I plan to complete a master's degree in education and then open an urban charter school for boys in kindergarten to sixth grade that specializes in language and performing arts. Of course, the school will have an emphasis on community service. For more information, visit cityyear.org.



Ranking of Louisiana for donations by households with more than \$200,000 in annual income. Utah was No. 1, followed by Oklahoma, Nebraska, Minnesota and Georgia.

Source: NewTithing Group, based on IRS data for 1998-2004.



LRA Support Foundation explores legal issues

The LRA Support Foundation has approved spending \$200,000 to continue researching land-use and legal issues related to recovery from Katrina and Rita.

The authorization follows a land-use and legal

issues meeting convened by the LRA Support Foundation, which was created by the Baton Rouge Area Foundation to raise private funds for hiring experts to assist the Louisiana Recovery Authority.

Over two days in October, the LRA Support Foundation hosted top experts in real estate issues to investigate land-use and legal issues relevant to recovery. The group was asked to identify land-use and legal impediments to Katrina/Rita recovery, recommend a process for solving these issues, and create a map for implementing local and regional development plans.

The group noted that implementing recovery plans will require companion legal research to accompany the Louisiana Speaks local and regional reports. This research should address relevant legal and financial issues, including property rights and eminent domain, coastal restoration, water and mineral rights, consequences of the recently approved constitutional amendments, and regionalism—especially in terms of transit and economic development. Housing and safety issues, and the availability of public services should also be documented. Research should include inventories of public roads, ports and other assets, as well as agencies—their authorities, jurisdictions, and limitations. The group said long-term funding sources and strategic financing options should be explored for creating new public assets. •



Window of hope

A trip through Old South Baton Rouge used to show despair. A recent trolley ride with donors of the Foundation revealed a community that now has hope. Federal money is being used to build houses to replace failed apartment projects. A new magnet middle school is teaching hundreds of students, and the former McKinley High has been reopened as a community center. New apartments and lofts are lining Highland Road and Nicholson Drive, the main thoroughfares of Old South Baton Rouge between LSU and downtown.

And there is more coming. The Foundation has assisted

in the creation of an Old South Baton Rouge Partnership group to implement a strategic plan. In December, the group successfully lobbied the Planning Commission and the Metro Council to adopt new land uses in the neighborhood based on recommendations by Foundation consultants RKG. *More on the plan is available at <http://osbr.planbr.org>.* •



Be heard

Louisiana residents like polls, but sometimes they don't like the results. That should not be a problem in an upcoming poll aimed at shaping the state for the next five decades.

From Jan. 22 to Feb. 10, residents—both those who live in the state and those who have been flung afar by Katrina—will get a chance to show preferences on how Louisiana will develop in coming decades. The poll, conducted at libraries and across the Net, is a crucial step for the Louisiana Speaks project—a year-long effort of land planning led by Calthorpe Associates and overseen by the Center

LOUISIANA SPEAKS

Our Voice. Our Plan. Our Future.

A LONG-TERM COMMUNITY PLANNING INITIATIVE OF THE LRA

for Planning Excellence, birthed originally as Plan Baton Rouge by the Foundation.

What's on the poll? Residents will offer preferences among many things, including location of transportation corridors, how to rebuild the coast, and which areas to preserve as greenspace.

The Louisiana Speaks long-range plan is unlike local planning after Katrina. The planning bridges parish borders across South Louisiana and will provide a blueprint for the long-term future of the state. It is expected to be revealed in March for adoption by the Louisiana Recovery Authority. *For more on the Louisiana Speaks project, visit LouisianaSpeaks.org/planning.* •

Help wanted

Kevin Boyd wishes there were more people available to wield hammers. Because of Katrina, the executive director of the HOPE VI program can't find enough construction workers to speed up building of more than 100 housing units in Old South Baton Rouge. Still, he pledges the project will meet its deadline. "We are supposed to have them built by September 2008. We are shooting for that date to have all this completed."

Under construction now in the neighborhood between downtown and LSU are seven duplexes off Thomas Delpit Drive near Terrace Avenue. Boyd says they will be ready for occupancy by mid-February. In total, 28 units will be in that section of the project—including two mixed-use units fronting Thomas Delpit.

HOPE VI, an \$18.6 million federal grant secured for the East Baton Rouge Housing Authority with financial and administrative backing from the Foundation, has



bought land in select areas of Old South Baton Rouge, including key parcels on Highland Road. When completed, the project will have 126 new housing units. HOPE VI will lease and sell the houses at below-market rates.

Since the construction started, the Foundation has become more deeply involved in the area, overseeing a strategic revitalization plan and helping to launch a neighborhood partnership board to implement the plan. *For more information, visit <http://planbr.org/osbr/osbrindex.html>.* •

The Red Stick Farmers Market and the Main Street Market are thriving. We asked Copper Alvarez, who manages the markets, to share some insight about the Farmers Market.

Which one product generates the most sales at the market?

Red Stick farmers agree that strawberries are the best sellers at the Red Stick Farmers Market. Tomatoes run a very close second. In 2006, the strawberry season got its earliest start on November 11, when Ponchatoula strawberry growers Eric Morrow and William Fletcher had berries before Thanksgiving. Some of our growers will bring strawberries to Market as late as June, which leaves only four months without fresh, locally-grown Louisiana strawberries.

Are the Smith Creamery people really as nice as they seem?

Absolutely. Warren and Sandra Smith are also quite passionate about what they do. Right after Hurricane Katrina, the Smiths had to literally saw their way out a nine-mile parish road to deliver their milk, then later drive to Baton Rouge to purchase diesel fuel to keep the milking machines and creamery processing going. Even so, the Smiths handed out milk along the highway to the utility workers and National Guard here to help from around the country.

Friendly? Just ask any of the kids who sample their chocolate milk on Saturday mornings.

Who are some of the ardent fans of the market?

Nell Bergeron shops each Saturday, usually arriving early and staying late. She buys produce and goods from about 75% of the farmers and retailers, and she's generous with what she purchases. She gives produce to her friends and neighbors



who cannot make it to the market and to the church. She has about two freezers full of products at home.

We're happy when our local politicians drop by, like Mayor Kip Holden, who has been coming to the market for 10 years.

Four years ago, the Farmers Market moved to the Main Street Market. Did the move affect the Farmers Market?

Charles Glaser of Glaser Produce Farm says his sales have quadrupled since the move to the Main Street Market. The Main Street Market lets us open year-round and provides restaurants, shops, restrooms and ATMs that add to the service we can provide to shoppers.

What's next for your organization?

In April or May, we will open another Farmers Market with BREC. It will offer produce and

goods on Thursdays at BREC's new offices in the former Sears building at the corner of Ardenwood and Florida. The BREC facilities will let us expand our services, such as teaching nutrition to families.

If you could be one vegetable, which vegetable would you be and why?

Definitely a pumpkin. They are connected to autumn and the Harvest celebration. They have a long shelf life and are used to decorate. If you're a pumpkin, you might not get eaten at all. Pumpkins mostly sit around unless it's Halloween, and then they get to shine as a carved and unique personality. •

Starting a Fund

Donor Advised Funds allow you to recommend grants to organizations that you want to support.

Starting a Donor Advised Fund with the Baton Rouge Area Foundation is an easy way to build your philanthropic legacy. Whether you want to save the wetlands or help local children learn to read, the Foundation's grantmaking staff can help you find the right program for your interests—and will make sure that your gift gets results.

What is the Baton Rouge Area Foundation?

We are a community foundation dedicated to enhancing the quality of life in Louisiana's capital region.

Since 1964, the Foundation's donors have issued more than \$160 million in grants to organizations working to improve our community.

What is a donor advised fund?

Of the Foundation's six fund types, Donor Advised Funds are the most popular—comprising more than 40% of our funds. Donor Advised Funds are popular because they allow you, the donor, to recommend grants to specific organizations that you want to support. The Foundation handles everything else—from issuing the gift and reporting results back to the donor, to ensuring proper tax documentation.

Donor Advised Funds are available for gifts over \$10,000. Additionally, the Foundation invests funds so that your gift is always growing—so that your legacy in our community goes on and on. And gifts to the funds are tax deductible.


Find out what philanthropy is all about. Call Jessica Stuart at (225) 387-6126. •

Send your letter to the editor.

Tell us what you think. Send your letter to the editor of *Currents* to the address below. We will be adding a letters to the editor section in our next issue.

Baton Rouge Area Foundation
Attn.: Mukul Verma
402 North Fourth Street
Baton Rouge, Louisiana 70802

Or email your comments to mverma@braf.org.



**If the ocean were made of money,
Pat Fellows could shuck his wetsuit in
favor of sifting real dollars from the sand.**

Instead, the philanthropist and owner of Rocket Burritos will swim 32 miles in the Gulf of Mexico to raise money for the Rocketkidz Foundation. Set for March 2007, the event will be sponsored by numerous organizations, and Fellows hopes to raise more than \$1 million. A donor advised fund of the Baton Rouge Area Foundation, the Rocketkidz Foundation will support programs, projects and buildings that promote kids' fitness in the Gulf Coast region.

"There are some gifts that can last a lifetime—and even be passed from generation to generation, like fitness and a healthy lifestyle. That's why I started the Rocketkidz Foundation, to help kids and families in the Gulf Coast live better, and to show people what's possible when you set a goal and move toward it with determination and perseverance."

To start a fund, call Jessica Stuart at (225)387-6126.

*Baton Rouge
Area Foundation*



ON THE GROUND





PHOTOS BY
LORI WASELCHUK

A New Kind of Corner

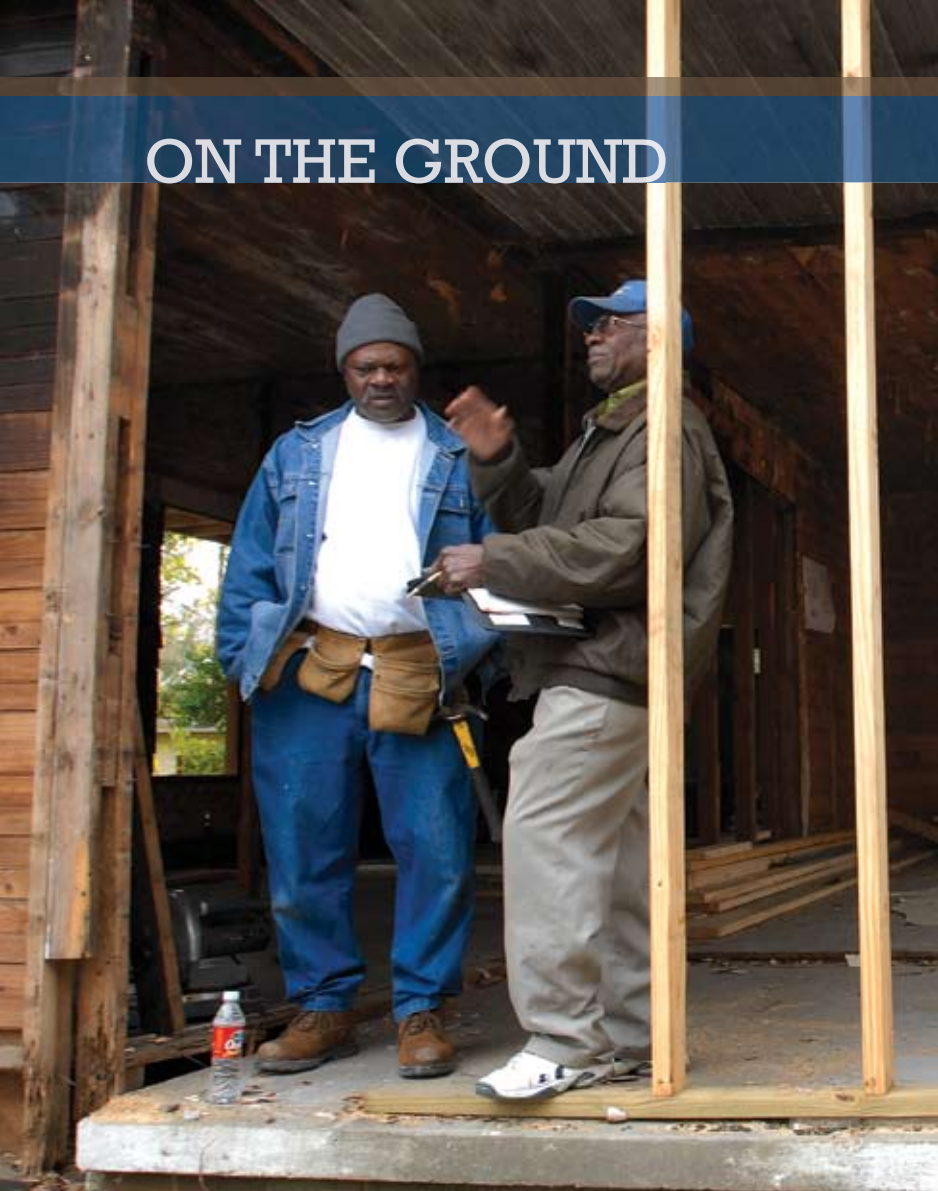
*Activist dreams of a safe, attractive
neighborhood and works to get it done*

If you ask Fahmee Sabree, a neighborhood makes all the difference. “I came from a good home, with two parents, but I was surrounded by bad influences and I got into trouble.” By age 15, the Birmingham, Ala., native had joined a gang. He was in and out of jail until he turned 23.

Then things changed. Sabree’s probation included community service, and for the first time, he felt the satisfaction of contributing. The feeling intensified when he converted to Islam, which encourages followers to “do for self and do for others,” he says.

Today, Sabree, 55, is a successful businessman, religious leader, husband, and father. For 20 years he has lived, worked and volunteered in Old South Baton Rouge, where everything from grassroots youth programs to a new farmers market bears his quiet, modest stamp. Despite the neighborhood’s challenges, he wants to insure it features plenty >

ON THE GROUND



Fahmee Sabree, *left*, and Randy Henry talk about plans for a house they are rebuilding in Old South Baton Rouge. The house had become a danger and an eyesore in one of the neighborhoods.

of positive influences.

As director of the Islamic Complex, a faith-based non-profit, he established a safe haven for Hurricane Katrina

victims. It happened spontaneously. After members boarded up their East Washington Street building before the storm, they added large block letters to the plywood that read “Hurricane Shelter.”

“We thought maybe people would need a place to stay,” said Sabree. In the ensuing weeks, more than 400 displaced victims came through the doors, including a dozen female inmates from New Orleans released from temporary incarceration at the Louisiana State Penitentiary in Angola. “They had nowhere else to go,” he said.

Ultimately, Sabree and his team worked round-the-clock to reunite 170 displaced residents with family members nationwide.

“If Katrina didn’t do anything else,” he said, “it broke down religious and racial barriers and brought people together.”

Sabree says his background motivates him to create opportunities and inspiration for the neighborhood’s families. “Naturally, when you change the environment, you change the outlook.”

His work is palpable. A pair of picnic tables on East Washington Street has replaced litter and loitering. There are flowers up and down the thoroughfare, thanks to community clean-ups and a partnership with Baton Rouge Green. And every Thursday and Saturday, the Old South Baton Rouge Farmers Market operates outside the Islamic Complex.

Sabree is president of Advocates for Change, an Old South Baton Rouge neighborhood organization. “We’ve focused a lot on non-violence and reducing crime,” he said, “and reaching out to the youth.”

To get them off the corners, young people “just need a little attention and exposure to something better,” says Sabree. “You can’t expect a lively, happy child when everything they see is depressing.”

Around 20 high school students participate in his Youth in Business program each year where they learn leadership, financial literacy, and basic business skills. The case study shifts annually, but last year’s focus was small farming. The students spent eight weeks working on a small family farm in Zachary.

“At first, they said, ‘this isn’t what we signed up

for,' but they came around," he said. "Before long, girls with manicured nails and boys who had never left the neighborhood were harvesting peppers and learning how to make hot sauce."

Today, some of the program's graduates work at the Farmers Market and others are working with the LSU AgCenter to bottle the hot sauce for retail. Sabree says it will be available at the market this spring.

Other young people have benefited from Sabree's impromptu construction training program which operates with help from local carpenters, plumbers, and electricians. A vacant practice house gives kids a place to hone skills that might lead to jobs.

Last June, he launched the Farmers Market, which provides not only fresh produce, but a safe spot for neighbors to gather.

"If you're a person who wants to eat right, you won't find what you're looking for in a convenience store," he said. "The idea of a farmers market kept coming up."

Sabree recruited Zachary farmers to stock the farm stand. He says he's a firm believer in partnerships. "I try to work with those already doing things."

Sabree hopes the recent progress made in Old South Baton Rouge will continue.

"We have a long way to go, but I like the challenges here. We have a lot of potential."

—MAGGIE HEYN
RICHARDSON

"If Katrina didn't do anything else, it broke down religious and racial barriers and brought people together."

—FAHMEE SABREE



Hassan Abdullah tries to draw in customers to the fresh produce market that is set up every Thursday and Saturday outside the Islamic Complex on the corner of Washington Street and Thomas H. Delpit Drive.



Go North

PHOTOS BY
LORI WASELCHUK

Katrina creates waves along the Northshore—and a chance to build a new foundation for the community.

The people of St. Tammany were careful about choosing a future. In advance of most other areas, they agreed on a parish master plan that would provide orderly development of the lush area through 2025. But then Katrina drowned the coast, and the trailblazing plans of a parish that includes quaint cities like Covington and Mandeville were all wet.

“2025 is today; because of the population growth, it has been accelerated to 2006,” says longtime St. Tammany resident and real estate developer Reid Falconer. “We have gone from being a suburban parish to being an urban parish. We are having all the problems that an urban parish faces without the benefit of 10 years of adjustment.”

That sentiment is caroming in other areas jumbled by the most devastating storm in U.S. history. Accelerated population growth in the string of parishes that hug Lake Pontchartrain has caused traffic snarls, not enough housing for workers, and has stretched public services.

Falconer expects no breathers from the expansion. “We are absorbing a lot of people from hurri-

cane-affected areas who are moving to the higher ground. We will always be the high ground so we will continue to grow.”

Together, St. Tammany and Tangipahoa are expected to surpass 600,000 residents by 2030 – doubling since 2000. That could be a reason for grumbling, but Falconer and others in the region vow to make adjustments to maintain their high quality of life. Says Falconer, “This gives us a new chance to ask ‘what do we want our community to look like?’”

A mechanism has been created to help them answer that and other tough questions. In January, the Northshore Community Foundation started operating in the region, providing services to St. Tammany, Tangipahoa, Washington and St. Helena parishes. Leading the group is Maura Donahue, vice president of DonahueFavret Contractors and former chairwoman of the powerful U.S. Chamber of Commerce. Falconer is among the Northshore Community Foundation’s first board members, as are others who have been successfully steering the community for decades. >

Kids playing at Bogufalaya Park in Covington

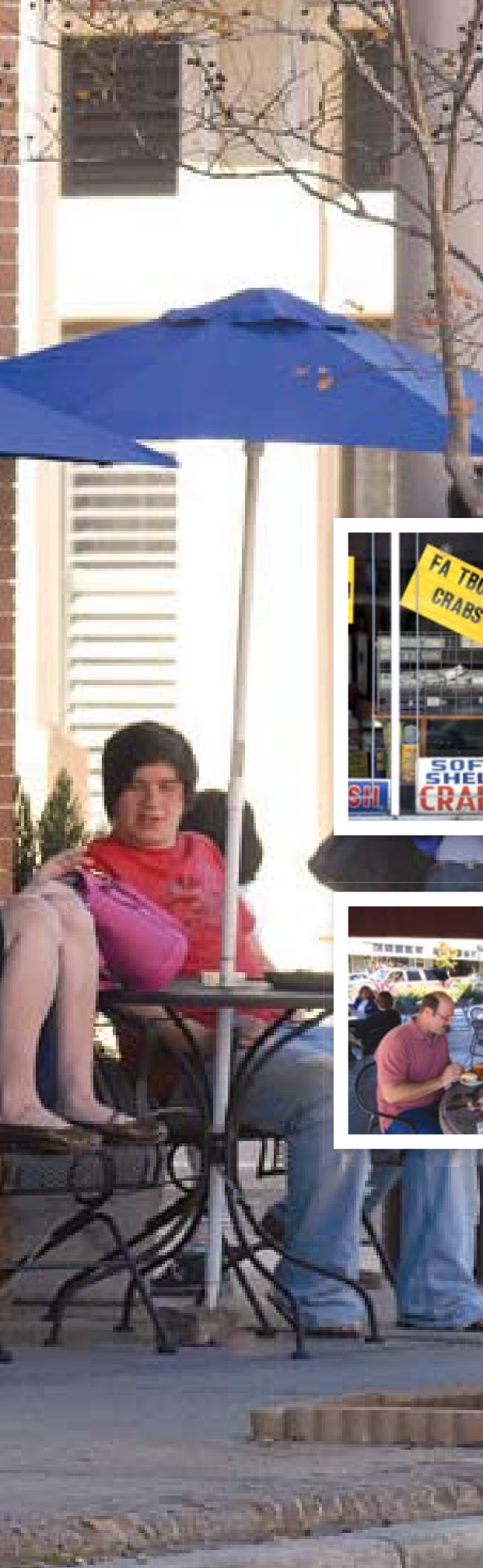


TANGIPAHOA

Once densely populated with pine, oak, ash, birch, magnolia and cypress, Tangipahoa Parish is quickly emerging as an urban center. Tangipahoa means “those who grow corn,” which refers to a tribe of the Acolapissa who lived in the area when it was colonized by the French. Katrina caused the parish’s population to rise by 12,481 to 117,617 in July 2006. Tangipahoa’s key cities include Amite, Hammond and Ponchatula. Hammond has a thriving downtown, while Ponchatula is known for its antiques district and famous for its strawberry festival.

THE
FREDERICK
BLDG.
1902
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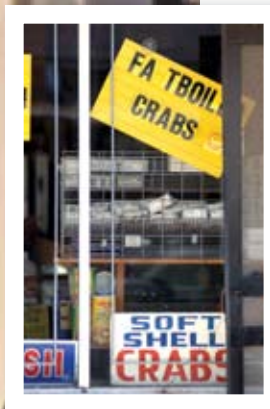


We will always be the high ground so we will continue to grow.

—REID FALCONER

Action, not words

The idea for a community foundation for the Northshore has been chatted up for years, but only became serious conversation in 2006, when some in the area sought the Baton Rouge Area



Foundation's assistance to start a foundation in their community. Not wanting to launch without assuring a good chance of success, the Baton Rouge Area Foundation hired Susan Bonnett, who has run nonprofits and been a state policymaker, to conduct a feasibility study in the four-parish region.

Meeting with more than 100 people across the parishes, Bonnett returned with a positive report. Northshore leaders were enthused about the idea. Without hesitation, they wanted the Baton Rouge Area Foundation to

help start a community foundation that would collaborate to tackle the challenges created by the population swell.



In November, the Baton Rouge Area Foundation board approved funding the creation of the Northshore Community Foundation.

In that month, Lacey Toledano, CEO of St. Tammany West Chamber, described the decision as Santa Claus coming early to the region.

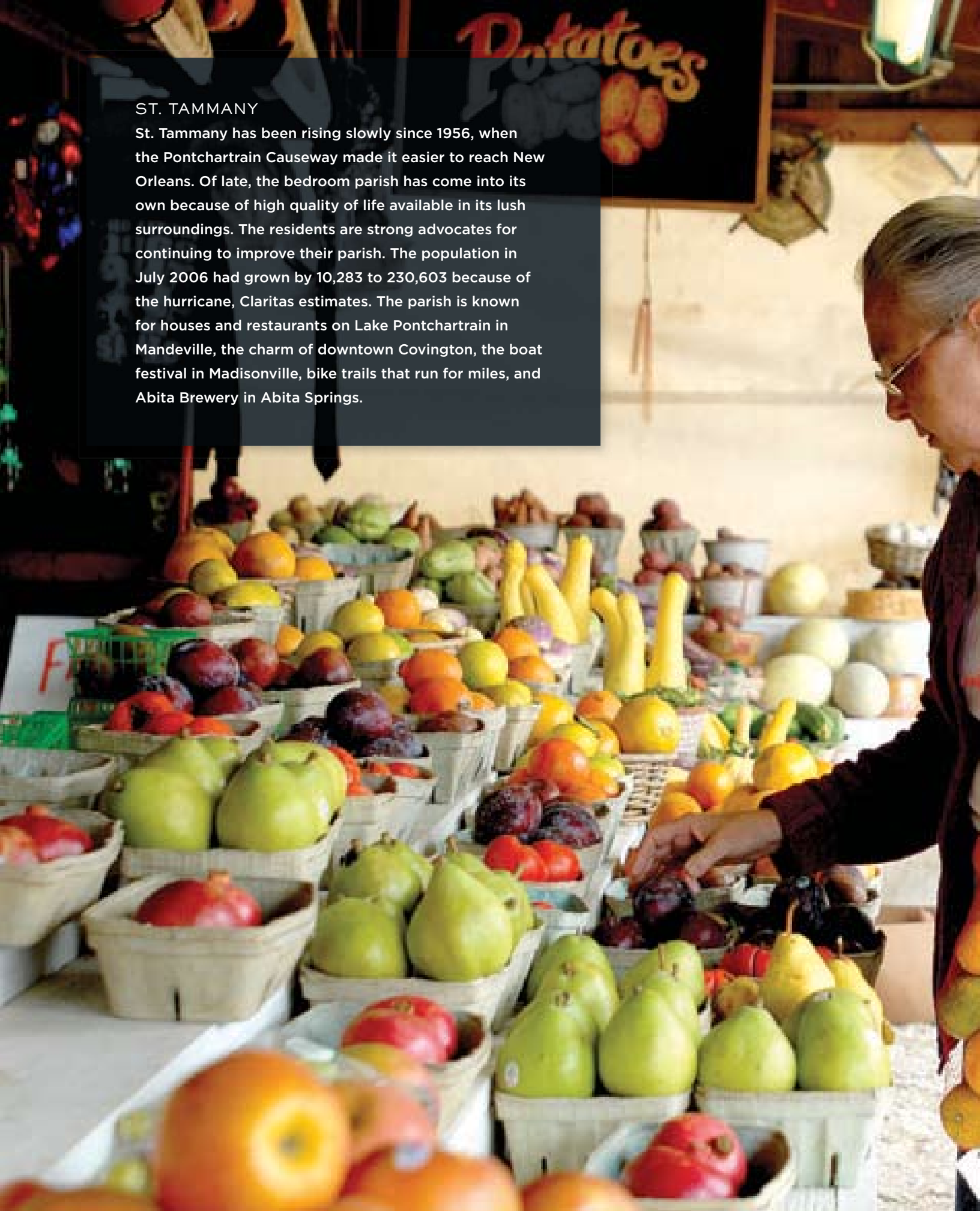
The creation of the Northshore Community Foundation, she says, will help the area burnish its own identity, often lost because of its location between the larger New Orleans and Baton Rouge regions. "But we will maintain our bond with >

< Fresh Louisiana seafood...

< ...and lunch with friends in Hammond.

ST. TAMMANY

St. Tammany has been rising slowly since 1956, when the Pontchartrain Causeway made it easier to reach New Orleans. Of late, the bedroom parish has come into its own because of high quality of life available in its lush surroundings. The residents are strong advocates for continuing to improve their parish. The population in July 2006 had grown by 10,283 to 230,603 because of the hurricane, Claritas estimates. The parish is known for houses and restaurants on Lake Pontchartrain in Mandeville, the charm of downtown Covington, the boat festival in Madisonville, bike trails that run for miles, and Abita Brewery in Abita Springs.





the city of New Orleans,” says Toledano. “A lot of our residents are natives of the city and want it to recover.”

The Northshore Community Foundation acts as a subsidiary of the Baton Rouge Area Foundation, but only in legal documents. Otherwise, the foundation operates independently, managed by a self-selected board from the Northshore with daily operations handled by Bonnett, the first president and CEO. To reduce operating expenses, The Baton Rouge Area Foundation’s staff provides grantmaking support and other services to the Northshore Community Foundation.

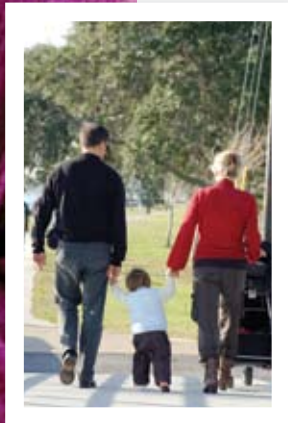
Already there

Some of the groundwork for enhancing the region has already begun. The Center for Planning Excellence, an offshoot of the Baton Rouge Area Foundation known by the shorthand C-PEX, has been overseeing regional land-use planning across South Louisiana through a project called Louisiana Speaks. A separate project by the group is assisting Tangipahoa Parish establish zoning in rural areas that are growing rapidly.

The work of C-PEX is providing the underpinning for improving the quality of life by building better communities, preserving the environment and connecting the communities with improved transportation networks.

Falconer believes that such land planning is necessary in St. Tammany as well, and expects considerable support for an effort there. He sees the planning as a step in creating prosperous cities that span South Louisiana.

“It’s a very stimulating and exciting time to be a resident of St. Tammany Parish and Louisiana,” says Falconer. •



< Saturday stroll on the lakefront in Mandeville...



< ...and shopping on Lee Lane in Covington.

< (Opposite) Picking Louisiana’s Freshest... in Abita Springs.



SUSAN BONNETT & BOARD

Susan Bonnett is the first president of the Northshore Community Foundation. She operated her own governmental and public affairs firm before joining the foundation. Before that, she worked for Gov. Mike Foster as director of administrative affairs and political director.

In the early 1990s, she was director of development for the Louisiana Council on Child Abuse. She earned a bachelor's in arts from LSU in 1990.

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Tim Carpenter
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R. Reid Falconer
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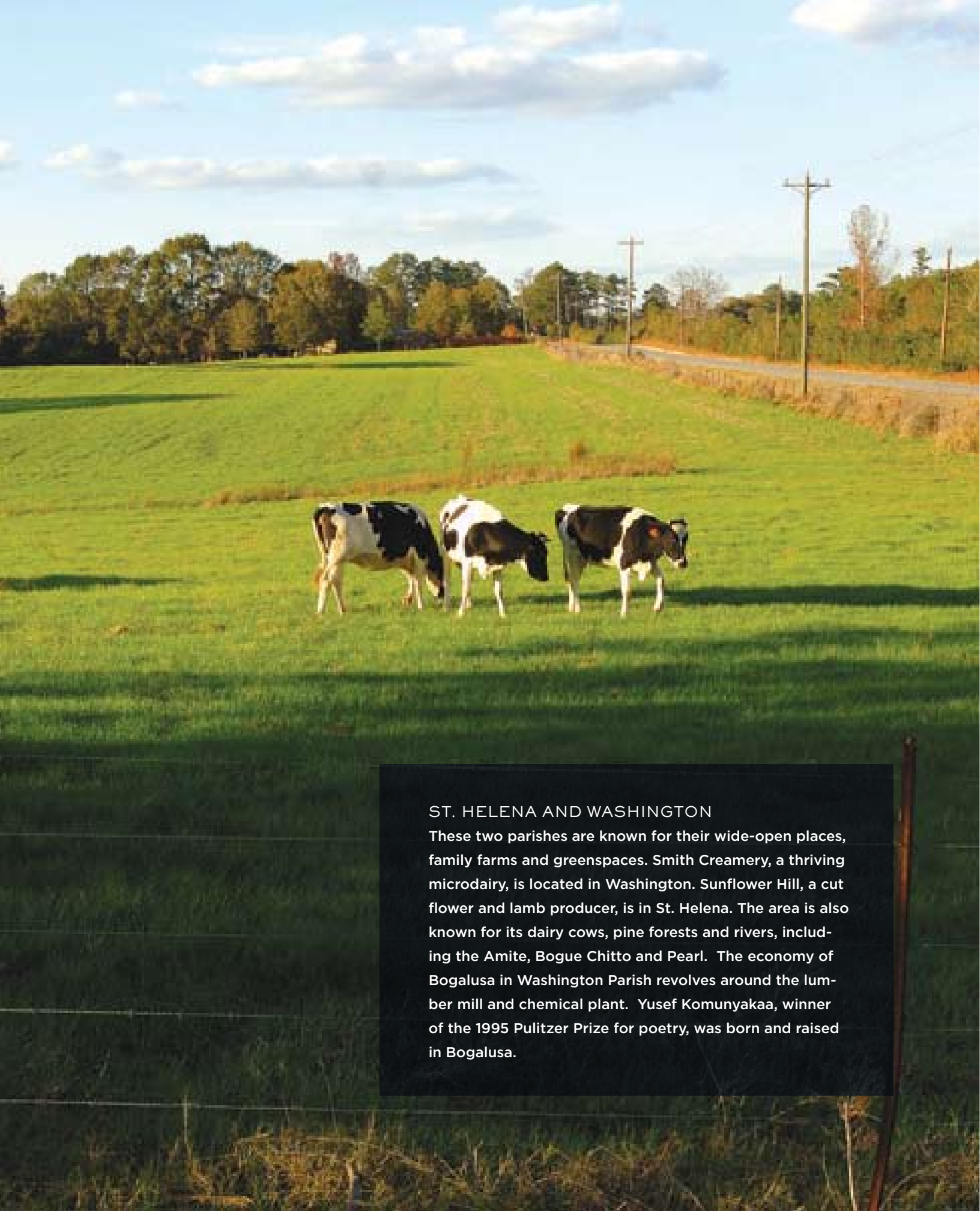
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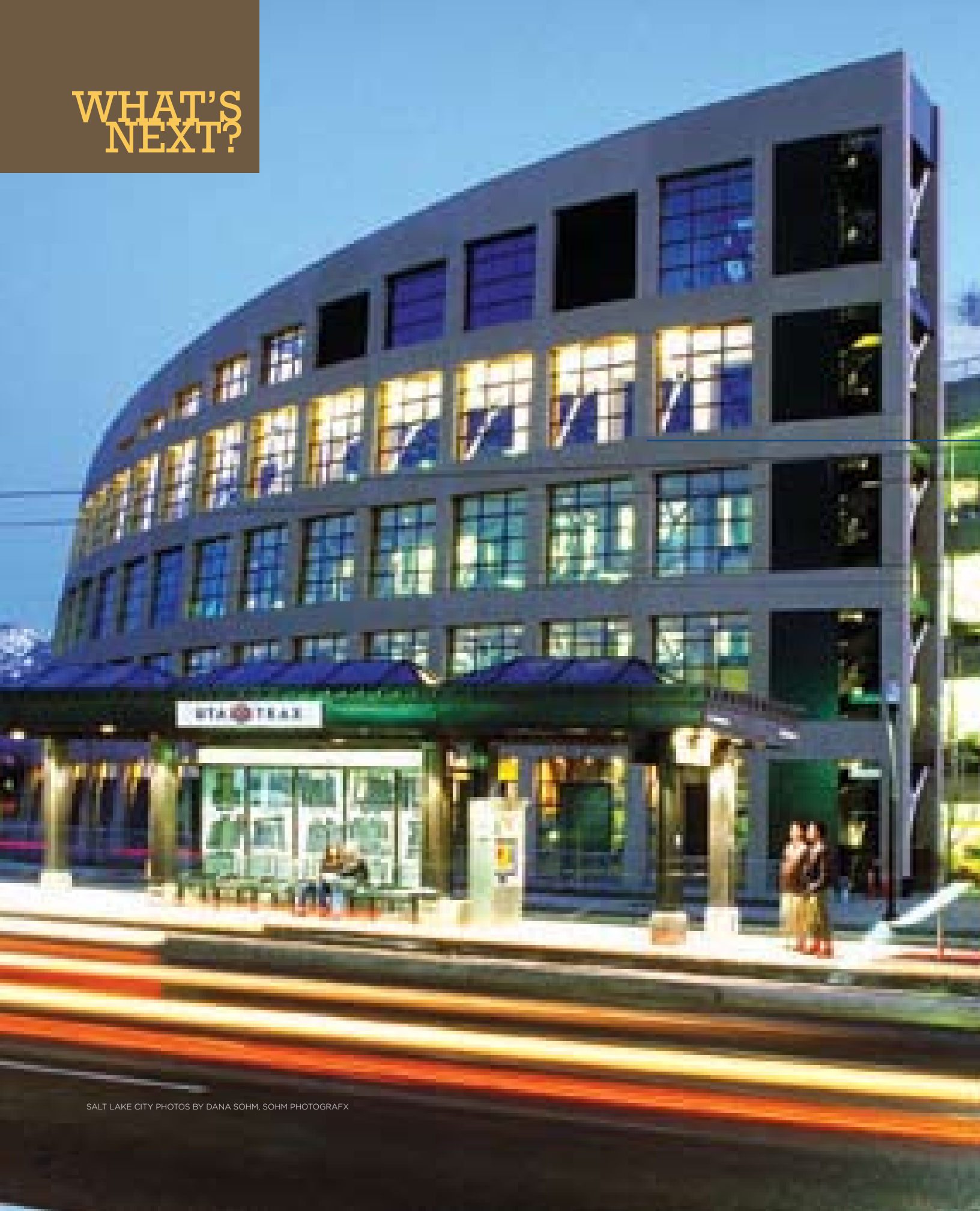
More board members may have been seated since this publication went to press in early January.



ST. HELENA AND WASHINGTON

These two parishes are known for their wide-open places, family farms and greenspaces. Smith Creamery, a thriving microdairy, is located in Washington. Sunflower Hill, a cut flower and lamb producer, is in St. Helena. The area is also known for its dairy cows, pine forests and rivers, including the Amite, Bogue Chitto and Pearl. The economy of Bogalusa in Washington Parish revolves around the lumber mill and chemical plant. Yusef Komunyakaa, winner of the 1995 Pulitzer Prize for poetry, was born and raised in Bogalusa.

WHAT'S NEXT?



Bestsellers

To remain relevant, libraries have been transformed

The feds are shutting down six big libraries, including the NASA Library, where 2006 Nobel Prize winner John Mather did research that led to a new understanding of the Big Bang and the universe's origin. Scientists are in an uproar, but the government says tight budgets and the growth of online services are reasons for paring libraries.

With the rise of Google and information everywhere, how do you keep libraries relevant? Alex Lamis has some of the answers. The library expert and architect with Robert A.M. Stern has designed several libraries that are attracting patrons.

Lamis, who spoke at an LSU School of Design lecture series in November, says that planning libraries in the past ten years required “a lot of soul searching” because many people wonder whether they are even needed in this age of technology.

Today's libraries must serve multiple functions and attract as many groups of people as possible: “They must be beacons for their communities,” he says. Lamis also emphasizes the use of art—especially by local artists—to give a library its own personality, one that is linked to its town and region.

Several of his libraries have successfully sparked community interest and involvement. When he designed the Jacksonville Public Library's main branch, the city's ragged downtown was undergoing a major redevelopment, much like our own. Since then, the downtown area has become much more lively and vibrant. Lamis says the new library is definitely one reason; it provides a place for people to gather. >

< Salt Lake City Main Library

WHAT'S NEXT?

In Columbus, Ga., Lamis designed a library for a site that had once been a shopping mall. “The population had shifted, and it had become a racially-segregated town,” he said.

The library has become so popular and successful that Columbus is planning to build a New Urbanist town center around it.

Another one of Lamis’ designs is the Nashville Public Library—a downtown landmark since opening in 2001. Built on the site of another failed shopping mall, the building maintains the integrity of its location; it stands near Nashville’s famous state Capitol and is built in the Capitol’s classical style. The courtyard at the library’s center has become a gathering place for readers, groups of friends on their lunch breaks, and residents out for a stroll.

Within the libraries themselves, Lamis stresses multi-use spaces and functions. His libraries boast cafés, bookstores, courtyards, auditoriums, meeting rooms, and specialized areas for children and teens.

We asked Lamis a few questions after his lecture in Baton Rouge.

You said in your speech that it’s a great time to build libraries in the South. Why?

The South is the fastest growing part of the country, and is forecast to be so for the next 30 years. There is a dynamism and excitement that comes with growth; libraries thrive in that environment. The regional economy throughout the South is also diversifying as globalization continues to increase. Strong libraries and other educational institutions are essential to creating the highly trained and educated workforce that the global economy requires.

“...conference and performance facilities in a main library can be gathering places for the entire community, rather than the local neighborhood.”

—ALEX LAMIS



Alex Lamis

What are the driving factors in choosing a location for a new main branch?

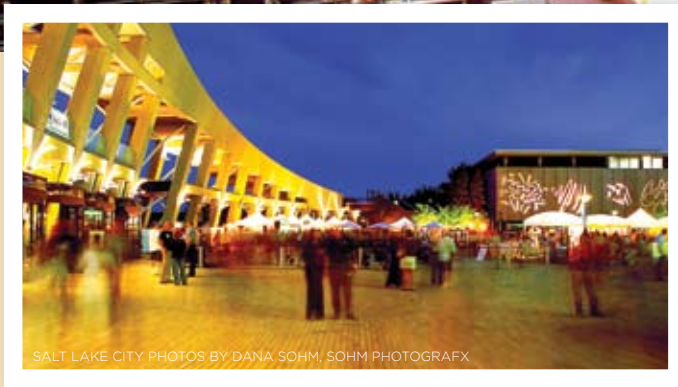
The new main branch should be convenient both for those who drive and those who rely on public transportation. Proximity to other civic institutions, government buildings and the center of business is an advantage. It’s also valuable to be located where there is a lot of street activity to maximize walk-in visitors. Finally, the main branch is emblematic of a community, so it should, in my view, be located in the heart of that community, in a city’s historical and cultural center.

What size library do you think would be appropriate for a city of our size?

A rule of thumb in the library community is that there should be one square foot of building area in the library system for each person in the service area, that is, people who would use the library system. This would include people in Baton Rouge proper, and also from the surrounding suburbs. We have recently completed main libraries in Nashville, Tenn., and Jacksonville, Fla. Each was between 300,000 and 350,000 square feet for cities of approximately 500,000 people.

**As of June 2006, the population of East Baton Rouge Parish is estimated at 425,000; our library system (14 branches total) encompasses 314,000 square feet. According to Lamis’ formula, a new main branch should be more than 110,000 square feet to accommodate our existing population.*

Turn to page 32 >



SALT LAKE CITY PUBLIC LIBRARY

Opened: Feb. 8, 2003

Cost: \$80 million

Size: 240,000 square feet

Holdings: 500,000 items (with room for more)

Architect: Moshe Safdie and Associates

What makes the library special:

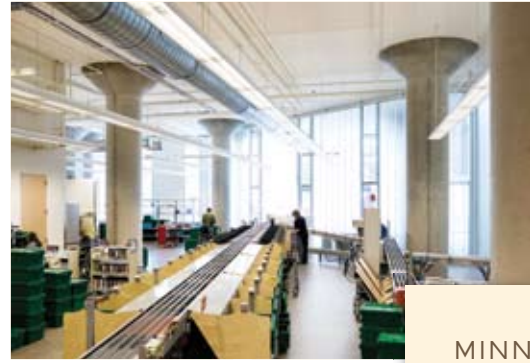
Library Square, a landscaped and paved plaza outside the library that includes greenspace for a public park; 300-seat auditorium; rooftop garden; spiraling fireplaces and staircases; coffee shop; concerts; talks by authors; four-story underground parking garage.

Effect on the community:

"The new main library has served as a catalyst to further expand our role in the community. Today, more than 1,000 different groups meet at the library to discuss, debate, and celebrate. Our patrons feel a deep sense of pride and ownership, and we couldn't be more pleased."

—NANCY TESSMAN, LIBRARY DIRECTOR

WHAT'S NEXT?



MINNEAPOLIS PHOTOS
©JEFF GOLDBERG/ESTO



MINNEAPOLIS PUBLIC LIBRARY

Opened: May 21, 2006

Cost: \$125 million

Size: 357,000 square feet

Holdings: 2.2 million items

Architect: Cesar Pelli & Associates

What makes the library special:

More than 300 computers with wireless internet links; five-story atrium; coffee shop and bookstore; reading areas grouped around fireplaces; meeting rooms and lecture hall; art gallery; plans for a 37,000-square-foot rooftop planetarium with 200-seat theater, observatory, and exhibition hall.

Effect on the community:

“This magnificent public space has absolutely invigorated people’s appreciation for libraries. It has drastically increased downtown activity; the community uses the library so actively every single day. We’ve doubled our amount of visits since the new main branch opened.”

—KIT HADLEY, LIBRARY DIRECTOR



SEATTLE PUBLIC LIBRARY

Opened: May 24, 2004

Cost: \$165.5 million

Size: 363,000 square feet

Holdings: 1 million items

(capacity of 1.45 million items)

Architect: Rem Koolhaas, Office of Metropolitan Architecture

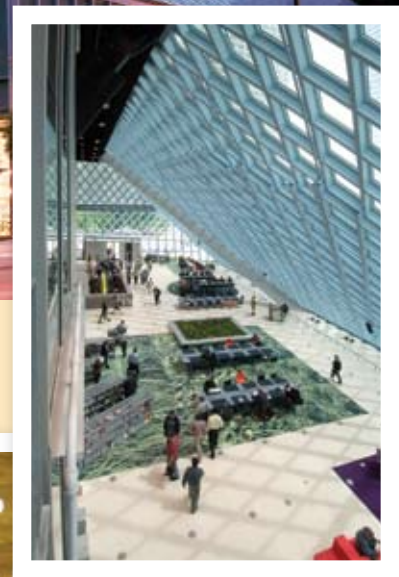
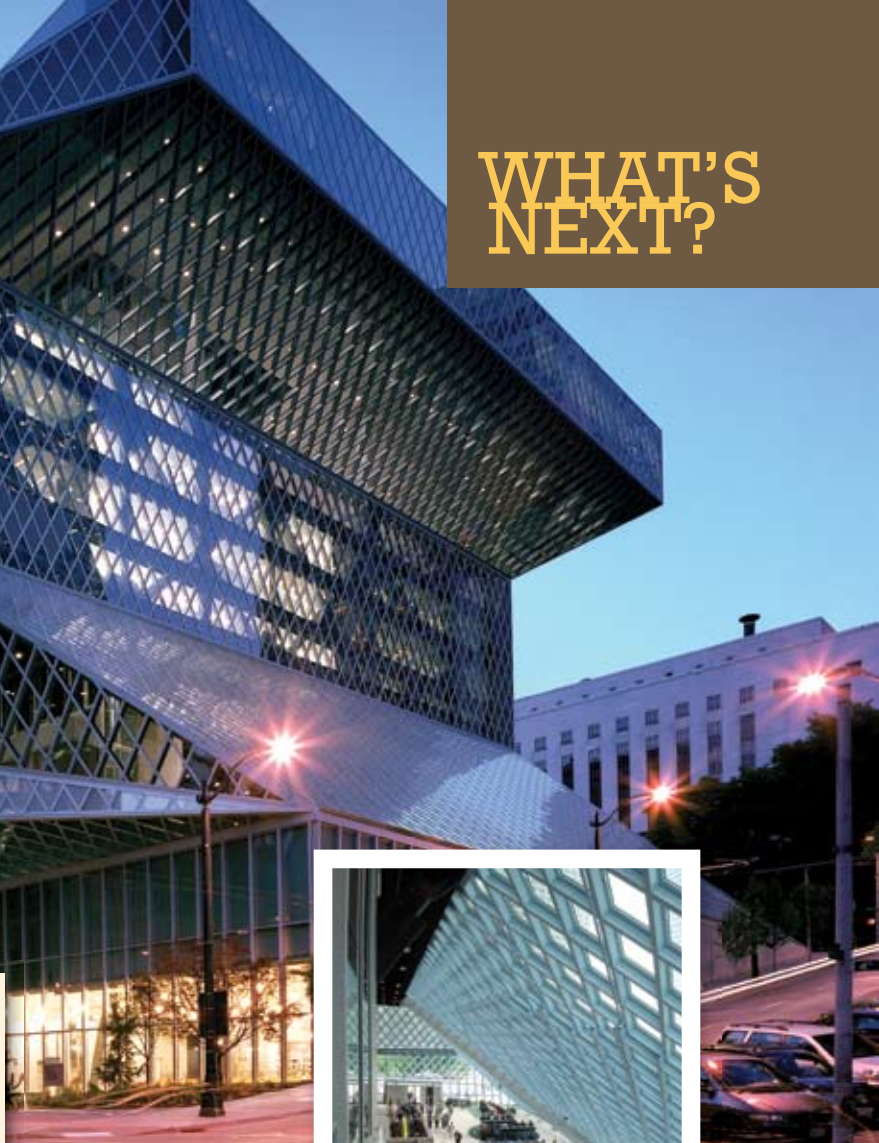
What makes the library special:

Eleven stories; architecturally striking; breathtaking views of Seattle, Puget Sound, and surrounding mountains; Wi-Fi cloud for cableless computing; a computer scanning and conveying belt system that routes and sorts 1,400 books per hour; 275-seat Microsoft auditorium.

Effect on the community:

"People who could live anywhere are more likely to want to live here now. After the tech bust, Seattle lost some of its luster; we became less of an attractive place. The new library is helping some of our status as a hip and interesting city; a place that young people, especially, will consider a hot spot."

—KATE JONCAS, EXECUTIVE DIRECTOR,
DOWNTOWN SEATTLE ASSOCIATION



SEATTLE PHOTOS COURTESY OF THE SEATTLE PUBLIC LIBRARY

WHAT'S NEXT?

With readership on the decline, what's the next largest draw to public libraries?

First of all, I'm not sure readership is declining, although there are certainly many more formats to read and to access information than in the past. But libraries are also social institutions; we have seen a great interest in conference and even mini-convention facilities in libraries as well as larger and more

BR PAGE TURNER

In 2005, East Baton Rouge voters approved taxes to build several new libraries, including a new main library for East Baton Rouge Parish. The tax vote came after the library board held public meetings and decided to build the main library in downtown, while expanding the Goodwood Branch, which is now tagged as the main library. Prior to the election, the library system reported that some of the tax would go toward "construction of a new Main Library with free secure parking in the downtown area."

But in 2006, the library board re-opened debate on where to build a new main library, causing another round of acrimonious back-and-forth over the location.

Regardless, the library board does have funding to build a main branch. It estimates the cost of the branch will be up to \$64 million—about \$360 per square foot, including books, furnishings, and other supplies. This price is comparable to the Minneapolis library, which was constructed at a cost of \$350 a square foot.

Libraries have always been places of information; as the format of information changes in today's technologically advanced society, the receptacle must evolve as well. Architects and planners throughout the country are revolutionizing the standard idea of a library's look and function. No longer merely a building to house books, today's library is more of a community gathering center, complete with coffee shops, auditoriums and courtyards. Computers and high-speed internet access are no longer optional; they're absolutely mandatory. Libraries should cater to all of a city's residents—today's library patrons expect the latest in CDs, DVDs, and Internet database holdings as well as books.

In Baton Rouge, the library system wishes to begin building the new main branch in 2009 and open it in 2011.

The Goodwood Library was built in 1967 and expanded in 1975. The new main library will more than double Goodwood's square footage of 65,000. The Goodwood library holds about 500,000 items, while the new main library will have space for 833,000 items. •

elaborate children's and teen's areas that combine entertainment with education.

What is the advantage of a super main library rather than several standard branches?

Both a main library and branches are important to a thriving library system. A larger library allows for more specialized collections; for example, it can be a repository for local history materials. More sophisticated technology can be deployed since the usage is greater. Also, as I mentioned previously, conference and performance facilities in a main library can be gathering places for the entire community, rather than the local neighborhood.

What can you tell us about maintenance and upkeep costs of a modern main library?

A great new building will only stay great if it can be easily maintained. Thoughtful design decisions, like using durable, easily-cleaned materials, and good quality but not overly complex air conditioning systems, will help keep maintenance costs under control in the future.

You mentioned the importance of anchoring a library to its community. Baton Rouge's Shaw Center for the Arts recently opened in our downtown; how can we link a new main library to the Shaw Center?

The Shaw Center has been a great boon to Baton Rouge. There should be a symbolic relationship between the library and the Shaw Center; both can take advantage of the presence of the other. There can be shared programs, conferences, and events involving both institutions. The links will be made even stronger if the library can be located near the Shaw Center.

—ERIN PERCY

*Baton Rouge
Area Foundation*

is proud to announce

the
ERNEST J. GAINES AWARD
for LITERARY EXCELLENCE

The Ernest J. Gaines Award for Literary Excellence honors the legacy of one of America's finest literary treasures and recognizes the work of a deserving fiction writer.

The winner will receive a \$10,000 award and present a reading from the work at the award ceremony in January 2008. Travel, accommodations, and meals will be provided.

The panel of jurors for the award includes Dr. Rudolph Byrd, Dr. John Callahan, and Ms. Alice Walker.

Criteria for submission: Any book-length work of fiction published during 2006; the writer must be an African-American. Submissions will be accepted from February 1, 2007 through April 30, 2007.

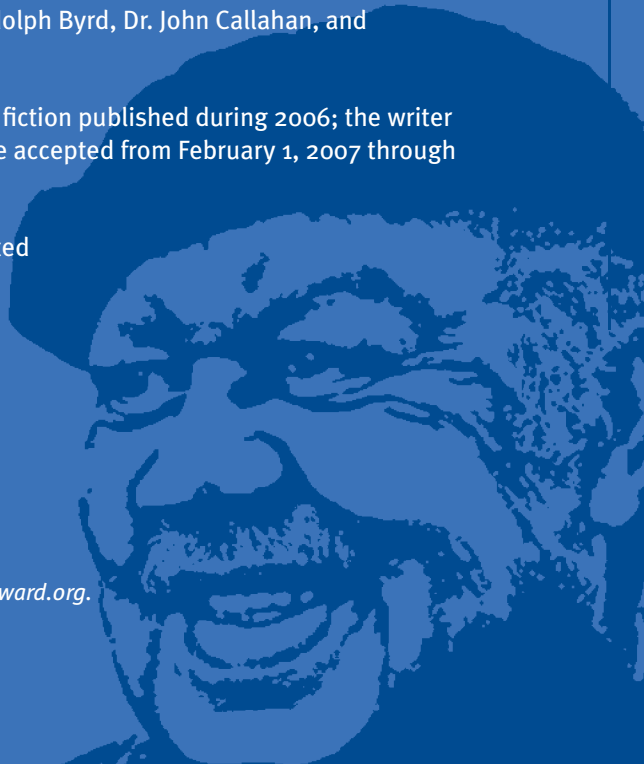
To enter a book for consideration, send a completed registration form and 4 copies of the book to:

**The Ernest J. Gaines Award
for Literary Excellence**
c/o The Baton Rouge Area Foundation
402 N. Fourth Street
Baton Rouge, Louisiana 70802

Registration forms are available at www.ErnestGainesAward.org.

*For additional information, please contact
Jessica Foley at (225) 387-6126 or jfoley@braf.org.*

*The judges reserve the right not to issue an
award if they feel the selection pool lacks
an acceptable candidate.*



WHAT'S NEXT?

Cost of neglect

Wilmington's political philosophy for progress is based partly on pocketbook pain. The Delaware city makes owners of vacant properties pay an escalating annual fee, a tactic to get some to clean up their holdings.

"It's been a tremendous success," says John Rago, spokesman for Mayor James Baker.

Since implementing the vacant property fee—a tax, really—the number of privately-owned vacant properties has declined to about 1,100 from 1,466 over three years. The properties have either been sold and demolished or fixed-up and returned to commerce.

The fee, declared legal by Delaware courts, starts at \$500 per building and rises each year to a maximum of \$5,000. The program allows fee waivers providing a one-year window for property owners to fix, raze or sell their vacant holdings.

Rago says Wilmington city cleaned up its own abandoned properties or gave them away to developers offering renovation plans. That's because the city couldn't ask private owners to do the right thing if its properties were in shambles.

The vacant property levy is not the first time Wilmington has reached into residents' pockets to do social engineering. Surveillance cameras generating traffic tickets have reduced red light running 70% in Wilmington.

Just launched is a program of ticketing property owners who don't clean or tend their yards. The five inspectors ticketing trashy yards at \$50 per violation per day have been hired with the vacant property fee. •



Canola-a-go-go

Vinod Khosla, the venture capitalist who co-founded Sun Microsystems and launched many web businesses, is putting millions into corn. In a fall issue of Wired magazine, Khosla touts fuel made from biomass as America's escape from its annual 140 billion gallons of gasoline habit.

He advocates ethanol from corn as a starting point, but asserts other plants, coupled with improved fuel technology and more efficient cars, will result in enough biofuels to replace U.S. gasoline consumption in 25 years

Khosla estimates switchgrass and miscanthus will yield 20 to 24 tons of biomass per acre, four times current corn production. With improved extraction technology, the number of gallons produced per acre will rise to between 2,000 and 2,700, up from just 400 gallons now. The advances, coupled with a 50% boost in engine performance, will produce up to a tenfold rise in miles driven per acre of land over 25 years.

One of Khosla's investments—E3 Biofuels—in December cranked up a \$75 million biorefinery at a cattle feedlot. Methane from cow manure powers the plant, which produces ethanol from corn. This closed-loop system produces energy and reduces pollution. For more, Google "Wired and Khosla" and visit E3Biofuels.com. •



Sound idea

Gunshots can be as elusive as the criminals firing the guns. The bang of a gun ricochets off buildings, making it hard to find the point of origin. But a technology deployed by some cities is erasing the guesswork for cops, and even letting them reach the sound of the gunshot before someone makes a 911 call.

ShotSpotter has been deployed by police in Washington, D.C., Chicago, Los Angeles and a handful of other cities. The U.S. armed forces are using ShotSpotter in Iraq, says a company spokesman, who has seen the Santa Clara, Calif., firm's business double in the last six months.

ShotSpotter's gunshot location technology uses acoustic sensors to pick up muzzle blast, which radiates in all directions. The technology can pinpoint the location of the gunshot within a few feet, signaling the police of the crime location.

Police departments won't reveal the location of ShotSpotter devices because their effectiveness has caused criminals to destroy the gizmos. •



Teaching the teachers

It appears a Florida school district has found an innovative solution to an intractable problem: How do you retain top-quality teachers in tough teaching environments?

The Broward County Urban Academies program targets and prepares students within the school system for careers in education and trains and mentors teachers for excellence.

The innovation behind the Urban Academies' 'Grow Your Own Teachers' program is how it involves people and institutions at every level of public education in Broward County: high school students interested in teaching careers go through a special curriculum and field training that earn them college credits and prepare them for college level training; undergraduates in one of four cooperating colleges receive rigorous course- and classroom-training in education; practicing teachers go through professional development and preparation for mentoring their incoming junior colleagues.

The results: The six-year-old program has placed 360 teachers in hard-to-staff schools, and 91% of those teachers have remained in their positions for more than three years compared to a national average of 67%. The current 271 high school students enrolled in the training program is up more than 400% from the first year in 2000; 100% of them have continued on to college, and 92% of those are first-generation college-goers.

The program won an Innovations in American Government Award sponsored by the Ash Institute for Democratic Governance and Innovation at Harvard University's Kennedy School of Government. •



Something's going around

Motorists used to stop at the three-way intersection at LSU, their heads bobbing in search of oncoming traffic, confused by some traffic engineer's diabolical design of an intersection.

No more.

Between the Mass Communications building and an academic center for athletes, the university has created a rare thing for these parts—a roundabout. It replaces that confounding intersection, which didn't permit traffic to flow in all directions.

What's a roundabout? Don't confuse it with a traffic circle, like the infamous one in Alexandria, says Mike Bruce, a principal of ABMB Engineers. A roundabout, common in London and other large European cities, is a small island where several streets meet. Roundabouts have no stop signs; motorists maneuver and merge with circling traffic, then exit at any intersection they choose. A roundabout can replace a signal light at an intersection, but is not practical on high-traffic roads.

"Everybody has been positive about it so far," says Jason Soileau, LSU assistant director of facility planning for campus development. "There have been no incidents; pedestrian flow is better."

He has about a half dozen more LSU intersections in mind for roundabouts, but the money - about \$150,000 per realignment and island - is not in the budget.

Baton Rouge also could use some roundabouts, but the cost of land—buying four corners for each roundabout—is a hurdle to overcome, says Bruce. The city-parish, though, is looking at some intersections for roundabouts. •

Ace words

Feeling dizzy contemplating roundabouts because you are unfamiliar with the word? Here are some other British words and phrases for your laughing gear.

Mind the Gap - The automated mantra at London subway stations warning riders not to slip into the space between the platform and train.

Underground - London subway station

Boot - trunk

Lorry - truck

Bonnet - hood

Spanner - wrench

Knackered - tired

Tickety Boo - Things are going well

Houston, we have a solution

Houston is ridiculed for its clogged, from-here-to-forever highway system, and city leaders realized exhausting commutes are not funny. So the nation's fourth-largest-city decided to experiment with flex time; the results are getting noticed around the world.

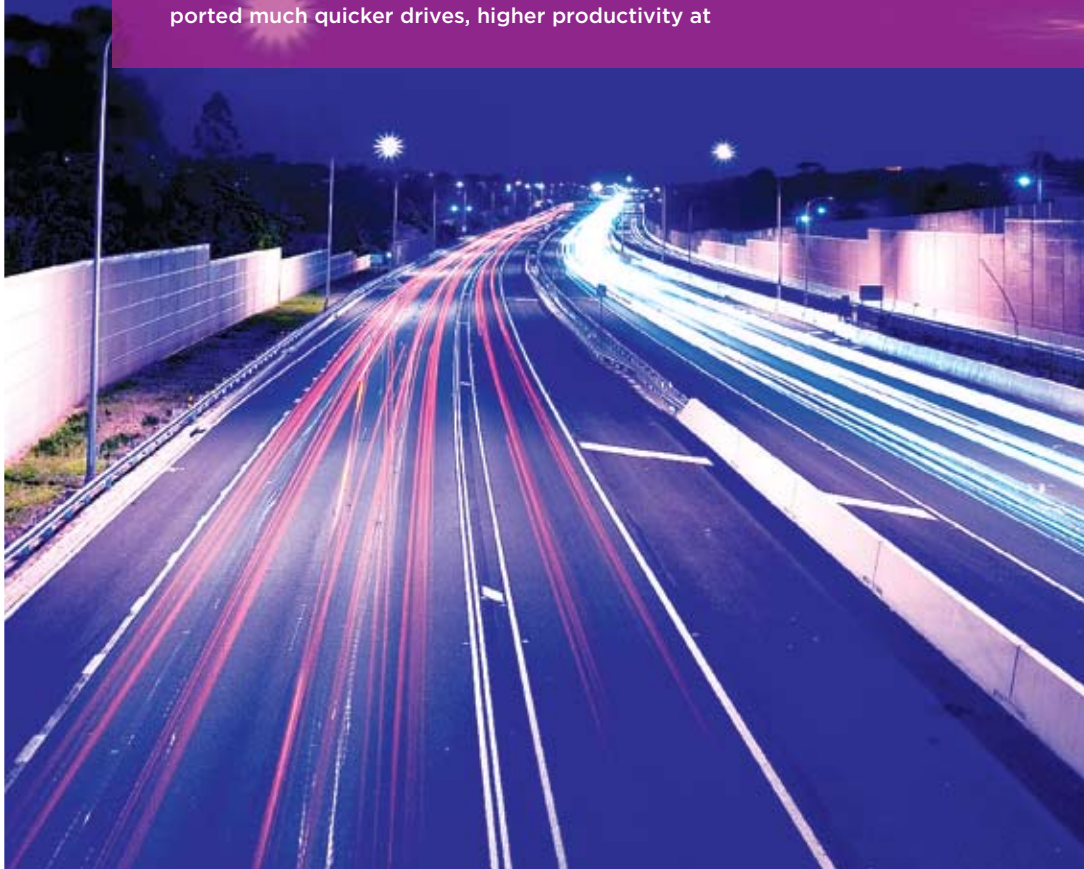
In the final two weeks of September, about 2,500 motoring employees representing 143 employers commuted to work at off-peak times, reducing travel time for all motorists on two highways by 1.7 minutes per trip, says Kathleen Kelly, a city spokeswoman for the program, cleverly tagged Flex in the City. The improved traffic flow removed 906 hours of travel time from the two freeways each day for all commuters.

Houston motorists opting into the program reported much quicker drives, higher productivity at

work and lower stress levels. About half said they would continue to use the flex-work option after the test period. Further, the Texas Transportation Institute estimated annual user cost savings for the 16,000 peak-hour commuters on the two freeways would be \$16.8 million.

Houston is encouraging more employers to permit flex time. Kelly says participating employers are using program enrollment as an incentive to hire workers.

Santa Barbara, Calif., and Melbourne, Australia, are among cities that have found Houston's results promising enough to consider duplicating the project. "The news is getting around," Kelly says. •



Leadership Bust

Soon, nonprofit boards must replace CEOs in very tight markets

If you are a director on a nonprofit board, be prepared for a fright.

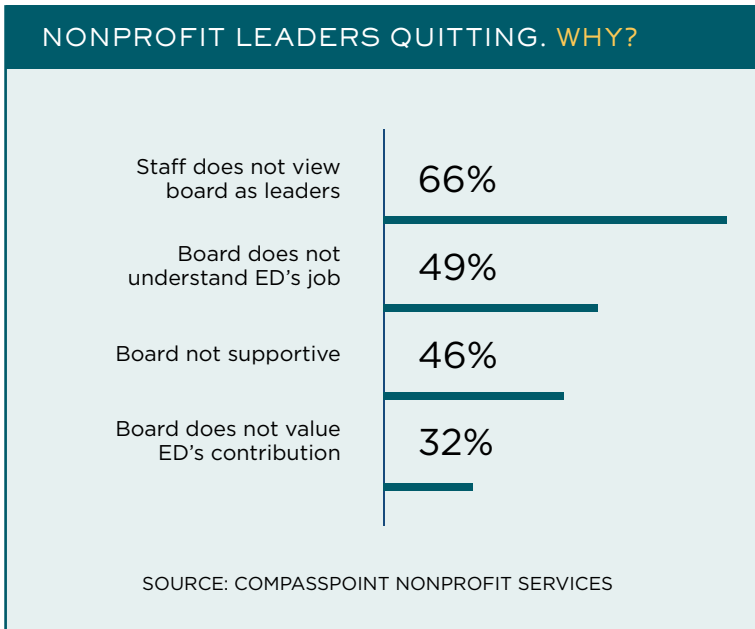
The nonprofit sector will experience enormous leadership change over the next few years while confronting a declining pool of able candidates, according to a national study by CompassPoint and the Meyer Foundation. The report—*Daring to Lead 2006*—found that 75% of nonprofit executive directors plan to leave their current position within the next five years.

these important positions, and will make their selections from a shrinking pool of proven talent. Of the 2,500 departures, the study asserts that about 30%, or 750 current executive directors, will not return to the sector—choosing retirement or another field instead.

So the big question that looms over Louisiana’s 3,355 active nonprofit organizations and public charities: *Who is your next leader?*

Most executive directors of nonprofits are members of the baby-boomer generation, meaning they were born between 1946 and 1964. That generation’s youngest members, now 42, have recently crossed an important threshold in nonprofits—nearly 80% of executive directors are over age 40. Further, the eldest boomers, now over 60, are nearing the end of their careers, with many seeking to retire before the traditional age of 65. What’s more, a report issued by consulting firm Booz Allen Hamilton says chief executives in all sectors are choosing early retirement. Beyond retirement, about a third of nonprofit executive directors will be forced out or asked to leave their current positions.

Replacing these key leaders will be difficult, as similar vacancies are occurring throughout the government and business sectors. The reality is that baby-boomers far outnumber younger generations and currently hold key leadership positions throughout every sector, almost exclusively. Today, just over half of all Americans are over age 40, including all 78 million boomers. Tomorrow’s talent pool, currently ages 23-39, consists of about 72 million people—meaning fewer candidates for future leadership roles.



Based on the study, Louisiana’s nonprofits could experience more than 2,500 executive director vacancies through 2011—possibly including hundreds of unplanned departures. In this scenario, nonprofit boards—especially those without succession plans already in place—will struggle to fill

With an estimated \$6 trillion flowing into the nonprofit sector over the next four decades, the next generation of leaders will be responsible for managing large sums to enhance their communities, but with much less experience to do so. Moreover, analyst William C. Byham, co-founder of Development Dimensions International, says current leaders are discounting the ability of younger people and regarding them as unprepared to face the challenges of leadership.

The cumulative effect could be a catastrophic leadership shortage—where firms must compete for a few high-quality candidates for senior positions. In this kind of scenario, small budget nonprofit organizations may not be able to compete. Smaller nonprofits could even be forced to shut down because able leaders are not at the helm.

So what can be done?

It is imperative that nonprofit, business and government sectors begin finding ways to promote new and better young leaders. From education and professional development programs, to cross-training and implementing stratified management plans that incorporate young leaders into bigger roles, there is much that can be done to promote new leadership and generate confidence in younger generations.

In California's Marin County, for example, local organizations are preparing for the pending demographic shift by developing ways to strengthen their leadership pool. Funded by a grant from the Marin Community Foundation, the Center for Volunteer and Nonprofit Leadership of Marin has launched the Marin Leaders Institute to provide intensive leadership development to established nonprofit executive directors.

The program, limited to people with about four years experience who have worked for at least a year as an executive director, is strengthening existing leadership capacity in that region. It does not, though, develop new candidates to fill future

positions.

In our own state, the Louisiana Association of Nonprofit Organizations conducts training sessions in several areas for its members, including strategic planning, public relations, and fund development. LANO does not provide a comprehensive program to develop future executive directors.

It is imperative for every nonprofit organization to have a succession plan in place—regardless of its size or the expected tenure of its current executive director. That plan should be reviewed annually by the board of directors and current executive to ensure that it adequately addresses the organization's current and future needs. Also, key prospects and senior staff members should be informed, so their plans for the future align with those of the organization. Succession planning is not replacement planning—if your executive director has just stepped down or retired, it's too late.

Nonprofit organizations fill an important role in the lives of Louisiana's residents, providing valuable programs and services not otherwise available. From vision care for the uninsured to emergency shelters, Louisiana's nonprofits and public charities have achieved remarkable victories in sectors where local, state, and federal government agencies have faltered.

Those successes illustrate Louisiana's amazing determination, heart, and resiliency. Succession planning will help us continue that great legacy.

It is imperative for every nonprofit organization to have a succession plan in place...

—NATHAN SELF

GRANTED



The Eyes Have It helps students get back in focus.

The Vision Thing

A New Orleans woman's work lets kids see a new world

His coach branded him mentally slow because the high-schooler was having trouble understanding the football playbook. But his buddy and teammate Jonathon offered a different diagnosis. Maybe the boy couldn't read the playbook because he had weak eyes.

Jonathon told his mother, Lynn Hobbs-Green, about the kid's dilemma. As a mental health social worker, she had the player take a vision test. He did need glasses, and the story ended well.

She wondered how many other underprivileged children were wrongly labeled as slow or stupid when they really suffered from a vision problem. She had previously worked as a mental health social worker, developing learning plans for special education students. Again and again, she had noticed that vision and hearing problems in children were not being addressed.

So a sequel to the story was born. Lynn Hobbs-Green added a new purpose to her life. She created a nonprofit to provide vision screening services and free or discounted eyeglasses to students in New Orleans schools.

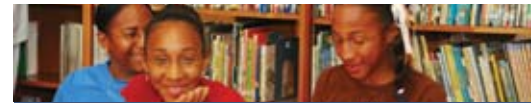
"Life starts with the eyes," she now says. "If a child is missing 20% of his vision, imagine how much life he is missing."

With five years of success in the Crescent City, Hobbs-Green has expanded her work to Baton Rouge, where she offers the services of her nonprofit - The Eyes Have It - at Baker schools and to evacuee children stuck in Renaissance Village.

A powerful memory

Her ambition for good work is fueled partly by the memory of her son. Jonathon died in a traffic accident when returning to the city after Katrina, another victim of the storm.

She considers him a co-founder of the organization. After graduating high school, he found a job and decided not to enter college. He asked his mother for the money she'd been saving for his college education. "I thought he wanted it for himself, but when we went to the bank and I handed him the cashier's check, he handed it back to me. 'This is for The Eyes Have It,' he told me. 'That program is going to take off.'" >



SEEING THE NEED

The Farrnbacher Memorial Fund of the Baton Rouge Area Foundation funds eye care for the needy.

Started in 1943, the fund was moved to the Foundation in 1988. It illustrates how an invested fund grows to provide grants for necessary services.

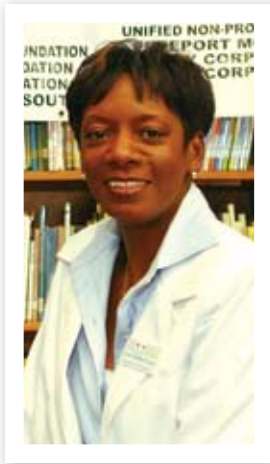
Established: 1943

Value in 1988: \$117,000

Value now: \$335,352

Total grants since 1988: \$218,988

The Farrnbacher Memorial Fund has provided \$18,000 to The Eyes Have It. Other funds managed by the Foundation have given \$32,113 to the nonprofit.



It has.

In the program's pilot year, the nonprofit provided screening and follow-up treatment for 900 children attending Orleans Parish schools. During the 2005-2006 school year, The Eyes Have It helped 5,800 students, including 700 Renaissance Village residents.

There is a lot of need. Twenty percent of children between the ages of nine and 15 need glasses, and 90% do not receive them. Studies have shown vision disorders rank No. 4 among common disabilities in the U.S. and are the leading cause of hindering child development.

“Life starts with the eyes. If a child is missing 20% of his vision, imagine how much life he is missing.”

LYNN HOBBS-GREEN

One kid at a time

“I’ve seen students move from special education to regular education after receiving glasses. I’ve even seen students who had dropped out go back to school,” says Hobbs-Green.

She describes one boy who spent his school days in the halls, doing everything he could to stay out of the classroom. Always eager to help carry equipment to her car, one day he asked her what work she did at the school.

“I told him about our program, and I asked him if he’d ever had his eyes examined,” she said. He hadn’t, so she approached his teacher about getting the kid screened. “She told me, ‘Don’t bother. He won’t do anything anyway,’” Hobbs-Green says.

The Eyes Have It helped the boy get the glasses he needed. A few weeks later, Hobbs-Green saw him hurrying across campus. She asked if he could help her take something to her car, but he said he couldn’t—he had to get to tutoring.

She later ran into his teacher. “She told me, ‘I owe you an apology. He’s paying attention now, and he’s

even participating in the school play!’”

Can we help?

Hobbs-Green says partnerships and volunteers are among the reasons the nonprofit has expanded rapidly. “We’ve been very blessed,” says Hobbs-Green. “We’ve received a lot of community support.”

For instance, Office Depot and AllFax Corp. have helped to raise awareness by providing fliers and pamphlets. Nautical Optical Lab and many other organizations and community foundations have helped to fund the nonprofit.

Several doctors have donated their time and resources. Dr. Jobie Crear is among them.

“The Eyes Have It was created because there was no mechanism to screen kids in the public and private sector and identify the ones at risk for vision problems,” Crear says. “The only way we’re going to fix this unaddressed problem is to bring together doctors and businesspeople who are willing to donate to this necessary cause.”

Crear also has helped to raise funds and acquire community partners. “It takes a lot of unrewarded time to get this program to work, but it’s definitely worth it,” Crear says.

The Eyes Have It now has six full-time staff members and two volunteers. It operates in seven New Orleans schools and all five schools in Baker. The program hoped to serve more than 6,000 students in Louisiana, including 1,500 from various schools in Baton Rouge, this school year. “We’re well on our way to exceeding that number,” Hobbs-Green says.

Ever mindful of the children she has not yet reached, Hobbs-Green hopes to expand the program throughout the state by 2008 and throughout the nation by 2009. She would also like to incorporate hearing screening into the program’s on-site services.

Crear added, “We look forward to the continued pursuit of our goal.”

—ERIN PERCY

NEW FUNDS

Steven and Mathile Abramson Family Fund

Baton Rouge Opera Guild Inc.

Catholic Life Television Fund

Good Samaritan Fund

Paul Stewart and Jan Day Gravel Fund

Boo Grigsby Fund

Carroll Haymon Fund

Houston Haymon Fund

Jolly Family Fund

Murrill Family Fund

Westminster School Park Project Fund

Dr. and Mrs. W.R. Edison Fund

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Waterworld

Lake Charles sets to reinvent its disjointed lakefront and downtown with a tried blueprint

In a Google-eye view, it looks like a 60-acre scar on the Lake Charles waterfront. A parking lot consumes too much of the valuable land around the city's lakefront convention center, sitting empty most of the time, blasting heat at the city during the suffocating summer.

But the perspective changes if you put on Andres

Duany's rock-star architect glasses. The Miami urban planner sees the parking lot as worth millions of dollars, not for its current use but for the precious land under it. He wants the residents of Lake Charles to leverage the land to revive the city's barely-breathing lakefront and connected downtown.

Randy Roach agrees. The mayor of Lake Charles estimates the land under the parking lot is worth about \$64 million. In March, Roach will see whether his constituents will go along with that value – and his vision for downtown. He wants the city residents to vote to continue on a redesign of the lakefront and downtown based on a plan by Duany, who was hired under a land-use project birthed by

the Baton Rouge Area Foundation and managed by our offshoot, the Center for Planning Excellence.

Duany unveiled the latest version of his Lake Charles downtown plan late last year to a group

that overwhelmingly nodded in agreement to his version of a future for the area.

Death by a thousand cuts

Currently, Lake Charles, like so many other cities, has a moribund downtown, which is connected to the city's namesake lake. Decades of ill-advised planning have caused the area to be disconnected from the people, and used little. The streets are no longer on a grid, a few foolhardy pedestrians compete with fast-moving cars, and too few people live there.

DPZ, Duany's Miami firm, envisions a rebirth around a walkable lakefront, where varied retailers – cafés, restaurants, pubs – attract a variety of people. DPZ recommends the parking lot be used for new hotels, which could take over the money-losing public convention center and convert it into an active conference center that generates taxes.

Duany, the designer of Seaside in Florida and other beach communities, has become a household name in Louisiana planning circles.

He was the mastermind behind the Baton Rouge downtown plan produced in 1998-99. After Katrina and Rita, the Foundation raised millions for local and regional planning for the LRA Support Foundation, which is doing work for the Louisiana Recovery Authority. The Center for Planning Excellence, as part of its Louisiana Speaks land-use planning, hired Duany to provide rebuilding plans for Lake Charles, St. Bernard Parish and parts of Acadiana.



Tomorrow's Lake Charles



Moving forward

Duany told more than 300 residents gathered for his Lake Charles presentation in November that he was encouraged by the level of support for changing the lakefront. The city has already adopted a smart growth zoning code to guide development.

Moreover, the people of Lake Charles, with urging from Roach, have voted for a \$90 million bond proposal to finance capital improvements throughout the city. Lake Charles will use the money to improve roads and utilities, along with funding lakefront projects and improving parks. About \$18 million of the bond money is for downtown improvements.

The new taxes passed by a wide margin, 64%-36%, about the same rate as the approval of a new casino and resort named Sugarcane Bay by Pinnacle Entertainment, which already has L'Auberge Du Lac on the lake.

Political insiders in Lake Charles see the correlation between the casino and tax vote as an indication there is support for more improvements, particularly in downtown.

It's been a long-time coming for the city. Leaders were discussing lakefront improvement at least as far back as 1946, says Roach. "We have talked about lakefront development long enough. The time has come as a community, as a big family, to make a decision."

Turn to page 49 >



William Hansel made his biggest discovery in his 80s.

Target: Cancer

In a eureka moment, Dr. William Hansel understood obliterating cancer cells was possible by combining good aim with poison.

William Hansel speeds by other researchers walking the halls of Pennington Biomedical Research Center, his three-wheeled scooter in overdrive on a labyrinthine track to a tranquil office where he conjured up the improbable – a drug that kills cancer cells.

“If it works as well in humans as it does on mice, it has tremendous possibility,” says the 88-year-old researcher.

Sitting in his office, a lively painting of his alma mater Cornell on a wall, Hansel explains the marvel he has created with other LSU researchers. On a page, strings of letters represent their magical drug—it seeks out cancer cells and destroys their membranes, erasing them from the body without harming cells necessary for life.

Hansel’s drug could provide relief for hundreds of

“The promise of anti-cancer treatments based on this research is both dazzling and exciting for our scientists and the entire LSU community.”

—LSU SYSTEM PRESIDENT
WILLIAM JENKINS

thousands of people who are diagnosed each year with cancers related to tissues of reproduction. A company has been formed for starting human trials. The drug—if it works well in humans—is still years away from market.

But there is no shyness about Hansel’s discovery. Says LSU System President William Jenkins, “The promise of anti-cancer treatments based on this research is both dazzling and exciting for our scientists and the entire LSU community.”

The drug could be worth billions of dollars in annual sales, reckons Ross P. Barrett, who operates one of three venture capital funds that last year invested millions to continue development.

Hansel’s compound is competing in a newly-flourishing area of anticancer treatment. Researchers are inventing novel therapies to zero in on cancer cells instead of all cells.

The new area of potential treatment includes exotic research. One firm is targeting other biological attributes only expressed by cancer cells. Another is shooting tiny structures called nanoshells into tumors, then exploding the shells—and tumors—with

joined Pennington as a researcher in 1990.

An idea is born

The creation came during a dark period in his life. When his wife was struck down by ovarian cancer in 1997, her doctors asked Hansel to work on drugs that could give others a chance to defeat the runaway cancer cells. He took up the challenge.

In 1998, at a conference in Poland, Hansel had a eureka moment.

Researchers presented a paper that mapped out receptors on breast cancer cells, showing how some of the molecules that decode hormones were different on the cancer cells than on normal cells.

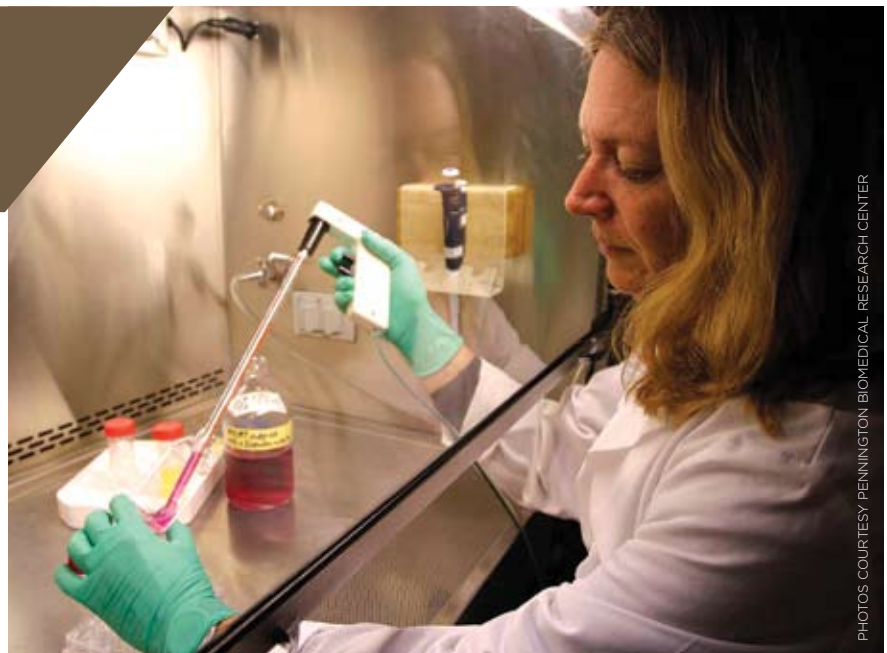
Because of his existing work with pituitary glands, Hansel realized he knew of a hormone that would attach to cancer cells described by the researchers. >

a blast of heat.

Hansel says his approach in this arena is unique. Working with Fred Enright of LSU’s AgCenter, he has created a molecule that seeks out cancer cells, attaches to the cells, then erodes their membranes with a poison.

He developed the compound late in his career, which began at Cornell after a doctorate in animal physiology from the university. He

Carola Leuschner used the fire in fireflies to chase cancer cells. >



PHOTOS COURTESY PENNINGTON BIOMEDICAL RESEARCH CENTER

FOUNDATION CONNECTION

The Baton Rouge Area Foundation has invested \$1 million in Themelios Venture Partners. The fund invests in Louisiana companies creating businesses based on promising technologies.

> From page 47

If he linked a poison to the hormone and directed the compound at cancer cells, would the drug attach to the cells and destroy them?

Hansel and his fellow researchers had an answer within months. “It was almost unbelievable,” he says of the effectiveness of the compound at wiping out cancerous tumors in mice.

Hansel’s team later proved the compound could kill cells that run and hide.

Cancerous tumors spin off cells that hide dormant in other parts of the body, re-starting months or years later as other types of the disease. Hansel believed his drug killed these metastasized cells better than existing treatments.

But proving this would require finding a handful of cancerous cells in a control mouse versus none in a mouse treated by his compound. How do you conduct such a search?

Pennington biochemist Carola Leuschner delivered a novel solution. She spliced genes that cause fireflies to glow into breast cells. This caused cancer cells to glow in the mice. A lack of glowing cells showed the drug destroyed the cancer cells.

What’s more, Hansel’s compound has another positive aspect – no painful side effects, unlike chemotherapy, which, with its indiscriminate destruction of cancer and normal cells, causes nausea, hair loss and weight loss.

Blip...Blip...Blip

The world has noticed the efforts.

“The technology has fantastic pre-clinical data,” Barrett said. “And if we can get intellectual property that is as strong as the technology through fur-

ther research, we think that going into clinical trials we will get big pharmaceutical attention. We already have several companies keeping this on their radar screens.”

The demand for a successful therapy in the U.S. alone would be worth big money. That’s because 527,000 people in the U.S. last year were expected to be diagnosed with cancers of the prostate, breast, testis, uterus and ovaries – all maladies that the compound could treat.

Three venture capital funds – Louisiana Fund I, Themelios Venture Partners and Research Corp. Technologies - have taken a chance on Hansel’s compound, investing \$9 million in Esperance Pharmaceuticals, the startup created to continue developing the technology. Barrett operates Themelios, which includes a \$1 million investment from the Baton Rouge Area Foundation.

Now, Hansel and his collaborators have to wait on the human clinical results. Using the venture funding, Esperance is spending money on more researchers to continue developing the compound, and test dosage levels and toxicity.

Hansel doesn’t know how long the testing will take, but says it could be a half decade. What he won’t be doing is waiting in retirement. “I don’t want to play golf, or fish, or play Bridge. This is more fun.”

In his 80s, he produced the greatest breakthrough in his lifetime of research and so he continues working on the promising results.

Hansel is also looking forward to turning off his scooter and getting back on his feet, which will happen soon because he’s getting his other bum knee replaced. Then he will walk to his office early each morning and tinker with a drug that could, combined with other treatments, save hundreds of thousands of lives each year.

—MUKUL VERMA

> From page 45

That decision is set for the end of March, when there will be three proposals on the ballot that jointly permit the redevelopment, including allowing private projects on the public riverfront.

Rewind, press play

All the projects, based on Duany's vision, will turn on the foundation of New Urbanism, a movement whose trajectory has followed environmentalism, which became mainstream after being ridiculed for decades.

New Urbanists decry the pattern of development after World War II, which they characterize as sprawl that despoils land and creates soulless, same-same neighborhoods.

Instead, New Urbanists urge designs of compact, walkable communities that mix retail, houses and offices, just like before World War II. New Orleans' French Quarter is an example they cite of communities that successfully mix uses. You can live, work and play in the Quarter without using your car.

In that vein, Duany prescribes reconnecting streets in downtown Lake Charles to the river, and for creating a mix of retailers along the lake. He recommends a road along the lakefront, like in Miami, for motorists to roll slowly and watch people. The design is aimed to bring street life, especially at night, to the lakefront. In turn, street life will attract young people who bring economic prosperity.

"It's fundamental that pedestrian life be restored," said Duany. "Young people love nightlife. They are looking for genetic material—that's their job."

He recommends giving the conference center to hotel companies as an incentive to build on the parking lots. He also says a master plan will provide for predictable development that early adopters need before choosing to live in the area.

"Lake Charles can become one of the best small-scale cities in the world," says Roach. "We have the choice."

—MUKUL VERMA



Reality



Possibility

Lake Charles Riverfront Revitalization

Through private development of underperforming public assets, Mayor Randy Roach and other residents hope to create a better, more pedestrian friendly lakefront for Lake Charles.

MONEY FOR SOMETHING

The LRA Support Foundation of the Baton Rouge Area Foundation raised private funds to pay for regional planning in Lake Charles, Acadiana and St. Bernard Parish. The support foundation also funded regional planning under the Louisiana Speaks project and for planning and architecture guides to help rebuild Louisiana.



Why Not Here?

In August 2007, 100 ninth-graders in East Baton Rouge will enroll at a new school located within Istrouma High. Chosen through an open lottery, these students will have a powerful opportunity to experience a new kind of high school. The principal will hire his own staff and

have the freedom to train them; he will have the authority to set the school's curriculum and schedule; and he will allocate his budget according to his priorities. His accountability: 90% graduation rate with students equipped for success beyond high school.

This new school will culminate two years of planning and work by the Baton Rouge education community. It was born under Advance Baton Rouge, a Baton Rouge Area Foundation project that now is an independent non-profit. It represents courage from a superintendent and school board that have shown they are ready to innovate. My hope is that this initiative can catalyze reform throughout Baton Rouge public schools, as it has in New York, where I am a principal of a similar small school. My hope is that Baton Rouge education policymakers continue to rethink operations and create new opportunities for all public school students.

In New York, the pre-conditions for success in new small public schools have been well established. As the founder and principal, I have been given the freedom to run the 400-student Bronx Lab as I see fit: instruction, budget, hiring, evaluation and programming fall to me and my

outstanding team. So do the results. The Bronx Lab Class of 2008 will be our first to graduate—and the indicators of our success are promising.

Bronx Lab's attendance rate is 93%, compared to 70% at other Bronx schools. We expect 90% of our original students to graduate, three times more than other Bronx schools. Nearly half of Bronx Lab's rising seniors will have the 44 credits necessary to graduate six months before commencement, and more than 80% passed math and science exit exams on their first try.

Two key factors have supported our success and that of NYC's small schools initiative. Foremost is the power of choice. Every adult and child at Bronx Lab is here by choice. This had not been the case for decades: teachers once held the right to take open positions based on service years and not passion for their work, and most high school students were placed by a zip code. But now, every high school student in NYC can choose from dozens of options.

Equally important is the freedom Bronx Lab teachers have to innovate. We hire teachers because they have the ability and passion to innovate. They are education entrepreneurs with a clear objective: get the students to graduate with the skills and understanding needed to succeed in college and in life.

I am hopeful that our success can be replicated in Baton Rouge, and that one independent school tucked inside Istrouma is the beginning of something big. By welcoming innovation, by hiring a strong principal and authorizing him to recruit and then empower a passionate teaching team, the local education establishment has taken an important first step for these 100 students and for the 40,000 more served by Baton Rouge public schools.

MARC STERNBERG, principal, Bronx Lab School

My hope is that this initiative can catalyze reform throughout Baton Rouge public schools, as it has in New York...

For thousands, Katrina is still churning.

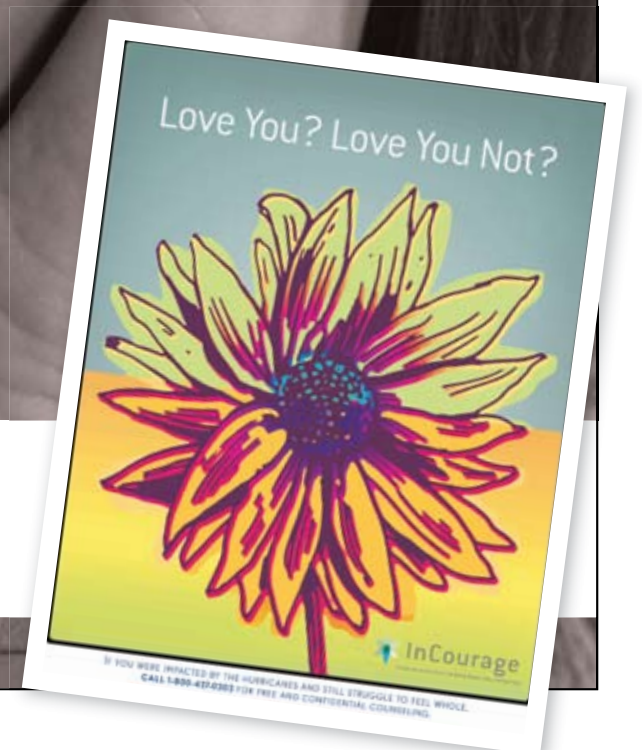
They toss at night in their beds. They are sad but don't know why. They move in a daze. You may be among them, suffering mental strain because Katrina won't go away. InCourage, a new program from the Baton Rouge Area Foundation, can help. Call (225) 924-3900 or (800) 437-0303 for up to 10 free counseling sessions.

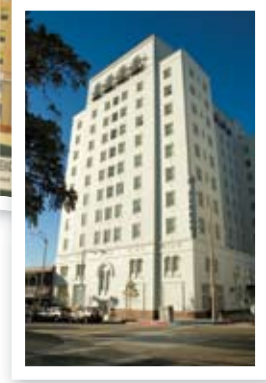
A new day awaits you.



InCourage

A HEALING INITIATIVE BY THE BATON ROUGE AREA FOUNDATION





Impossible? ...Done.

They said the Capitol House was history. They didn't expect that dark declaration would be taken as a challenge by the Wilbur Marvin Foundation, a real estate portfolio of the Baton Rouge Area Foundation.

A savvy mix of financing—tax credits, bank loans, company capital—provided \$70 million to bring back the Queen of the River. Renamed the Hilton Capitol Center, the hotel has become an Art Deco jewel trumpeting downtown's rebirth. Biggest benefit: Hotel profits will be sowed into more community projects.

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