

*second quarter twenty-ten . baton rouge area foundation*

# CURRENTS



## **Together, For Good**

**OLOL-LSU  
alliance rewrites  
health care for all**

Lafayette cool town | Barton awards | EBR life indicators



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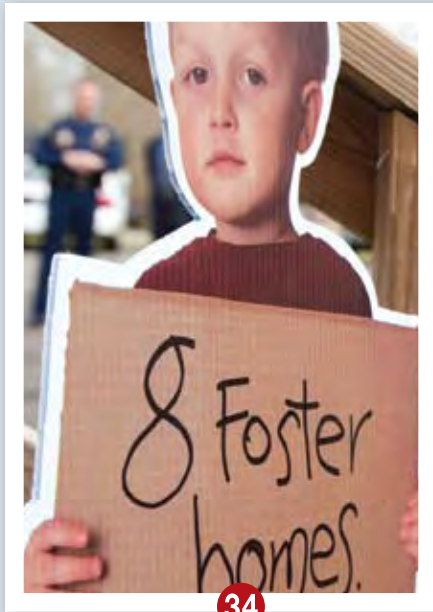


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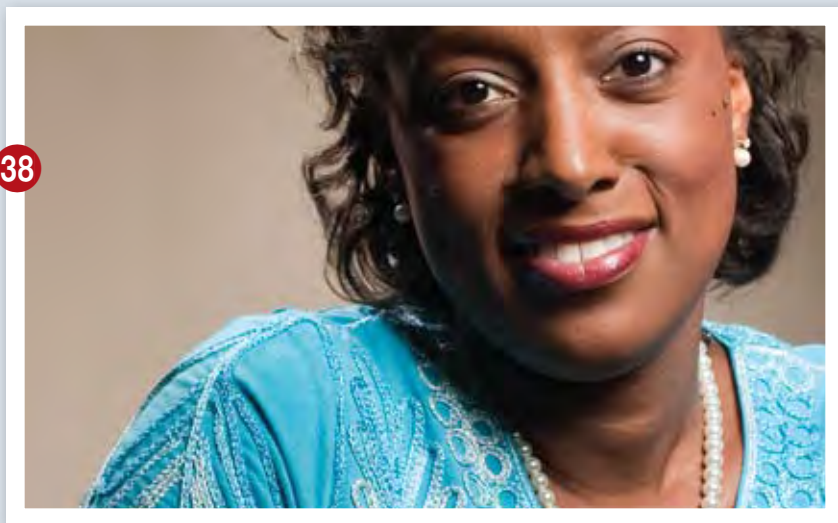
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*Baton Rouge  
Area Foundation*



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## *From the chair*

**A**t the Foundation, we welcomed almost daily visits from Brace Godfrey. As our next-door neighbor, he would walk over to share his love for books, his plans for downtown, his next big dream project.

Brace's life ended unexpectedly. In the middle of the night, his 58-year-old heart quit on him. Yet, what he did for Baton Rouge remains with us.

He was a native son of Louisiana, an accomplished student who topped his law school class at Southern University, an exceptional lawyer who was partner-in-charge of Adams and Reese before starting his own practice, and a businessman who believed in the possibilities of rebuilding downtown.

With partners at Cyntreniks, for instance, Brace turned the former Kress Building into apartments, condos and retail space. Just days after he died, the company announced a downtown building had been acquired for a new charter school. And this fall, the Hotel Indigo will open across from the Hilton in a refurbished Cyntreniks building.

To the wider community, Brace was known for his public service. He was the first African American chair of the Baton Rouge Chamber, and he joined others to lead the Citizens' Task Force on Education Improvement, which assisted in negotiating an end to the school desegregation lawsuit. He started 100 Black Men of Metro Baton Rouge and served on many boards, including the Baton Rouge Area Foundation board for six years.

We thank our friend for the life he shared with us.

• • •



Released in April, Baton Rouge CityStats, our second annual look at the quality of life in Baton Rouge, reveals that our parish is not immune to the national recession. Our survey tells us that 27% of parish residents didn't have enough money to feed themselves at sometime during the previous year.

Overall poverty didn't increase, but there was a rise where it hurt the most, among children. More than one in four children—as defined by the federal standards—were poor in 2008, the latest available figures show. Incidents of reported child abuse spiked in 2008, and the percentage of people riding

*Whatever the impatient desire, they have one thing in common: They want a better community.*

the bus daily quadrupled to 4% of residents in 2009 even though the system had to trim routes for lack of money.

Yet within the combination of negative numbers in CityStats, there seems to be a desire for a better parish. EBR residents are restless, with more than half telling our pollster that the pace of progress in Baton Rouge is too slow. Whatever the impatient desire, they have one thing in common: They want a better community. At the Foundation, we plan to leverage this positive indicator to create a better East Baton Rouge.

We encourage leaders of nonprofits, businesses, local government and other groups to use the report as a map for civic improvement.

Our fund donors and members have received a copy of the CityStats report. It's available for download at [BRCityStats.org](http://BRCityStats.org).

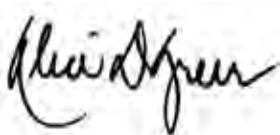
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Our cover story for this issue is about the alliance between LSU and Our Lady of the Lake Regional Medical Center. We commend the leaders and staff of the two organizations for negotiating a very difficult deal.

The new alliance will benefit all of us. In coming years, Baton Rouge will have a Level 1 trauma center, which will take on the most life-threatening emergency cases. Doctors in training will learn from the veterans at OLOL. Taxpayers will save \$400 million, the amount that would have been spent to replace Earl K. Long Hospital.

Most important, though, people who live on the margins will be treated beside the rest of the community.

Sincerely,



Alice D. Greer

## Baton Rouge Area Foundation

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The Baton Rouge Area Foundation is a community foundation that takes advantage of opportunities to improve the quality of life in South Louisiana. We do so by providing two essential functions. One, the Foundation connects philanthropists with capable nonprofits to make sure the needs of our communities are met. For example, our donors support the Shaw Center for the Arts and buy eyeglasses for needy children. Two, the Foundation invests in and manages pivotal projects to improve the region. Our Plan Baton Rouge initiative spearheaded the downtown revitalization plan and now is working to revive Old South Baton Rouge. For more information, contact Mukul Verma at [mverma@braf.org](mailto:mverma@braf.org).

*Currents* is published four times a year by the Baton Rouge Area Foundation, 402 N. Fourth Street, Baton Rouge, LA 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](mailto:mverma@braf.org).



**MANSHIP THEATRE**  
AT THE SHAW CENTER FOR THE ARTS



## Summer AT THE MANSHIP

### JOSH RITTER

Ritter has an Americana musical style and has often been compared to Bob Dylan, Bruce Springsteen, and Leonard Cohen. *"If you love music and have a device on which to play it, you should listen to Josh Ritter..."* —Mary-Louise Parker in Esquire *One of "The 10 Most Exciting Artists Now"*—Entertainment Weekly

**WHEN** Saturday, June 12, 2010

**TIME** 8:00 PM

### COWBOY JUNKIES

The Toronto quartet Cowboy Junkies have made a career out of its soft-focus sound, initially emphasizing the drowsily pretty vocals of Margo Timmins, with brother Michael Timmins' droning guitar leads gradually assuming a bigger role. They've maximized that rather limited approach by evincing exquisite taste, particularly on the covers-heavy early albums, and by playing off the tension between Margo's lullaby voice and the frequently dire imagery of Michael's lyrics.

**WHEN** Sunday, June 13, 2010

**TIME** 7:00 PM

### COLIN HAY

As frontman and principle songwriter for eighties hit machine Men at Work, Colin Hay is responsible for one of the most identifiable sounds in pop music: infectious, Caribbean-spiked blue-eyed soul with a pointedly quizzical lyrical outlook.

**WHEN** Friday, July 9, 2010

**TIME** 7:30 PM

[WWW.MANSHIPTHEATRE.ORG](http://WWW.MANSHIPTHEATRE.ORG) · FOR TICKET INFO {225} 344 0334  
100 LAFAYETTE STREET · BATON ROUGE, LA · 70801

## *Baton Rouge Area Foundation*

**The Baton Rouge Area Foundation is among** more than 700 community foundations across the country. We work to improve the quality of life for all people in the region. We do so in two ways.

First, we connect philanthropists with exceptional nonprofits to make sure the needs of our neighbors are met. Our donors, for instance, fund safe havens for abused women and children, provide vaccinations to prevent cancer and pay for teacher supplies. Last year, we provided thousands of grants worth \$12 million.

Second, the Foundation invests in and manages pivotal projects. Working with partners, we have revitalized downtown Baton Rouge, are rebuilding neighborhoods between downtown and LSU, supporting the improvement of public education through experimental schools and much more.

**Who we serve:** We conduct projects and provide grants across South Louisiana. The Foundation works in St. Tammany, Tangipahoa, Washington and St. Helena parishes through the Northshore Community Foundation, a support organization that operates independently from a home base in Mandeville. The Foundation also supports the Community Foundation of Southwest Louisiana. Based in Lake Charles, that foundation serves Calcasieu, Beauregard, Allen, Cameron and Jefferson Davis parishes.

**How we work:** The Foundation is funded in several ways. One key way is through generous people who choose to start donor-advised funds to provide grants to nonprofit groups and community projects. Philanthropists can start a tax-deductible charitable fund for \$10,000. To learn more about charitable funds, call Stewart Jones at 225.387.6126.

The Foundation also is funded through earnings on unrestricted assets, which were donated by philanthropists and grow over time.

Among Foundation assets is the Wilbur Marvin Foundation, which is comprised of real estate left by the late Wilbur Marvin. Those real estate assets include the Hilton Capitol Center Hotel in Baton Rouge, as well as shopping centers in Louisiana, Florida, Texas and Puerto Rico. The real estate assets are managed by Commercial Properties Realty Trust.

**What's our size:** At year-end 2009, the Foundation had estimated assets of \$533 million, making it among the top-30 largest community foundations in the country. Donors of the Foundation have provided the assets over 45 years. Since 1964, the Foundation has issued \$225 million in grants to support our community. Also, the Foundation has contracted with for-profit organizations to provide social benefits to the region, such as guidance on health care reform and direction on whether to build a new airport or invest in our existing ones.

More information is available at [BRAAF.org](http://BRAAF.org) or by calling Mukul Verma at 225.387.6126.

## Manship Theatre has new director

As it prepares for a new season and enhancements to reach a wider audience, the Manship Theatre has a new leader. Renee M. Chatelain, an arts entrepreneur, has been picked by the Manship Theatre board as executive director.

She is well-known in dance, education and legal circles, having co-founded Mid City Dance Project, led arts programs in schools and worked as an attorney. Chatelain, a lifelong resident of Baton Rouge, will start leading Manship Theatre full-time in early summer after complet-



ing her obligation to The Dunham School, where she is chair of fine arts, head of the dance department and community service coordinator.

“Renee is highly-respected for her work in the community and has successfully produced nationally recognized performances,” said Jay Noland, chair of Manship, which is in the Shaw Center for the Arts.

“She has managed arts operations, and her knowledge as an educator will help Manship expand its many school programs. We expect she will turn the theater into an even more lively entertainment destination on our future town square.”

In 1994, Chatelain co-founded the Mid City Dance Project, a troupe that has performed around the globe. Prior to her work in schools, she danced professionally with companies in New York, New Orleans and Tampa, Fla., and was guest director with companies in Europe.

“The theater’s location in the heart of Baton Rouge makes it a natural fit to be the hub of community gatherings and arts celebrations,” said Chatelain. “I

am thrilled to be given the opportunity to serve the community in this capacity.”

Chatelain earned a bachelor of arts degree from LSU in 1988 and graduated from LSU's Paul M. Hebert Law Center with a law degree in 1992.

She will take over a theater that is being fine-tuned. Two flexible venues—black box theaters—are expected to be improved in coming months. One, the Hartley-Vey Studio, will likely have a presence—with an entrance and signage—on North Boulevard. Also, a former art gallery space at the theater is being explored for a restaurant, providing an opportunity for dinner before and after performances.

*A more varied Manship Theatre season will begin in September.*

A more varied season to reach a wider audience will begin in September, with tickets going on sale by June. With the new season, the Manship Theatre also will broaden its outreach to students. A new website will be launched before the season begins, and membership and corporate sponsorships have been reworked to improve benefits.

**\$19,000**

Raised by Episcopal High School students toward a \$50,000 goal to dig a water well in Kenya.



## West Florida rebellion to be celebrated

Two hundred years ago, rebels rose up against their local government and established their own country, inspiring revolution across Latin America. And it happened right here in South Louisiana.

The West Florida rebellion was among freedom movements 200 years ago in the Western Hemisphere. The movements will be celebrated and discussed in the Hemispheric Freedom Symposium by LSU's Paul M. Hebert Law Center, with the event funded by the Baton Rouge Area Foundation and the Irene W. and C.B. Pennington Foundation.

Scheduled for Sept. 21-22, seminars will explore the commonalities and ties shared between Latin America and Louisiana. They will examine economic

and trade issues, political and historical relationships, and cross-cultural influences in the development of governing laws. Participants will include distinguished international scholars, governmental representatives and elected officials, business people and community leaders.

The revolt in Louisiana began with a simmering anger in St. Francisville. Representatives of the King of Spain ruled the region, from the river on eastward throughout what are today coastal Mississippi, Alabama and all of Florida.

The population bristled at the corruption of local Spanish authorities. Nearly 500 citizens openly pledged their lives in the cause of freedom. Their courageous convictions spread to Baton Rouge, then to New Orleans and the Perdido River area near Mobile.

(turn to page 10)



## Hemispheric Freedom Symposium



## Foundation assets inch up

*The markets were kind once more. Candace Wright, Foundation treasurer, told guests at the annual meeting that assets of the Baton Rouge Area Foundation were an estimated \$533 million at year-end 2009, rising with the markets from \$530 million the year before. The Foundation's peak assets were \$564 million in 2007 before the recession buckled the markets.*

*In 2009, the Foundation did not replace vacant positions and trimmed expenses, producing nearly a \$600,000 surplus in the year.*

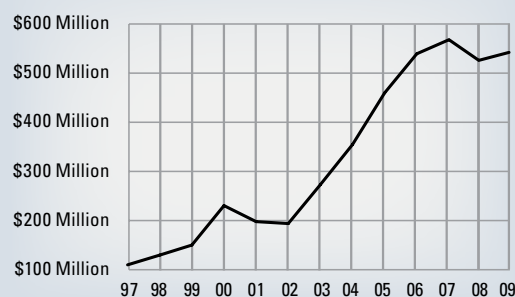
*The Foundation improves the world in two ways. We connect fund donors—philanthropists—to worthwhile projects and nonprofits. We also take on projects that change the direction of South Louisiana, such as revitalizing downtown and reclaiming inner-city neighborhoods.*

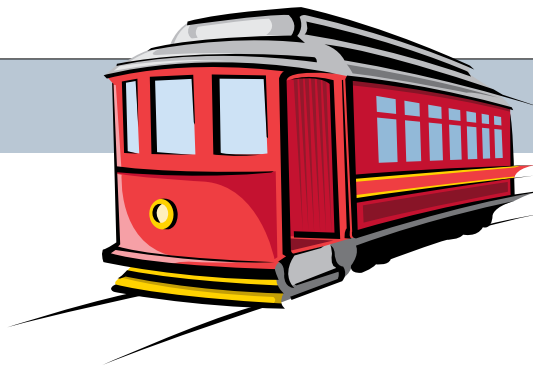
*At the annual meeting on March 17, the Foundation saluted members and donors. Donors of the Foundation granted \$12.7 million to nonprofits in 2009. Members, meantime, gave about \$592,000 to support civic leadership initiatives, a record despite the economy.*

*Members elected Dr. Albert D. Sam Jr. and John M. Steitz to the board. Sam is chief of vascular surgery at Baton Rouge General Hospital, while Steitz is chief operating officer for Albemarle Corp. Re-elected to their second three-year terms were Lee Michael Berg, Yolanda Dixon and C. Brent McCoy. The board will be chaired by Alice D. Greer, with Matthew G. McKay as vice chair. Leonard C. Wyatt is the secretary and Wright is the treasurer.*

*The annual meeting was held in the Manship Theatre at the Shaw Center for the Arts.*

### Foundation Assets





On an autumn morning in 1810, 65 men gathered at the Spanish Fort in Baton Rouge. One had spotted a weak point in the three-acre compound, where the cows entered to supply the fort with milk. The rebels exploited this vulnerability, surprising the Spanish soldiers with a sneak attack. Following a brief outburst of gunfire, the fight ended quickly. The Spaniards surrendered, without a single rebel casualty.

Modeled after the United States, the new nation of West Florida flew the Bonnie Blue—a white flag with a lone blue star—for 76 days. Ultimately, the West Floridians chose annexation by the U.S. and were mostly joined to Louisiana and neighboring states.

The spirit of the rebels inspired others throughout the Western Hemisphere. Argentina, Mexico, Chile and Peru each declared their independence from Spain. The uprisings of 1810 sparked revolutions in nearly a dozen Spanish and Portuguese colonies over the next 15 years. Like the West Floridians, they declared their independence and fought for it, emerging as the nations that now constitute modern-day Latin America.

## Rail spur

With \$45 million in federal stimulus money, New Orleans will build a trolley line connecting Canal Street to the Union Passenger Terminal near the Superdome.

The new line could serve double needs. The Union Passenger Terminal is a proposed terminal for a Baton Rouge to New Orleans high-speed rail line. Passengers from Baton Rouge and points in between could take the high-speed train to New Orleans and transfer to the trolley to get around the Crescent City.

Other proposed stops for the passenger rail service

are downtown Baton Rouge, the Mall of Louisiana to serve the medical corridor and suburbs, Gonzales, LaPlace, the New Orleans airport and the Union Passenger Terminal.

Leaders along the rail corridor are advocating for the service.

A draft report from the Department of Transportation and Development predicts, with 78% certainty, that the rail line would provide benefits over time. Each \$1 invested would return \$1.40, the study says. The Jindal administration, though, has stood against requesting federal funding of high-speed rail, saying it would require annual operating support.

The DOTD study, as first reported in the *Times-Picayune*, says trains per day would begin at eight in 2013 and grow to 16 by 2023, when maximum speed would be 110 miles per hour and a trip from end to end would be 73 minutes. By 2023, passenger boardings are expected to be 75,000 and to reduce auto trips by 67,000 per month on I-10. The train would run on existing tracks that are upgraded for higher speeds.

As in other places, the rail line is expected to spur transit-oriented developments, which are a mix of housing, retail and offices around train stops.



## Biking to New Orleans

A study of a levee-top trail connecting Baton Rouge to New Orleans is about half done and should be ready before year-end.

SJB Group has surveyed the trail, identified obstacles, talked with chemical plant managers and drafted some recommendations. The company, working for the Pontchartrain Levee

# 56%

Percent of residents who believe the pace of progress in the parish is too slow. 30% say it's just right, 7% say progress is too fast. For more, visit [BRCityStats.org](http://BRCityStats.org), the Foundation's quality of life indicator project. For a CityStats focus story, see page 20.

District, will have community meetings in six parishes before issuing a report, said Eric Poche, project coordinator for the consulting firm.

"We want everyone to know how big a feat this will be," he said of the trail, which is envisioned to run for 92 miles from Farr Park in East Baton Rouge to the St. Charles Line. It would link to Audubon Park in New Orleans, where bike trails are either under construction or completed.

The Baton Rouge Area Foundation pledged \$25,000 toward the \$250,000 feasibility study.

Poche estimates each mile will cost \$300,000, which includes a 30% buffer. He adds that each parish could build their segments with federal transportation enhancement funds over a number of years.

The trail could become a tourist draw, with places to rest, eat and sleep.

## Charter schools opening

The Mentorship Academy, a pair of charter schools, will open in July in downtown Baton Rouge. The Baton Rouge Area Foundation lent a hand to study and begin the schools here. Modeled after charter schools in San Diego, the curriculum for one school in Baton Rouge will focus on digital media, while the other will orbit science, technology, engineering and math.

Each school is set to begin with 125 ninth graders from eight school districts. It will be located in the former downtown Regions Bank building at the corner of Florida and Fourth streets. BP gave a \$500,000 grant to the LSU Foundation to design the schools.

The mission of the Mentorship Academy is to develop students who engage in lifelong learning against a backdrop of rapid change. Students will learn through mentoring, projects, cross-curricular instruction and technology integration.

## Include your legacy in IRA conversion

Many people are converting traditional IRAs to Roth IRAs because tax legislation now permits peo-

ple earning more than \$100,000 to do the transfers. In the conversion, some people are taking tax breaks and doing better for their communities as well.

How so?

In the switch, some of the funds are considered taxable income. By investing money in a donor advised fund with a community foundation, people can get a tax break and make a difference.

The Baton Rouge Area Foundation's donor services staff and attorney can meet with you to discuss making a charitable investment in a community you care about, while taking a tax deduction when converting to a Roth IRA. Please call 225.387.6126 to visit with us.





## Downtown library page turner

The future of the downtown library would make a good book. The latest twist will come from a panel of residents who are exploring options for the branch, which is next to city hall.

Brought together by Library Director David Farrar, the citizen panel will review the performance of the downtown library, examine the future of libraries, review plans by Trahan Architects for the downtown branch and deliver ideas to Farrar by late spring. He will use the report to guide the library board.

One area that will be explored is the future of printed books versus digital books. "I think everyone knows what the ultimate direction will be," said Farrar. Technology is moving rapidly, as evidenced by the speed of adoption from paper to microfiche to microfilm to CDs to DVD, and now digital forms of information access, he said.

Accepting the shift, Farrar said the system is designing libraries with a long horizon in mind. He says libraries are being built to adapt to the future, which will include books and digital information.

Farrar says the library system has up to \$10 million for a downtown branch and could get \$5 million in new markets tax credits. More could come from fund-

raising. The cost of the downtown branch will depend on the location and whether the branch will be renovated or replaced. A top-end estimate to build the Trahan-designed branch (seen left) is \$24 million.

## OSBR progress

The Louisiana Housing Finance Agency has granted \$250,000 to the Center for Planning Excellence, which will use the funds to rehab up to 20 homes in neighborhoods set for a

comeback.

One of those neighborhoods is Old South Baton Rouge, where CPEX, the Baton Rouge Area Foundation and the Old South Baton Rouge Neighborhood Partnership are implementing a reclamation strategy. New affordable single-family homes and businesses have risen in OSBR, which is between LSU and downtown.

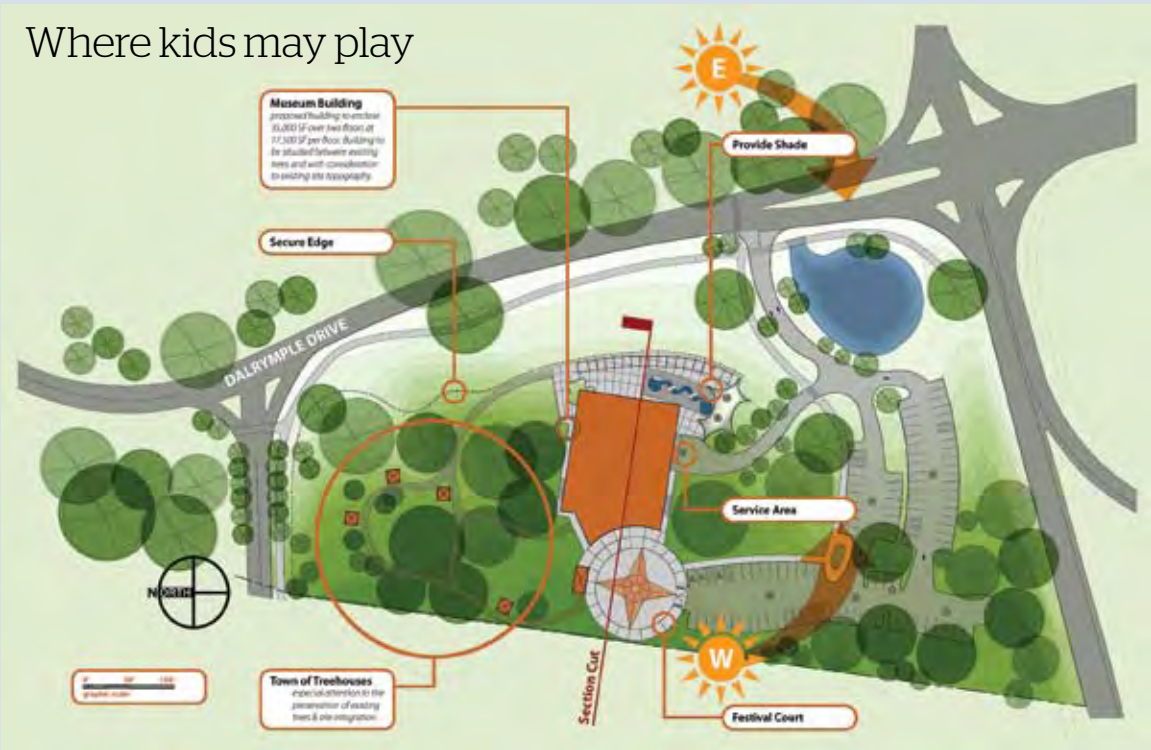
Susan Ludwig, CPEX leader on the OSBR project, says the homes should be rehabbed by year-end. Ludwig already has rehabbed homes with partners in OSBR.



New OSBR gateway project

Other developments in OSBR are continuing the pace of long-term redevelopment. Among them is a gateway project at Nicholson Drive and Terrace Avenue. The Foundation gathered land for the project, which will be constructed by Gulf Coast Housing Partnership. The development will mix about 50 mar-

## Where kids may play



ket-rate and affordable housing units with retail on the ground floor.

Developer Donnie Jarreau has begun construction on three in a string of 11 planned homes nearby that will be marketed.

The 1,200-square-foot homes will be marketed for \$200,000. Across the street on Nicholson, Mike Moreno of Lafayette is developing large swaths of property, though he has not revealed his design.

Meanwhile, development near LSU continues in OSBR. Under construction on Highland at the North Gates is a 30,000-square-foot shopping center that will include CVS, PJ's Coffee, Menchie's Frozen Yogurt, Shanghai Tokyo Restaurant and Pita Pit. The center fronts an apartment development on the corner of State Street near Highland. It should be open in the fall.

## Children's museum gets money

BREC has pledged \$3 million toward an estimated \$15 million needed to build a children's museum at

City Park. A nonprofit wanting to build the museum says it has \$4.2 million more in pledges and will begin raising the rest with a fall capital campaign.

Already designed, the Knock Knock Children's Museum

is slated for vacant land on Dalrymple Drive at the park. The goal is to open the museum within two years. The museum is intended for kids under 8, and organizers expect 200,000 attendees per year.

City Park already has been remade with new tennis courts, walking paths, a playground, dog park, labyrinth and more.



# Lead In UPDATES



## Clearing a path

Having cleared the legal underbrush, the Baton Rouge parks system should start building its first path—a linear park—in a trails project begun three years ago.

BREC and the Mall of Louisiana, a likely trailhead for the path, have come to an agreement that will let the path construction commence. Ted Jack, planner for BREC, says construction should begin this year on the trail, but first a final design, construction drawings and a construction contract must be executed.

Linking the mall and Perkins Rowe on Bluebonnet Boulevard, the path will run along creeks that can be seen from I-10. When built, apartments and neighborhoods along Siegen Lane will be linked by the trail to the shopping areas. Jack expects a trailhead at an outlying parking lot near Dick's Sporting Goods behind the mall, where people can park and ride the trail.

BREC chose the site for several reasons, above all as an example of what's possible with trails, including as an alternative to motoring to work.

The trail could get a second leg if medical leaders agree and funds are found. BREC would like to continue it along creeks to the health care corridor, linking the Baton Rouge General, Our Lady of the Lake Regional Medical Center and the new LSU charity facilities expected nearby. Jack says that such a trail would allow people who work in the corridor to live nearby and ride or jog to work.

BREC designated \$4 million for trails under the Capital Area Paths Project, or CAPP. It will need millions more to build out a network connecting parks and waterways, as the system intends.

FREE concert event 6 Sundays in APRIL & MAY

# Sunday

in the park

Lafayette Park @  
Shaw Center  
DOWNTOWN BATON ROUGE

brunch & music under the oaks noon-3pm



**April 25th Blues Festival: Eden Brent**  
Ferocious, rolling Boogie-Woogie that injects new fire and grit into the style with swinging, soulful, rocking, torchy blues and jazz.



**May 2nd BeauSoleil avec Michael Doucet**  
**Special Performance at FestForAll**  
Multiple Grammy winning group will take rich Cajun traditions and artfully blend with Zydeco, New Orleans Jazz and Tex-Mex Country.



**May 9th Trombone Shorty & Orleans Ave.**  
Mesmerizes with extraordinary technical skill and high-energy funk rock and down-home soul.



**May 16th Phat Hat**  
Where the soul meets the groove and makes you move.

Free Bike Valet provided by



Face Painting & Balloon Creations provided by The Party Artist [www.thepartyartist.com](http://www.thepartyartist.com)



Baton Rouge Area Foundation



Visit [BatonRouge.com](http://BatonRouge.com)

Special thanks to our sponsors.





Kos, Greece

*On the ground*

# Worldwide walkabout

EKL doctors cross borders to learn the unexpected

By Sara Bongiorno

**I**t was late 2006, and Dr. George Karam was on a return flight from Kuala Lumpur, Malaysia, enjoying the quiet of the 15-hour flight to reflect on the things he had learned through years of travel around the globe.

He was also thinking about a conversation with one of his residents in Earl K. Long's internal medicine program. The young man had described the program to Karam as "the liberal arts of internal medicine programs."

Karam liked the label, and was wondering how he could further develop the idea.

Then it struck him: Giving residents the opportunity to travel abroad to study a subject outside of science would broaden their views in unique ways, and provide them with greater insights that would en-

hance them personally and professionally.

By the time he was on the ground in Louisiana, Karam had come up with a name—Bringing Something Back—and in 2007 EKL sent its first batch of second-year residents to points around the globe on month-long rotations to study topics as diverse as spiritualism, photography and the impact of Nazism on medical ethics.

"The idea is to provide experiences that are not just career-altering, but also life-altering," Karam says.

The program is unique in the U.S. And while it distinguishes EKL from larger internal medicine programs with fellowship opportunities, it also provides a less tangible benefit.

"Giving residents the chance to navigate a culture that is not their own, where they do not speak the lan-



guage, taps skills that they may not realize they have,” Karam says. “I think that provides a sense of pride and confidence in what they can do. But it also helps us develop more sensitive, insightful physicians who we hope will carry that great sensitivity and insight with them through a lifetime.”

### **Ann Long**

*EKL resident Ann Long traveled in 2009 to the Greek island of Kos, the place of Hippocrates’ birth, to study the physician’s continuing influence on modern medicine.*

The intersection of philosophy and medicine has always interested me, including the influence of the Greek philosophers of the time on Hippocrates’ thinking about medicine.

The philosophers in the region where Hippocrates lived had a tradition of questioning superstition and looking to nature to explain what was happening around them. Rather than attributing thunder to the gods, for instance, they worked to see how nature might produce this phenomenon.

Their thinking shaped Hippocrates, who, for example, understood epilepsy as a reflection of something that was happening inside the brain.

In that way, the philosophers around him influenced the transformation of medicine from superstition to science and rational thought. There was a crossover between philosophy and medicine that impacted each area.

Traveling to the places where he practiced medicine helped me to see Hippocrates as a real person, but it also helped me feel connected to a tradition that is thousands of years old.

I came back with a sense of pride in my work that I did not feel before, and that I don’t think I would have felt in the same way if I had not had the chance to visit this ancient place where so much of this tradition began.

### **Matt Foy**

*Matt Foy, chief resident for the internal medicine department at Earl K. Long, in 2008 spent three weeks in Reggio Emilia in northern Italy with his wife, parents and two young sons.*

I spent my summers working at my mother’s child-care center, doing everything from mowing the lawn to once having my own class of 2-year-olds. So when I heard of the Reggio Emilia Approach to early childhood education while I was looking at residency programs, I was intrigued.



Reggio Emilia, Italy

It puts a focus on engaging children in active learning and constantly analyzing teaching strategies to see what works best. My area of interest is medical education, and I wondered if some aspects of this way of engaging young children might also apply to teaching medicine to residents.

What I observed in Reggio Emilia was unlike any-



Johannesburg, South Africa

thing I'd seen before. The teachers constantly take notes as they interact with the children, and then get together twice a week to discuss what works and what doesn't. It's like professional athletes studying game films, or engineers debriefing each other after a project. There is a continuing effort to become better teachers by engaging children in activities that are meaningful to them.

The experience helped me to see teaching as not just presenting materials, but as constantly assessing myself to see if what we're discussing is connecting with the residents, since anything that engages students is, in my view, going to be more effective.

From a personal perspective, after traveling through Italy with an infant and a toddler, it gave me the confidence that I can accomplish almost anything in my career if I put my mind to it.

### **Oleana Lamendola**

*Oleana Lamendola, chief resident of the internal medicine program at Earl K. Long, traveled to Johannesburg, South Africa, in March 2008 to study the impact of political activism on that nation's HIV epidemic.*

My time in Johannesburg changed my view of what it means to be a physician.

I spent time with a physician and political activist, trailing him as he treated patients impacted by HIV, then stepping out of that traditional role to work to change the country's political environment in a way that would help curb the epidemic.

He did radio interviews, took part in public roundtable discussions to inform people of HIV risk factors, and pushed for more antiretroviral drugs.

This was a physician working to combat HIV in a country whose leaders, including its health minister, had denied the existence of the epidemic. So he wasn't just helping patients but trying to impact politics to combat the disease.

I don't know if in our own country we've ever heard our leaders deny the existence of an epidemic, so when you see a doctor working in that environment, and trying to change that thinking, it alters your idea of what a doctor can do.

Baton Rouge has one of the highest rates per capita of HIV in our country, so there were real lessons to be learned about working with patients here.

I was different when I came back, probably most of all in the passion I feel for my patients. After an experience like that, you don't just step back into the life you had before. •



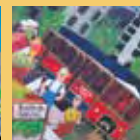
## Fresh Fest 2010

Special Events Every Saturday • Local Chefs Cooking Seasonal Menus  
Kids Art & Garden Activities • Summer Music

|                |                      |                |                        |
|----------------|----------------------|----------------|------------------------|
| <b>May 29</b>  | Butterfly Gardening  | <b>July 3</b>  | Star Spangled Saturday |
| <b>June 5</b>  | Dairy Day            | <b>July 10</b> | Just Peachy            |
| <b>June 12</b> | Blueberry Bash       | <b>July 17</b> | Melon Mania            |
| <b>June 19</b> | Tomato Me Crazy      | <b>July 24</b> | Cool as a Cucumber     |
| <b>June 26</b> | Corn & Squash-Tastic | <b>July 31</b> | Everything Eggplant    |



## MAIN STREET MARKET



### Farm to Table Tops

Youth artists will participate in this year's Farm to Table Tops project and learn about their local food system. The artists will visit a local farm and harvest crops, learn from a local chef about cooking and eating locally, and then create hand-painted table tops to reflect Louisiana's cuisine and local food system.

For more information on how to sponsor a youth artist or how to participate in the project, contact us at [market@breada.org](mailto:market@breada.org).

[www.breada.org](http://www.breada.org)



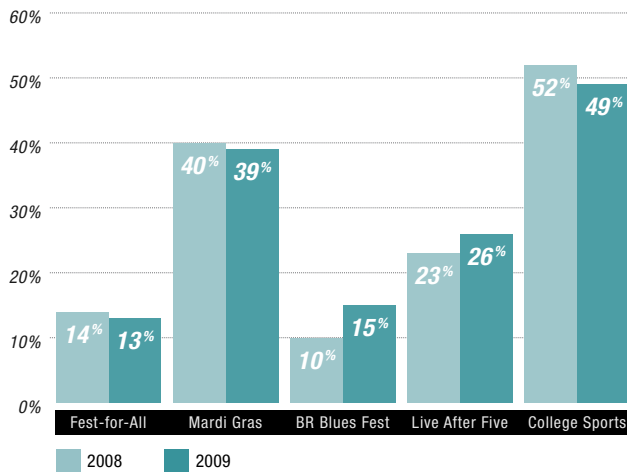
Follow us on Facebook: [www.facebook.com/breada](http://www.facebook.com/breada)

# CityStats 2010

By Mukul Verma

The Foundation gauges the quality of life in East Baton Rouge with an indicators report. Along with our fund donors, we use the statistics and survey results in the report when making grants to nonprofits. Here, we offer a handful of the indicators that are in 2010 Baton Rouge CityStats. The report is available for download at [BRCityStats.org](http://BRCityStats.org). If you want a copy, please email your mailing address to [mverma@braf.org](mailto:mverma@braf.org).

## ATTENDANCE AT CULTURAL EVENTS

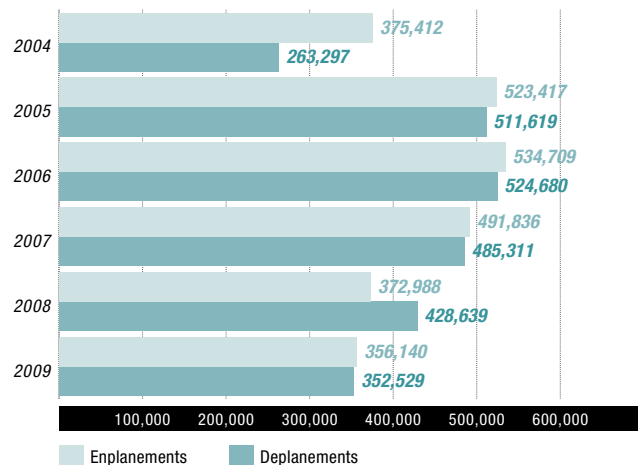


<< Attendance to cultural events was flat, except for a rise among those who said they were at the Baton Rouge Blues Fest and Live After Five. College sports and Mardi Gras continue to be the most popular events in Baton Rouge.

Source: CityStats survey

>> Katrina spiked airport use, but the airport has been in a sharp decline ever since. Inbound and outbound passengers totaled 718,669 in 2009, down 11% from 801,627 in 2008 and 36% from 977,147 in 2007.

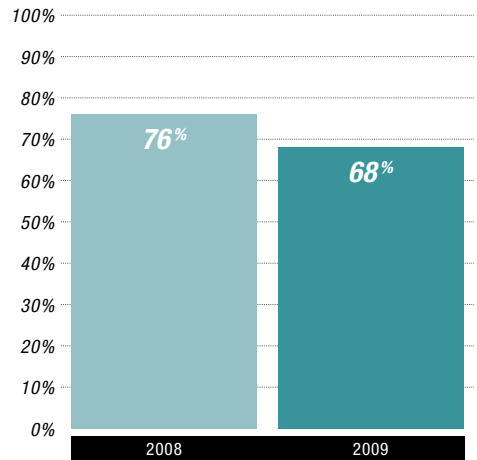
## AIRPORT USE



Source: Baton Rouge Metro Airport

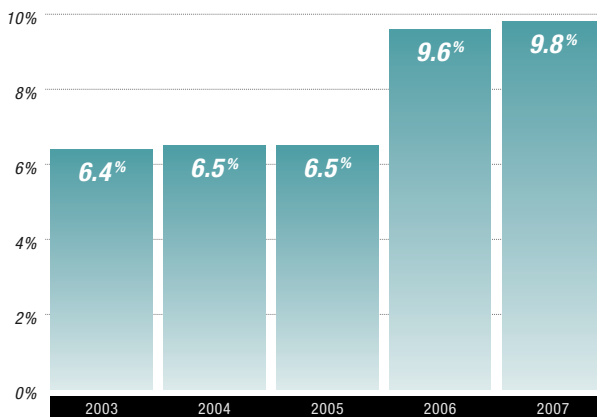
>> Internet access at home declined by 8 points in 2009, according to our survey. Households earning less than \$25,000 can account for the decline, a likely consequence of economic hardship. Net access in that group dropped to just 29% of households from nearly 50% the year before.

### INTERNET ACCESS AT HOME



Source: CityStats survey

### HIGH SCHOOL DROPOUT RATES

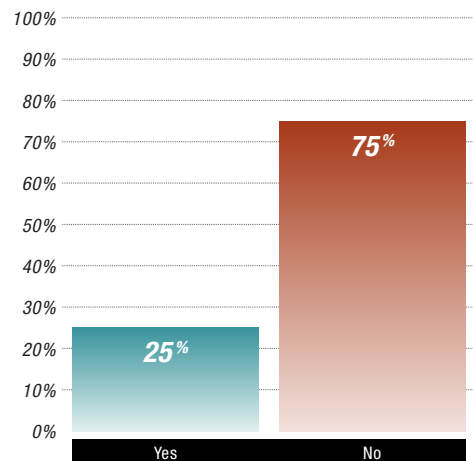


Source: Louisiana Department of Education

<< In the 2007 school year, the latest data available, the dropout rate climbed, reaching nearly double digits. From 2003 to 2005, the rate was 6.5% or below.

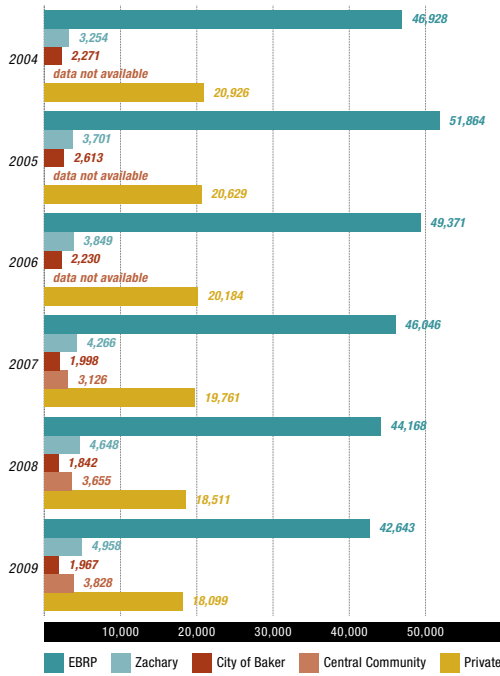
>> Based on the poll, crime is widespread in the parish, crossing income levels and geographic areas. Answering "yes" in income categories were 35% among those earning less than \$25,000, 23% among those earning \$25,000 to \$50,000 and 20% among those earning more than \$50,000.

### VICTIM OF A CRIME IN THE PAST YEAR



Source: CityStats survey

### EDUCATIONAL ENROLLMENT

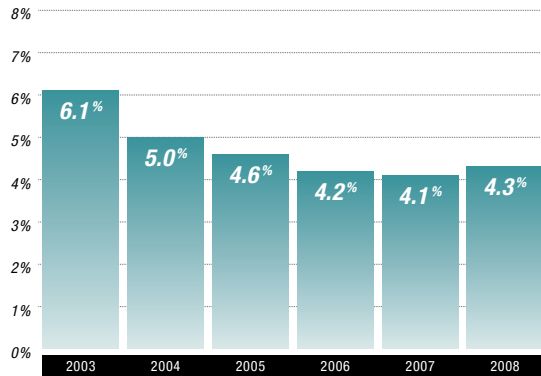


Source: Louisiana Department of Education

<< Enrollment at private schools slipped for the sixth year in 2009, but Baker and EBR public schools had fewer students as well in the latest year. The Zachary school system is the winner, rising 6.6% in the 2009 school year and 52% since 2004.

>> A bit higher in 2008, but the trend has been favorable since 2003. Teen birth rates nationwide had declined each year since 1991, but the good news ended in 2005. In Louisiana, the teen birth rate continued to decline until 2008.

### TEEN BIRTH RATES

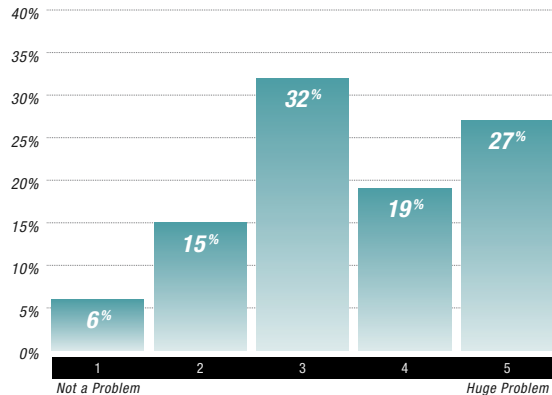


Source: National Center for Health Statistics

>> Residents don't like what they see. Forty-six percent say litter is a problem, with 27% saying it's a "huge problem." Only 6% of residents said litter is not a problem. Litter is perceived as a bigger problem in North Baton Rouge and among people who earn less. Forty-five percent of the surveyed in the north part of the parish said litter is a "huge problem," while 40% of people earning less than \$25,000 put the litter problem in the same category.

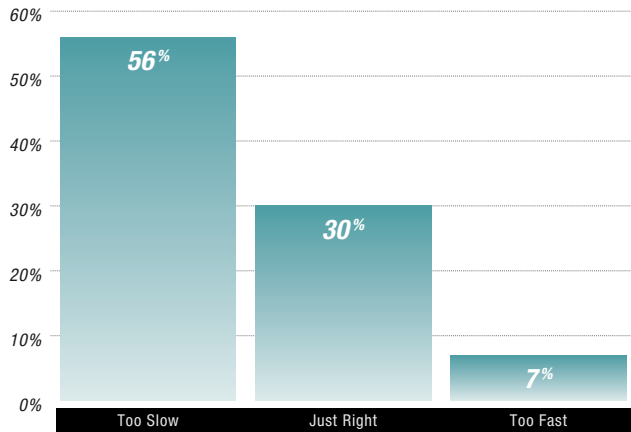
### PERCEPTION OF LITTER IN BATON ROUGE

Percentage of respondents



Source: CityStats survey

### PACE OF PROGRESS IN BATON ROUGE

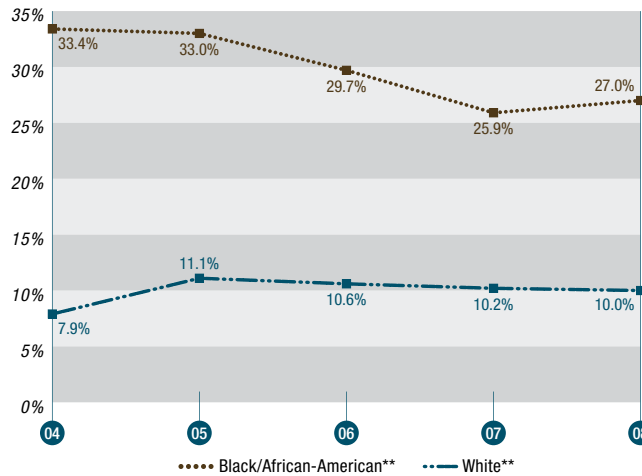


<< A majority believe that Baton Rouge is progressing too slowly; only 7% believe the parish is progressing too fast.

Source: CityStats survey

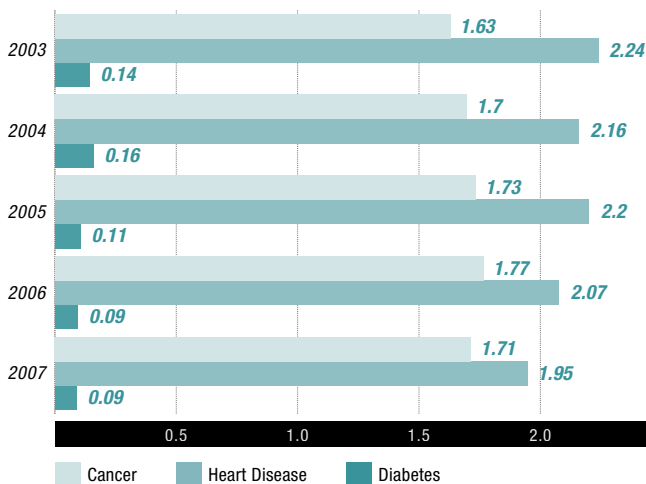
>> The rate of poverty among African Americans rose in 2008 after three consecutive annual declines. Poverty is nearly three times higher for African Americans than whites, but one of every 10 white people is poor as well. Meanwhile, one of every four children were poor in 2008, ending three years of improvement in this indicator.

### POVERTY RATE (RACE)



Source: U.S. Census Bureau

### MORTALITY RATES BY DISEASE



<< The number of deaths by cancer fell back in 2007 after rising most of the decade. Deaths from diabetes have trended down from 2003 to 2007.

Source: Louisiana Department of Health and Hospitals

OnSite

# In and out of New Orleans

A photo essay by Lori Waselchuk



Lori Waselchuk's haunting photos were the feature of our annual report after Katrina. Wanting to always remember, the Foundation dispatched her to New Orleans almost five years later. She returned with many stories, including that of the Alexander family. Scattered after the storm, they returned to their neighborhood—Holy Cross—among the strongest communities in the Ninth Ward. They are rebuilding.





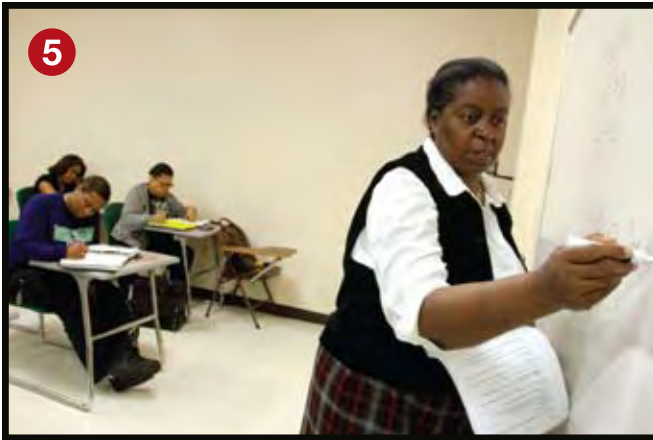
**1** Justin, 5, gets a hug from his grandmother before getting dressed for school.

**2** How sweet is the Waffle House? Almost daily, the Alexanders stop here for the first meal and to gather their thoughts. Kayla, the youngest, gets a warm touch from her grandfather, Calvin, while Grandma Nathalie prepares some work.

**3** Retired from a job with Shell Oil, Calvin is the family's lead driver, crossing the Industrial Canal more than a dozen times a day to get all where they must go.

**4** Cal gathers vegetable scraps and coffee grounds from a café on Frenchman Street to make compost for a community farm in Holy Cross.





5



6



7



8

5 Nat teaches math at Delgado Community College. She lived with her husband and mother in a hotel room for five months after the storm, then for 30 months in a FEMA trailer while rebuilding the family's homes.

6 Nat and grandchildren, Kayla and Justin, refurbish a door. The family is rebuilding several of their homes, while also investing in property nearby.

7 Because their area is functioning in patches, the family mini-van gets much work to complete daily activities. Kayla gets dropped at school by great-grandmother Lillian Sherman and grandmother Nat.

8 Nat and Calvin care for her 94-year-old mother, Lillian.

9 Calvin listens at the Holy Cross Neighborhood Association fortnightly meeting. Neighbors meet to settle issues, to discuss the community garden and to organize politically for improvements to their communities.

10 A FEMA trailer is still a home for the youngest children. They will return to their own home after the repairs are done.



9



How can we  
link hands  
where  
blight had  
claimed  
victory?



*Baton Rouge  
Area Foundation*



# Shot in the arm

With Lake-EKL venture,  
opportunities arise to improve care

By Sara Bongiorno | Illustration by Chris Edes

**O**n a sweltering day in August of 2008, four men squared off across a Baton Rouge conference table, two on each side, to mull an old question, one final time.

It was a question that had vexed state and local leaders for the better part of 20 years. It had no clear answer, and there was probably no real reason to think the men who gathered that day could find one

when so many others before them could not.

They asked the question anyway. Could they forge a partnership to enhance the graduate medical education program housed at the crumbling Earl K. Long Medical Center and also improve care for the poor who depend on EKL?

On one side of the table was John Lombardi, president of the Louisiana State University System. Beside

him was Dr. Fred Cerise, his recently appointed vice president tasked with oversight of the university's medical education programs.

On the opposite side was Scott Wester, the newly arrived chief executive officer of Our Lady of the Lake Regional Medical Center, Louisiana's largest hospital. Beside him was John Finan, chief executive of Franciscan Missionaries of Our Lady Health System.

*“This was a complex, delicate transaction. In the end, it took a monumental effort on the part of everyone involved.”*

—Scott Wester, CEO, Our Lady of the Lake Regional Medical Center

Nobody was expecting a big breakthrough that day, with good reason. Beginning in the early 1980s, public calls and doomed proposals to replace EKL had led, essentially, nowhere. Earlier talks between The Lake and LSU had ended in frustration. By that summer, the talk had fizzled.

Yet the stakes were higher than ever. The possibility that its accreditation would be yanked continued to loom over EKL, where top-notch medical faculty train residents in a decaying facility that limits the types of procedures they can teach.

Years earlier, Gov. Kathleen Blanco had allocated \$24 million for land to build a new hospital, and some still hoped that would happen. But by late 2008, as the national economy buckled and Louisiana continued massive hurricane rebuilding efforts, the \$300 million to \$400 million price tag made a freestanding replacement for EKL look less likely than ever.

#### **Back to the drawing board**

In a real sense, the meeting began as a favor to someone else.

How can we  
stand between  
runaways and  
violence?

*Baton Rouge  
Area Foundation*



## At long last...

The planned collaboration between Louisiana State University and Our Lady of the Lake Regional Medical Center follows a long history of efforts to replace the aging Earl K. Long charity hospital in north Baton Rouge.

The nearly 20-year effort comprises twists and turns over arcane government medical reimbursements, hundreds of millions of dollars, a series of doomed proposals and talks that ended many times in frustration.

Hurricane Katrina ultimately played a decisive role in EKL's fate.

**1964:** Construction at the Airline Highway site begins.

**1968:** Earl K. Long Medical Center opens.

**1981:** EKL administrator Raymond Potter lobbies state lawmakers for a new hospital, arguing the aging facility needs to be replaced.

**1993:** Three proposals to replace EKL rise and fall.

**2001:** State officials negotiate with Triad Corp. over the purchase of Summit Hospital. The effort fizzles.

**2004:** The Lewin Group, contracted by the Baton Rouge Area Foundation, recommends clinics to care for most charity cases and merging EKL with a non-state hospital.

**2005:** Baton Rouge-area hospitals outline a proposal to care for the poor. Hurricane Katrina smashes into South Louisiana, upending momentum for a new \$275 million public hospital in Baton Rouge. Momentum builds for public-private partnership to care for EKL patients.



**2006:** A PricewaterhouseCoopers report after Katrina recommends the end of the two-tier health care system, with the charity system and the private system becoming one to improve care and outcomes. The report was paid for by the LRA Support Foundation, which was created by the Baton Rouge Area Foundation to back rebuilding of South Louisiana after the storm.

**2008:** The Lake and LSU officials reconsider private-public partnership concept.

**2009:** The Lake and LSU announce a memo of understanding over proposed collaboration on medical education and care for the poor.

**January 2010:** State announces public-private partnership deal that shifts EKL medical education to The Lake, expands urgent care in north Baton Rouge and adds 60 beds and a Level One trauma center to the Lake's Essen Lane facility.

**March 2010:** State lawmakers approve LSU/Lake partnership, which will transform health care for the poor, provide a Level One trauma center and increase medical training.



Jim Roy, the Lafayette attorney and then-chairman of the LSU Board of Supervisors, had asked Lombardi and Cerise to meet with Lake officials.

John Spain, executive vice president of the Baton Rouge Area Foundation, which had paid for a post-Katrina study that urged private-public partnership as a more effective way to deliver public health care and medical education, had visited Wester.

Spain, who had studied the fate of EKL for years, asked Wester to meet with LSU officials for one more look at possible collaboration, something that had been the focus of on-again, off-again discussions between the two organizations for years.

“We asked if they would go back to the drawing board one more time, to see what they could agree on,” Roy recalled. Added Spain, “The idea was to try one more time to work something out, so that even if they couldn’t, then at least everybody could say we had tried.”

The meeting played out against a backdrop of skepticism. The Lake is very good at hospital operations, and LSU is equally good at graduate medical education, Cerise said. But those are two different things, “and you can’t just put them in the same place and necessarily have a good combination,” he said.

Wester recalls sitting across the table from Lombardi and Cerise and wondering if it would be the first or final conversation of its kind. “We literally faced off over the table to tackle the big issues upfront so we could decide if we wanted to continue or if this wasn’t going to work.”

He recalls something else. Over the course of 18 months of intensive meetings that followed that gathering, expanding teams of top officials and attorneys for The Lake and LSU started to arrange themselves at random around meeting tables, often sitting side by side.

The change in seating arrangements signaled a larger change to Wester. “As we gained trust and understanding of each other’s institutions we stopped facing off, and we just sat wherever was comfortable.”

#### **Historic transformation**

The momentum that began at that first meeting culminated this year with Gov. Bobby Jindal’s January announcement of a first-of-its-kind partner-

How can we  
make a  
rollicking  
downtown?

Our  
members...  
They make it  
happen.

Join them  
today.

[braf.org](http://braf.org)

*Baton Rouge  
Area Foundation*



ship between The Lake and LSU that proposes a fundamental shift in the health care landscape of Baton Rouge.

The proposed shift is both literal and figurative, to include the closure of EKL within roughly three years.

While the deal hinges on arcane details of complicated government health care reimbursements, proponents say in the end it will do two things: Provide better care for the poor and better training for the state and region's future doctors.

There are six main elements in the partnership, which has been approved by the boards of LSU and The Lake:

- The LSU outpatient health clinic that opened in north Baton Rouge in 2009 will be expanded to include a round-the-clock urgent-care facility.

The expanded facility is a cornerstone of the partnership's success. The opening of the outpatient clinic about a year before the announcement of the LSU/Lake collaboration reflects EKL's longtime role as an outpatient center for a large swath of the community.

State and LSU officials recognized that they could not close EKL, or build a new hospital in another part of town, until they had established a clinic to assure access to doctors.

"The neighborhood made that clear to us," Spain said.

Data on patient visits to EKL underscore that access to physicians for outpatient care is what the community that relies on it needs most. Outpatient visits to EKL number in the hundreds of thousands each year, compared to about 6,200 inpatient admissions, said Alan Levine, secretary of the state Department of Health and Hospitals.

At the same time, the urgent-care expansion of LSU's new Airline Highway clinic is designed to prevent large numbers of uninsured patients from flooding the emergency departments of the Mid City location of the Baton Rouge General and other area hospitals once EKL closes, Levine said.

The idea is that The Lake will handle surgeries and other inpatient procedures, while the north Baton Rouge clinic will provide doctor access and urgent care.

The state is prepared to provide more money to off-

set hospitals' costs if a rush to other emergency departments occurs, Levine said, "but we don't think that's going to happen."

- A Level One trauma center, the city's first, will open at The Lake, which will hire additional trauma surgeons to staff it.

What distinguishes such facilities from other centers is that neurosurgeons and other physicians with special expertise in traumatic injuries are on site at the hospital at all times.

Level One trauma centers also provide faster care, and a difference of even a few minutes can sometimes mean the difference between life and death for severely injured patients. The center also will fill an important role in the region's disaster-preparedness plan, a not-insignificant consideration in hurricane-prone Louisiana.

- The graduate medical education program at EKL will shift to The Lake, which will become a teaching hospital with more than 100 resident slots. Residents will continue their important role in providing care at LSU's three outpatient clinics in Baton Rouge, including the north Baton Rouge facility.

The move to Essen Lane will enhance the residency program by allowing it to train residents in areas that EKL cannot now accommodate, including general surgery, invasive cardiology and head and neck surgeries.

The patient caseload is also more diverse at The Lake, which will also expand residents' learning opportunities, Cerise said.

The teaching faculty at The Lake will include physicians who previously taught at EKL, as well as expertly trained, private-practice doctors interested in taking on that new role.

- The quality of health care for the poor will improve through expanded access to specialists at The Lake's state-of-the-art medical facility.

Because EKL could not offer a full range of services, individuals who needed certain complex procedures had to be transferred elsewhere or in some cases did not receive the care they needed.

EKL has long been known for providing excellent medical care once patients are treated, but long waits



and other limits have curtailed what it could provide.

- The Lake will add a new medical education building to be used by LSU as well as at least 60 additional patient beds.

All told, The Lake will spend between \$100 million and \$200 million to expand its campus. It will be about a year before cranes start to appear on Essen Lane. EKL will remain open until The Lake expansion is completed, most likely in 2014.

- The state will save as much as \$400 million that it otherwise might have spent for a new hospital to replace EKL.

State and federal funds to care for the poor that formerly went to LSU will be directed to The Lake, which also will receive \$14 million from the state as a one-time payment for the purpose of expanding health care access for the poor.

### **Timing is everything**

In a real way, hurricanes Katrina and Rita provided momentum that brought The Lake and LSU to the table for a last go-round over a partnership.

Katrina decimated LSU's residency programs at hospitals across New Orleans, including its largest program at "Big Charity."

The disruption sent residents across the state as LSU scrambled to find hospitals where they could continue their training. The storm also resulted in the loss of several key faculty members.

One of the places residents and LSU faculty landed not long after the storm was The Lake, which quickly became home to the head and neck surgery program formerly based in New Orleans. The presence of residents marked a significant shift for The Lake. Prior to 2005, it had not had residents on its campus.

Dr. Daniel Nuss, the chairman of LSU's otolaryngology program, said officials at The Lake were eager to help, and generous with resources. The Lake provided the residency program with space and equipment, and several private-practice physicians at the hospital stepped forward to fill a training gap created by the loss of faculty after the storm.

The residency program at The Lake later expanded to include general surgery, which also had not been offered at EKL.

"It worked out beautifully," Nuss said.

The residency program is already doing what LSU and Lake officials say their larger collaboration will do: give residents better training opportunities while providing improved care to patients. Over the past three years, residents at The Lake have learned advanced surgical techniques that EKL could not support, Nuss said.

Meanwhile, another transformation was taking place. Lake officials began to see that the hospital was well positioned to play a role in the future of medical education in Louisiana.

In fact, since the 2005 storms it has quietly played an active role in medical education. More than 450 residents from both LSU and Tulane University have trained at The Lake since its first resident arrived a few months after Hurricane Katrina, Wester said.

Likewise, caring for the poor also is not new for The Lake. In 2009, more than half of the 80,000 visits to its emergency department involved care for uninsured or Medicaid patients, Levine said.

"This is an organization with a lot of history of serving the poor," he said.

Spain said there has been growing recognition of another benefit of expanded and improved residency programs in the capital region: the greater likelihood that more physicians will settle in the area, since residents often settle into practice close to where they receive training.

In combination with a new residency program between Baton Rouge General and Tulane, the number of residents in the Baton Rouge area could rise from about 150 now to between 300 and 500 over the next several years, Spain said.

The LSU/Lake partnership is still young, and it does not provide an alternative to every type of care now offered at EKL. The Lake will not provide prisoner care, for instance, nor will it expand gynecological and obstetrics care as part of the deal.

For Wester and other key players, however, it represents real progress for patients and residents alike because it will mean better and more efficient health care.

"This was a complex, delicate transaction," he said. "In the end, it took a monumental effort on the part of everyone involved." •

A cutout on the steps of the Children's Advocacy Center in Hammond reminds guests of the challenges children of abuse can face while in state care. The center held an open house in March to announce the establishment of the Sex Offender Task Force.

Grantmaking

# Healing place

## Center embraces children of abuse

By Maggie Heyn Richardson | Photos by Tim Mueller

**J**oelle Henderson's job would make most shudder.

At the Children's Advocacy Center in Hammond, Henderson sits across a simple office table from a child who has come forward to report sexual abuse, and she listens intently as the tragic story unfolds. The two are alone, but authorities from law enforcement and the state Office of Community Services watch the interview on closed-circuit television, sometimes communicating with Henderson via the small listening device in her ear.

The young victim describes how, when and where the incident happened, slowly divulging details that would trigger shock and outrage in most people.

They do in Henderson as well.

However, as the agency's director of clinical services and a veteran forensic interviewer, she sublimates those feelings for an important purpose. Her role is to conduct an interview thorough

enough to keep the young victim from having to be questioned again. The interview is recorded so that a child does not have to take the witness stand.

Last year, the center and its three satellite offices conducted more than 400 interviews, almost all of them with children who were the victims of sexual

abuse. Before the establishment of CACs nationwide, such children would have had to tell their stories multiple times, often in settings that provoked anxiety. The repeated questioning led many children to perceive they were saying something wrong to the many adults who interrogated them. Some changed their stories or even recanted.

"It's so important that these children are interviewed in a way that's not invasive or threatening, and for their story to be preserved so they don't have to tell it over and over again," Henderson says. "I never saw myself doing this, but I really believe in it."

Hammond's Children's Advocacy Center was

*"It's so important that these children are interviewed in a way that's not invasive or threatening, and for their story to be preserved so they don't have to tell it over and over again."*

—Joelle Henderson



founded in 2002, and its work has had a tremendous impact. The interviews recorded have protected children from being “revictimized” by a historically insensitive system and have led to a 74% prosecution rate, says Rob Carlisle, CEO of the umbrella nonprofit Child Advocacy Services, which also houses the area’s CASA program. The two programs address various aspects of abuse and neglect for families, including advocacy, clinical services and prevention.

Operating with a \$1.2 million budget, the umbrella nonprofit has eight regional offices and serves 10 southeast Louisiana parishes: Ascension, Assumption, East and West Feliciana, Livingston, St. Charles, St. Helena, St. James, St. John, and Tangipahoa.

CASA provides advocacy for child victims as their abuse cases go to court. Meanwhile, the Children’s Advocacy Center not only conducts forensic interviews, it provides clinical services that help children recover and move forward from abuse. The agency’s prevention education initiatives reduce rates of abuse and neglect and offer hope to children who feel shame and humiliation.

“Child sexual abuse is a huge issue—an epidemic—

right now,” says Carlisle.

According to the national “Darkness to Light” initiative, one in four girls and one in six boys are sexually abused before they turn 18. There are more than 39 million adult survivors of abuse, reports the program.

“Families are fragmented and there are often a lot more adults in a child’s life than there were before,” says Carlisle. “It’s a tough situation, but it’s important for these children to understand there is a future for them.”

Thus, once the forensic interview concludes, the CAC’s focus on the child shifts to healing. A child advocate guides the family through therapy options, including individual, group or family counseling. The services are free to any family referred to the center.

Therapy often happens in modes specifically designed for children. In December 2008, the CAC’s Hammond facility unveiled a new Outdoor Play Therapy Center, which provides abuse victims a setting of solace and enjoyment, says Carlisle. Designed to be peaceful rather than rambunctious, the area includes a playhouse and natural features that give chil-

The Northshore Community Foundation granted \$13,500 to underwrite the playground that doubles as a therapy space at the Children's Advocacy Center in Hammond.



dren a chance to relax and work with counselors on the multitude of issues they are facing.

“There is nothing like the freedom of expression. A private outdoor environment can really begin the healing process,” he says.

The Outdoor Play Therapy Center was dedicated to a boy from Pontchatoula named “Rey Rey,” the victim of Shaken Baby Syndrome as an infant. He died in 2008 at age 9.

Rey Rey had been born healthy. At four weeks old he was experiencing colic, and cried frequently. He was shaken so severely by an adult caregiver that doctors were surprised he survived. From then on, Rey Rey was in a vegetative state. He was deaf, blind, required a feeding tube and had no ability to regulate his temperature.

Rey Rey’s case went to court in 1999. It was assigned to Child Advocacy Services CASA volunteer, Tara Peltier.

Peltier says she was so moved by the case, she be-

came involved as a board member with Child Advocacy Services. Her board term now over, Peltier is volunteering on the organization’s Shaken Baby Syndrome campaign, which encourages parents to “take a break, don’t shake.”

“It’s a very preventable form of abuse,” says Peltier. “Most of the people who do it have never committed abuse before. That’s why prevention education is so important.”

All of Child Advocacy Services’ prevention programs, along with its advocacy and clinical services, are designed with one constituent in mind: children.

“The abuse of children is uncomfortable to talk about. But it’s out there. It happens,” says Carlisle. “The important thing is to address it in a way that helps a child heal and move forward. These children are going to be adults, and we want them to live healthy, productive and fulfilling lives.” •

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# For jobs well done

## 2010 Barton Award winners

As told to Mukul Verma | Photos by Tim Mueller

**E**ach year, past board chairs of the Baton Rouge Area Foundation ponder who should win awards named after John Barton Sr., the spark behind the creation of our community foundation. Three are chosen as nonprofit leaders of the year, an award that includes \$10,000 and these instructions—“spend the money on yourself.”

We congratulate Kathy G. Arnes, Kathe Hambrick-Jackson and Gaylynn Mack, winners of this year’s John W. Barton Sr. Excellence in Nonprofit Management Awards. For a glimpse at their lives and personalities, we asked each to answer a few questions.



### **Kathy G. Arnes**

#### **President, Junior Achievement of Greater Baton Rouge and Acadiana**

Kathy Arnes has been president of Junior Achievement for 10 years. Just in the last half decade, JA has taught more than 80,000 students across 18 parishes. Kathy has created innovative fund-raising strategies to raise several million dollars in recent years. Above all, her commitment to JA is solid. She has been with the organization for 35 years, starting in 1976 as an instructor of the free enterprise system.

#### **Which moment was the most rewarding in your career?**

Thirty plus years—there are many. One of the most lasting and memorable took place in the early years of my career (late ‘70s), when I took a group of local students to the National Junior Achiever’s Conference in Bloomington, Ind. There were general

sessions in the auditorium with over 3,000 students from all over the U.S. and several other countries, holding hands, reaching across the aisles and singing “Let There Be Peace on Earth.” Still gives me goose bumps, and I remember thinking about and appreciating the awesome power of our young people.

#### **What is your idea of earthly happiness?**

Family and friends who are healthy, happy and enjoy life. People realizing how blessed and fortunate they are. People willing to give of themselves and help others who are less fortunate.

#### **What is your perfect day in South Louisiana?**

One of those all too few beautiful days in early spring, when you can drive with the windows open, no heat or air, flowers blooming, freshness in the air. Beautiful Japanese magnolias, Bradford pear blooms, azaleas.



**Kathy G. Arnes**

**What natural gift would you most like to possess?**

I wish I had musical talent of any kind—singing, playing instruments. Playing the piano would be my first choice.

**What is your most treasured possession?**

My daddy made me a nativity scene (manger) that we still display each year at Christmas. He made it out of orange crates, and though not of great monetary value, it holds so many memories of our family Christmases and the love he had for us.

**What is your favorite food and drink?**

Boiled crabs—love them! I’m not a beer person, but I do love a glass of chardonnay. Other than that, I drink lots of water—no coffee for me.

**Which person would you most like to see perform on stage?**

Elvis. Back in the 1970s, my best friend asked me to go with her to see Elvis perform here in Baton Rouge, or maybe New Orleans. At the time, I didn’t go because I thought there would always be another chance in my life to see Elvis.

**Who is your favorite hero in fiction?**

George Bailey from “It’s a Wonderful Life.” He really puts into perspective how people’s lives are entwined and the impact that each of us makes on others throughout our lives.

**Who is your favorite author and what is your favorite book?**

Belva Plain is my favorite author and I try to read all of her books. I read *Evergreen* twice. I have just started reading Rick Bragg and really enjoy his writing and can truly relate to his tales of growing up in the Deep South.

**If you had \$1 billion, how would you spend it to improve South Louisiana?**

There are so many good plans in place that I would support, but would also include an experiential learning facility for all ages in the area of financial literacy. I can see activities to make learning personal finance fun and have a lasting impact on participants.

**What is your favorite motto?**

Great men plant trees under whose shade they will never rest.

## Kathe Hambrick-Jackson



### **Kathe Hambrick-Jackson**

**Founder and executive director  
River Road African American Museum**

Kathe Hambrick-Jackson came back to Louisiana to care for her ailing father. In doing so, she made two career switches. First, she transitioned from a system analyst for IBM to the family funeral business. Upon realizing that plantation homes offered nearly no history of African Americans, she went in another direction, founding and operating the River Road African American Museum 15 years ago. The museum now attracts 5,000 to 8,000 visitors each year.

#### **Which moment was the most rewarding in your career?**

The most rewarding moment happened on the day the contractors actually started the restoration work on the Central Agricultural Schoolhouse. This is a four-room cypress building that was built in 1930. It is one of 400 Rosenwald Schools built to educate African American children in rural Louisiana. This is a symbol of achievement for my community, as I know that "Education is the key to success."

#### **What is your idea of earthly happiness?**

Respect for one another. I feel that if all people in the world had a mutual respect for each other's cultures, there might be earthly happiness.

#### **What is your perfect day in South Louisiana?**

Sitting by the lake at Hemingbough, throwing stones in the water with my family.

#### **What natural gift would you most like to possess?**

A breath of fresh air every day.

#### **What is your most treasured possession?**

My family.

#### **What is your favorite food and drink?**

Sushi and sparkling sake.

#### **Which person would you most like to see perform on stage?**

Nancy Wilson and Aretha Franklin in Central Park. I love them both and I've never been to Central Park.



**Who is your favorite hero in fiction?**

Jonathan Livingston Seagull

**Who is your favorite author and what is your favorite book?**

Khalil Gibran, *The Prophet*

**If you had \$1 billion, how would you spend it to improve South Louisiana?**

I'd build schools in remote places where children could learn about science and art. It would be a safe place where they could look at the sky at night and dream; where they could learn to fish and watch birds fly high in the sky after a hard day of work in the classroom.

**What is your favorite motto?**

"Until the lion writes his own story, the tale of the hunt will always glorify the hunter."

**Gaylynn Mack**

**Executive director**

**Big Buddy**

Gay Mack has served for seven years as the executive director of Big Buddy. Before taking over, she was a Big Buddy volunteer and instructor for 14 years. Just last year, Big Buddy volunteers mentored 240 boys and girls across our region. Another 2,400 students each week participated in Big Buddy elementary school programs. Gay has increased Big Buddy's budget three-fold to \$1.5 million to expand programming.

**Which moment was the most rewarding in your career?**

Being named executive director of the Big Buddy Program. My position continues to inform my development as a contributing member of this community, allows me to live out my calling in life and provides me with just the right perks, at the right time, to motivate me to continue when things seem overwhelming. Receiving the Barton Award is an example of one of the perks.

**What is your idea of earthly happiness?**

Being excited every morning about waking up and getting the day started. It's having people around you

who can celebrate the daily successes and who can help you face and navigate through the daily challenges. At the end of the day, it's having the faith that the events and circumstances of the day are necessary pit stops in completion of the journey to reach the ultimate destination.

**What is your perfect day in South Louisiana?**

Leisurely waking up with the streaming sun through your window. Breakfast in bed arriving at just the time you can sit up and decide you are hungry. Getting dressed and going to many of the local community events and festivals (farmers markets, Blues Festival, community sports activities, etc.). Spending time enjoying the people, the music and all the good things we have to offer. Heading home and stopping to pick up a few pounds of crawfish that you can enjoy in the 75 degree weather in your beautifully manicured backyard. Then retiring inside for the evening to sit and watch the Saints win the Super Bowl! Finally, ending the day by joining the victory celebration dancing in the street with neighbors and passing strangers.

**What natural gift would you most like to possess?**

I would like to have the gift of song. I would like to be able to sing on demand and with a voice that will uplift all who listen.

**What is your most treasured possession?**

There is not any possession that I own that I can label as a treasure or something that I prize. Being directly involved in the Katrina experience confirmed for me that possessions should not be placed at such a level. However, what I do treasure is my family. My definition of family includes those who contribute to and validate my self-worth. This group includes those that were assigned to me, those that were chosen for me, those that I jointly created and those that I choose to invite into my life. The power of people praying for you, cheering for you and supporting you is invaluable.

**What is your favorite food and drink?**

My favorite food is anything with seafood. Favorite drink is a margarita.

**Which person would you most like to see perform on stage?**

Michael Jackson. As an admirer of his music and his talent, I am sad to say that I will never have an opportunity to see him perform live.

**Who is your favorite hero in fiction?**

Wonder Woman. She always conquered evil without breaking a sweat. Always calm, looking good and armed with just the right tools. Her powers include super-strength, super-speed, super-stamina, super-agility and flight. Her main weapon, the lasso, always got to the truth of the matter.

**Who is your favorite author and what is your favorite book?**

My favorite author since childhood remains Judy Blume, and her book, *Are You There God, It's Me Margaret* is my favorite. I also love Alice Walker and *The Color Purple*.

**If you had \$1 billion, how would you spend it to improve South Louisiana?**

I would invest it in a secure venture in South Louisiana that would produce unprecedented returns on my investment—our youth.

Specifically, I would increase the understanding about the Positive Youth Development framework that is rooted in the belief that young people have needs that, when not met, causes them to make decisions that do not promote their success. Free training seminars on the youth development framework would be offered to everyone that comes into contact with youth in our area.

I would form an independent organization that

provided bonuses to teachers, school administrators and staff who produced academic gains. I would offer financial incentives to businesses and other organizations that agreed to mentor youth through the implementation of a job readiness program. I would provide financial support to organizations that can expand the access for youth to participate in high-quality arts programs, especially for the underserved. I would provide financial support to overhaul and improve transportation systems in communities so that youth can move throughout the city to gain access to services that support their positive development.

When we make our youth a priority, South Louisiana will rise to the top.

**What is your favorite motto?**

I stay busy to stay out of trouble. •



Gaylyne Mack



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 - Most Popular

Monitor

# Cool town

Lafayette is becoming a magnet for the creative class. Here's why.

From *The Independent* | Illustration by Francis Pavy

**W**hen Susan Shaw, a native New Yorker, visited Lafayette during Festival International, in 2008, she was enchanted by the fountain in Parc Sans Souci. Two years later, the artist, who works in a multitude of media, produced six pieces based on the Sans Souci fountain and the children playing in it. Those six are currently hanging at the Acadiana Center for the Arts in a one-woman show that opened March 13.

According to the count at the door, more than 1,200 people attended the AcA opening during the March ArtWalk. "That's a big crowd," gushes Shaw. "I couldn't have hoped for anything better. You don't get that many people, generally, in a regular opening in New York. That's like a museum opening. That was really wonderful."

While Shaw has been visiting Louisiana for 30 years, since her brother was a law student at Tulane in New Orleans, she only discovered Lafayette five years ago. She says her first love was Louisiana music, but when she hit Lafayette, a lot of things came together for her. "I have to say I like Lafayette better than any other area of Louisiana, I think because it has this beautiful micro-culture, this beautiful intact culture."

Much has occurred in the almost 200 years between the Vermilionville of the 1820s and the Lafayette Shaw now finds so attractive. Today we're a mid-sized city with big-city amenities that looks forward to the future while incorporating our past, a city that draws creative people and, once they're here, makes them feel like family. Lafayette is fast approaching a critical point wherein our culture and commerce will

sustain a creative class of individuals—professionals such as engineers, architects, artists and writers who labor in ideas. Our children who are raised and educated here will seek first to remain in Lafayette because it offers what they want: festivals, live music and theater, art galleries, great restaurants, public spaces and, most important, career opportunities.

It didn't have to be this way; Lafayette a century or so ago was indistinguishable from its neighbors both in size and prospects.

But where cities like Crowley and Opelousas grew steadily but modestly, Lafayette's population exploded, especially from the 1950s on when the energy industry set up housekeeping. But even before the Oil Center, there were other visionary moments that set us on our course to becoming not only the city we are today, but the city we will be in the coming decades—moments

*"The thing that makes Lafayette cool to me is the fact that it was founded by people who like to dance."*

— Griff Blakewood, assistant professor of renewable resources at ULL



that, when the bottom fell out on the oil industry in the mid-1980s, helped us maintain our equilibrium. Until the oil bust, Lafayette and Lake Charles were mirror images of one another, especially in population. But while Lake Charles' population has actually contracted since the 1980s, Lafayette's has continued to grow at a prosperous rate.

Lafayette has three things that author and economic development professor Richard Florida points to in his ground-breaking 2002 book, *The Rise of the Creative Class: technology, talent and tolerance*. The term "cool town" is borrowed from Florida's lexicon.

When the oil bust cast a pall over southwest Louisiana, Lake Charles wilted. Lafayette turned its focus to the medical sector, making itself a regional hub for specialized medicine and facilities. Health care is now the top employer in Lafayette. We also used our natural cultural infrastructure—our Francophone heritage—to turn tourism into a major money maker. So while the energy sector remains an important part of Lafayette's economy and a critical contributor to our historical success, it is just one of the many things we do well.

### Vision and volume

From ordinary to extraordinary, Lafayette's growth has been charted by visionary decisions.

Consider for a moment the growth of Lafayette Parish over the last century or so compared to the four contiguous parishes—Acadia, St. Martin, St. Landry and Vermilion. It has far outpaced that of the other parishes since 1900 due in large part to three things: the creation of a public utility, LUS, the establishment of UL, nee South Louisiana Industrial Institute, and the emergence of the oil and gas industry as a major player in the Lafayette economy beginning in the second half of the 20th century.

In 1900, Lafayette was the third-most populous parish in the cluster, according to the U.S. Census Bureau, with just under 23,000 residents, trailing Acadia

(23,483 residents) and St. Landry (a whopping 52,905 souls).

Three years before that 1900 census was taken, something significant happened: Lafayette voters approved a bond proposal to establish a public utility for water and electric service. That service is now known as LUS. In turn-of-the-century South Louisiana, a city with water and electrical service was a magnet for business, industry and population. "The Chicago World's Fair [in 1896, which focused on electricity] showcased how they could make a city be usable 24 hours a day," says Lynn Guidry, a Lafayette architect and history buff whose research into Lafayette history has made him a popular presenter at civic events in the city. "It's been written that half the people living in the United

States at the time visited that World's Fair," he continues, "and so you have to believe that somebody from Lafayette went, came back with an idea and said, 'We can do this.'"

A year later, in 1898, the state Legislature approved and Gov. Murphy Foster signed a bill creating SLII and locating it in Lafayette. Foster had vetoed a similar bill in 1896 because of a lack of local funding to complement the state expenditure. Other towns in southwest Louisiana were also vying for the proposed industrial institute. But between the veto of 1896 and

the bill being signed in 1898, Lafayette rose above the competition. The Girard family offered to donate 25 acres for the school in an area that at the time was just south of the city limits, and town fathers also ponied up \$8,000 in cash and offered a 10-year property tax to supplement the state's share. This convinced the governor. Lafayette got its institute. SLII was established in 1900 and accepted its first enrollment — 100 students with eight faculty members — a year later. We never looked back.

Between 1900 and 1950, Lafayette Parish grew 153%, from 22,825 to 57,743. Lafayette surpassed Acadia to become the second most populous of the five parishes.

*"People who live in Lafayette are separated by 3 degrees. For everyone else it is 7 degrees."*

—Robert Guercio, co-owner of The Green Room

Today, UL has an enrollment of more than 16,000 students and roughly 2,100 faculty and staff and is responsible for an additional 7,800 non-university jobs. As City-Parish President Joey Durel pointed out in his Feb. 2 joint state of the parish address with UL President Joe Savoie, if UL were a separate city, “it would be the 17th largest in Louisiana.” That 25-acre institute is now a 1,400-acre university—the second-largest university in the state—with an economic impact of more than three quarters of a billion dollars. “The farsighted action of Lafayette’s citizens a century ago has paid off in ways that few then could have imagined,” Savoie said at the Feb. 2 presentation.

Lafayette’s economic engine became fuel-injected in the second half of the 20th century, thanks to a visionary named Maurice Heymann, a man after whom many a public facility, street and park are named today. In 1952, Heymann turned his plant nursery at the corner of East St. Mary Boulevard and Pinhook Road into what became the Oil Center. It began as an office complex with 11 companies in four buildings. By the apex of Lafayette’s oil economy in the early 1980s, the Oil Center comprised 90 buildings scattered over 16 blocks. The area diversified over the last quarter century, adding banks, retail shops, offices for non-energy firms and, most notably, medical companies. Many of its businesses are locally owned.

Energy, more than any other single sector, defined Lafayette over the second half of the century. It pumped wealth into the community and drew in tens of thousands of new residents, many of them professionals like engineers, chemists and geologists. Between 1950 and 2008, Lafayette’s population grew from 58,000 to almost 210,000, almost four-fold. St. Landry generated fewer than 20,000 additional residents in that almost 60-year period, and the other neighboring parishes also fell far behind.

At critical moments, Lafayette has shown the capacity to take on new challenges, and to see those challenges before they crested the horizon. Going back to the earliest times of the city and parish, when Lafayette was known as Vermilionville, we see this tendency.

In 1836, when the town was less than 20 years old, voters passed a bond issue to pay for the construction of roads connecting Lafayette to Abbeville, New Iberia, Opelousas, Crowley and St. Martin Parish, likely Breaux Bridge. “The significance of that,” says Guidry,

“was if you were in New Iberia and wanted to go to Abbeville, the easiest way was to get on the horse and come to Lafayette, and then go to Abbeville—not cut across like you would now on Hwy 14.”

“Of course,” Guidry continues, “once you got to Lafayette you were hungry, your horse was in need of water and hay, and so commerce happened because of those roads. All roads led to Lafayette.”

Lafayette, in other words, has been the Hub City for 176 years.

### **Black gold**

The oil and gas industry, with its nexus of education and affluence, laid the foundation for Lafayette’s creative class.

In 1933, Sun Oil Co. became the first major oil company to open an office in downtown Lafayette, relocating white collar workers like Jack Francisco and W. K. Rainbolt Sr. to the area. Neither man planned to be in Lafayette more than a couple of years, according to the book, *Oil People: A Gap in Understanding*, but both lived out their lives here. Those types of stories are told over and over again, as all of the majors soon followed, each establishing a significant presence in Lafayette. Eventually Lafayette would attract oil scouts, engineers, chemists, landmen, geologists and draftsmen from across the country and globe—including Texas and California, the Middle East and Great Britain and anywhere else oil and gas were found. Following close behind were the oilfield service and supply companies that came here to support the exploration and production effort (and today outnumber E&P personnel about 500 to 1). Many brought their families with them.

And whether transplants or natives, these early oil men immersed themselves in the community, coming together with businessman/philanthropist Maurice Heymann in the early 1950s to establish the Oil Center and Petroleum Club.

Oil and money, tons of both, would flow through the city’s veins for decades to come.

The university responded to the needs of the industry, developing a worldwide reputation for educating these professionals. Students flocked here from across the U.S. and faraway countries, and faculty came too, adding to the Lafayette melting pot.

As the industry developed, professionals from south

Louisiana were assigned to projects throughout the world, many of them bringing back a broader appreciation for cultures far beyond Acadiana.

By October of 1979, *The Times-Picayune*, in a Sunday feature story, was referring to us as a laid back Cajun city, “the rich kid on the block, Louisiana’s gifted child, a boom town whose pace hasn’t slowed since the oil industry set up shop here 30 years ago.” The story went on: “There may be more millionaires living [in Lafayette] than any town of comparable size in the country. There are a minimum of 300, or a maximum of 2,000 depending on who is counting.” Less than two years later, *The New York Times* weighed in: “At first, only scattered clues hint at Lafayette’s new character and importance. A steakhouse puts \$100 a bottle Chateau Mouton Rothschild at the top of its wine list, and it becomes a frequent seller. A woman is overheard telling a coffee shop hostess how she is ‘getting ready for Acapulco.’ A Mercedes here and a Cadillac there zip along past fresh-faced new buildings.” The *NYT* reported that there was an astonishing amount of money flowing for a city with a population of 85,000, concluding that as many as one family in 15 could have a net worth of \$1 million or more. “And the super elite, what one millionaire calls the big rich, are the present-day counterparts of the steel, auto, and rail millionaires of a half a century ago.”

It was all about oil. All of the attention. All of the wealth. All of the creativity.

Bo Ramsay moved to Lafayette in 1962 with a small publicly traded oil company but struck out on his own

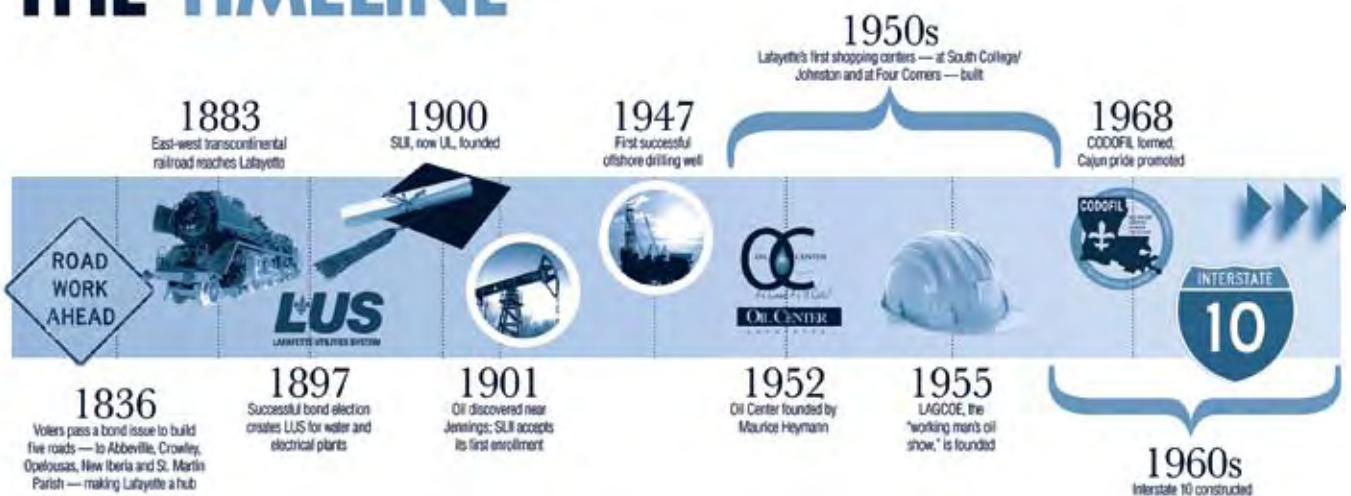
after a company merger in 1969. The geologist, who was then president of the Petroleum Club, told the *NYT* in 1981 that people making money in Lafayette fit into two categories: “There are people who have been here a long time and have reaped the benefits of this development in oil by being established in a business and owning land, and secondly, the independents. Lafayette has a tremendous amount of free-thinking, independent, creative people.”

Young, intelligent and ambitious, up-and-comers like Ramsay took huge financial risks, and when they paid off, they turned to ventures outside of the energy industry. In Ramsay’s case the investments were twofold: he helped start Southwest National Bank and a new school, Episcopal School of Acadiana in Cade (the kind of philanthropy he continues to this day).

Oil and gas stoked the inherent entrepreneurial spirit of locals, many of whom spent their time developing expensive new tools for the industry that were marketed globally, further expanding the wealth base of the community. It also fostered a broader “wildcatter” mentality, and the value of innovation became widely understood, from tool pushers on the rigs to geologists and engineers on the drawing boards. A mindset developed in the business community—even beyond the oil and gas industry—that some risk is inherent in a business’ success, which to this day serves Lafayette well. Our business community is known for having an open mind to new opportunities. Business decision-makers here are prudent but they are not risk-averse.

But equally important, these “creative types” had

## THE TIMELINE





expectations for cultural experiences, in both the performing and visual arts. They not only bought tickets and made personal donations, but they also worked for companies that signed on as sponsors for arts organizations, performances and shows. Michael Curry, who was executive director of The Fine Arts Foundation in the boom times (the Performing Arts Society of its day), used to say that Lafayette was one of the few stages in America to host all three Russian ballet superstars, Rudolf Nureyev, Mikhail Baryshnikov and Alexander Godunov. Also great opera singers like Frederica von Stade and Beverly Sills attracted sell-out crowds. Herman Mhire later ushered in a similar vision for the visual arts, and again it was longtime oil man Paul Hilliard (himself a collector) who stepped up in the late 1990s and made a multi-million-dollar donation for construction of the University Art Museum. Over time, an appreciation developed for the value of local artists as well. The successes of ArtWalk and of recent collaborations between the Acadiana Symphony Orchestra and local musicians are but two examples.

Our local cuisine was a big selling point for companies seeking to transfer employees into Lafayette, but these transplants still wanted their fine dining experiences. Fueled by the combined purchasing power of personal disposable incomes and corporate expense accounts, the restaurant scene expanded and thrived.

Art and food, however, were not the only components of our lifestyle. These well-paid professionals were also the impetus for the launch or expansion of high-end boutique retailers. Our reputation as a retail

center continues today.

And even though the industry collapsed in the mid-1980s, taking businesses and people down with it, oil and gas has bounced back time and again. With each cycle come new lessons for all of us—and an opportunity to find creative ways to emerge more resilient and more diverse than ever before.

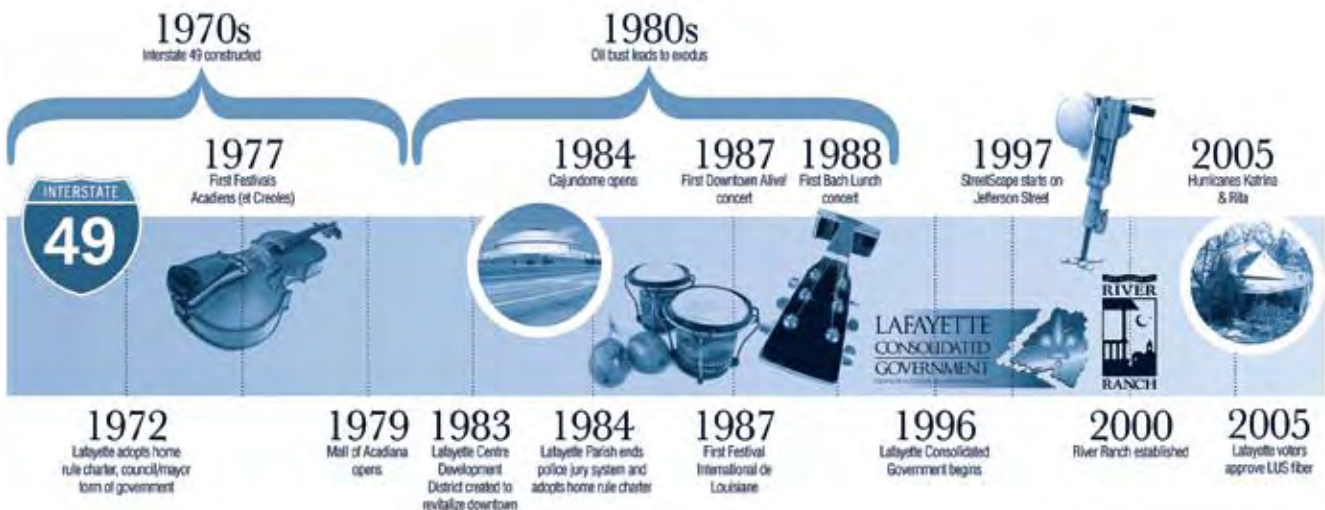
**Wired for the future**

Lafayette’s tech community looks to capitalize on its momentum.

In 2005, the old ARCO building in the Oil Center had been collecting dust, abandoned for seven years. The combined forces of Hurricane Katrina and the LUS Fiber project changed all that. Katrina brought native daughter Ruth Ann Menutis back to town from New Orleans. A prolific entrepreneur, Menutis bought the ARCO building and teamed up with Abigail Ransonet of Abacus Data Exchange. “I said, ‘This is easy,’” Ransonet recalls. “Let’s create a technology center in this building. Let’s power it up and then recruit tenants by offering really cost-effective true broadband and phone service, and we’ll have a total package in the building.”

“Within 12 months we had the building 100 percent occupied,” she continues, “and we’ve had a waiting list ever since.”

Abacus Data Exchange is one of 11 wholesale buyers of LUS Fiber that first began selling direct fiber connectivity to businesses of the LUS network, along with other IT services. Ransonet is quick to give credit for



(Lafayette architect Lynn Gentry contributed to this timeline.)

her success back to LUS' visionary fiber project. This year, LUS will complete its build-out of a citywide fiber network that will give Lafayette homes and businesses higher broadband speeds and capabilities than almost anywhere else in the nation.

"This is all a direct outgrowth," Ransonet says. "It's a business development project that has proved successful. We rent space. We pay for utilities. We pay for broadband. We hire developers and programmers and engineers, and we spend our money here. None of this would exist if not for the LUS broadband project."

The Travis Technology Center, which boasts a multimedia studio and conference room replete with touch screen monitors, wireless Internet and a green screen, has become more than just an office. It's also a gathering spot of sorts for young programmers, software developers and engineers, hosting meetings for IT networking groups like Lafayette's Adobe User Group, Lafayette Dev Net and Lafayette Net Squared.

This bevy of innovative young professionals is exactly what author Richard Florida, in *The Rise of the Creative Class*, argues is an essential backbone of any "cool town." They are entrepreneurial by nature, help to spur economic growth and also frequent the museums, clubs, restaurants, festivals and other gatherings that further enhance a town's quality of life. "The interdependence of the 3 T's also explains why cities like Miami and New Orleans do not make the grade," Florida writes, "even though they are lifestyle meccas: They lack the required technology base."

Lafayette's IT industry has waxed and waned over the years. Annual promotional events such as Zydotech and Tech South cropped up to much fanfare, only to then fizzle. However, many are hopeful that the expansion of fiber networks by both AT&T and Cox Communications and the successful launch of LUS

Fiber, combined with other maturing endeavors like LITE's 3D Visualization Center and Lafayette Net Squared, will give rise to creative new applications and businesses—and put Lafayette on the map with tech hubs such as Austin and San Francisco.

Mike Bass, IT supervisor for the Lafayette Parish Clerk of Court and one of the co-organizers of Lafayette Net Squared, says Lafayette's digital media and IT industries are poised for growth but need to seize on the unique advantage fiber, in particular the LUS Fiber network, gives them. "What makes it exciting now," he says, "is we're one

of the few [cities with an all-fiber network], so we can kind of get out there and say, 'Hey, look at us, look what we're doing.' Right now, there's that excitement that we could kind of be a trendsetter, but eventually other municipalities, other communities will get fiber and then, it won't be that big of a deal."

Bass believes it will be important for Lafayette to have a couple of entrepreneurial success stories over the next few years. "If a year or two goes by," he says, "and no one's really jumped on the fiber network and done anything exciting, I think fiber's just going to end up as just another Internet provider. Right now, people here are just starting to think about what kind of things we can do with fiber."

"If everybody in Lafayette," he continues, "had this broadband

straight to the house, what sort of businesses could you create? What kind of services could you create?"

"We just need to get it going. If just a couple of people would start building these companies and these services, I think it would snowball." •

*The story first appeared in The Independent, Lafayette's locally owned alternative weekly. It was written by Dege Legg, Cherry Fisher May, Walter Pierce, Leslie Turk, Mary Tutwiler and Nathan Stubbs.*

*"What I like about Lafayette is the down-to-earth attitude of the activism. Most of the activism that goes on here is not done by raging hippies, it's done by people that just want to see things done in a sustainable and logical manner."*

—Danica Adams, activist and bayou education and recreation coordinator at Bayou Vermilion District



*It's a wonderful world*

## MANSHIP THEATRE

AT THE SHAW CENTER FOR THE ARTS



Curtains up. From Randy Newman, to the 3 Redneck Tenors, to Alvin Ailey Dance, the Manship Theatre has presented the finest and most diverse selection of arts and entertainment in the region. In the wings of our success are members, who take a chance—and believe—that the finest theatre in the region can make Baton Rouge a better place. Because of their faith, the theatre has been able to provide arts education and host innovative gatherings, such as Art Melt, which brings thousands each year to downtown for arts and fun.

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## Writing on the wall

Graffiti divides people: Some see art, others see vandalism. But not reverse graffiti, which is art and cleaning products in harmony. Also called clean tagging, dust tagging and grime writing, reverse graffiti is created when artists remove dirt from surfaces, leaving their imprint until the rain washes their creations away.

British street artist Paul Curtis is regarded as the founder of the movement. About three years ago, he came upon the idea while working in a restaurant, creating art from a grease stain near a sink.

Spreading around the world, look for reverse graffiti at a surface near you. Baton Rouge certainly has plenty of grimy canvases.



## Prime:

*Number of U.S. transit trips in 2008, a record year. With expansions of light rail, more people are choosing mass transit.*

*10.7 billion*





## FOR PROSTITUTES, A BETTER IDEA

*The Dallas Police Department is not sending prostitutes directly to jail. Through a diversion program, cops give women a chance to leave the world's oldest profession. Monthly, the police set up a staging area to nab prostitutes, then give them a chance to talk with social workers, to get STD testing and mental health counseling. Finally, a judge decides whether the women will enter rehab or go to prison. Not only are the women offered an exit strategy, the police get a chance to gather information on criminal activity. Nearly 20% of the women choosing rehab move on to another life.*

## A WELCOME BREEZE

“A wind turbine on every house” was not a rallying cry to reduce our dependence on depletable energy. Wind turbines are noisy and inefficient, which is why they turn mostly in vast open spaces.

But Honeywell is set to change that.

Soon, you will be able to buy a Honeywell Wind Turbine at the local Ace Hardware store. Winner of many invention awards, Honeywell's product is more efficient and quieter. Wind speed has to be just 2 miles per hour to turn the blades, compared to 8 miles per hour for other turbines. Honeywell's turbine also is more efficient, producing more energy because the turbine and generator is one device.

Honeywell says the turbine typically generates 20% of a household's power needs. Without subsidies, the cost is \$4,500. The turbine lasts up to 20 years. With a government subsidy, the payback period is a long 14 years. Prices are expected to drop as production scales up.



## G.M. SAVES THE WORLD

*G.M. has solved mobility and climate change problems. Now everyone just has to switch from their automobiles to emission-free G.M. EN-Vs.*

*Unveiled in spring, the EN-V is a two-seat electric vehicle based on the Segway platform. One-third the size of an automobile, the EN-V is drive-by-wire, meaning it can use GPS and sensor technology to operate independently. With a top speed of 25 miles per hour, the EN-V has a 25 mile range. To find the fastest route, it links to real-time traffic information. While traveling, passengers may use the EN-V's social network to communicate with friends on the go. G.M. believes the EN-V makes sense in a more dense future as an urban transporter. In 2030, cities will be home to 60% of an estimated 8 billion people.*

*A considerable benefit: Parking lots would shrink by 80% if everyone drove an EN-V.*



# monitor briefs



## BEAUTY REWARDED

*Kazuyo Sejima and Ryue Nishizawa, partners in the architectural firm SANAA, are winners of the 2010 Pritzker*

*Architecture Prize, the profession's top honor.*

*A jury member described their work as "simultaneously delicate and powerful, precise and fluid, ingenious but not overly or overtly clever." The first SANAA project in the U.S. began construction in 2004 in Ohio—a glass pavilion for the Toledo Museum of Art. Completed in 2006, it houses the museum's vast collection of glass artworks, reflecting the city's history when it was a major center of glass production.*

## Shrinking Detroit

*Detroit's population is less than 1 million. In 1950, it was twice that much.*

*Mayor Dave Bing, a former NBA player for the hometown Pistons, wants to turn abandoned neighborhoods into parks and agriculture land. In reducing the city's footprint by one-fourth, he would also save money on services to barely-populated neighborhoods, some with no more than a handful of houses surrounded by blight.*

*But his plan to have farms bloom in blighted areas won't be easy to deliver. Property rights is a big concern, as are the considerable incentives that may be required to goose people to move their households.*

*Urban renewal experts and advocates are watching the experiment, which would demolish 10,000 homes and buildings in three years. That's just a start: Detroit has 33,500 empty houses and 91,000 vacant lots, according to reports.*



## Green on the go

*Boulder, a city that has passed a carbon tax, is making it convenient to go green. The city dispatches two techs and a truck to caulk windows, switch to energy-efficient bulbs, inflate tires and install low-flow showerheads. The city is spending \$1.5 million and \$370,000 in stimulus funds in the energy-efficiency program.*



## Combustion junction

*Shifting to an all-electric fleet is expected to take decades. Meantime, a startup in California is bridging the gap to a low-emission future with a system that boosts gasoline efficiency by more than 50%.*

*Transonic Combustion, which won a federal grant to support its work, has demonstrated a combustion vehicle that gets 64 miles per gallon on the highway. The company's fuel-injection system mixes gasoline with a catalyst, then heats and pressurizes the mixture for burning at the optimal time in a cylinder.*

*The firm has begun testing its technology with vehicle manufacturers. A key is whether the engines can stand up to higher levels of combustion. Transonic wants to open a manufacturing plant in 2013 and begin introducing its technology in automobiles in 2014.*

# Digital textbooks

Lucky for schoolchildren, they are resilient. Otherwise, heavy school backpacks could cause them to stoop. Schoolchildren of the future probably won't have to lug heavy books around. That's because digital textbooks are being promoted all around, including in Louisiana.

Sen. Mike Michot, a Republican from Lafayette, brought up the idea of digital textbooks at a recent media gathering. He's interested in them as a means to save millions each year on printed textbooks. The state Department of Education is exploring the idea.

No doubt digital textbooks are cheaper, even when considering the cost of an e-reader. For instance, *Psychology* by Macmillan sells for \$119 at Barnes and Noble, but the digital version by DYNAMICBOOKS (a new Macmillan site) is just \$48. DYNAMICBOOKS, which lets professors and teachers edit books and include their own multimedia, is writing an application for the iPad, as are other book publishers.

"Textbook publishers are aware that their current model is doomed," says Peter S. Fader, co-director of the Wharton Interactive Media Initiative, in a report.

How much local school districts will save is uncertain. But East Baton Rouge Parish alone spends about \$3.8 million annually on textbooks.



## PARK IT HERE

San Francisco is experimenting with mini parks. The city is turning some pavement—which accounts for 25% of land—into so-called parklets. Taking two parking spaces, the city created a space with benches, tables, planters and bike parking. Two more parks have been created and more are on the way. The best ideas from the tiny spaces will be used to build more of them in the city.



## Ladies and gentlemen, the Bloom Box

We have followed Bloom Energy in previous issues. Quietly, the firm was working on a solution to the energy problem. In March, the company unveiled its Bloom Box to a mixed response.

Tested in stealth at eBay, Google and Walmart, the Bloom Box has been shown to work. It's a fuel cell that mixes gas, biogas or other fuel sources with oxygen to create energy. Bloom Boxes are about the size of a parking space, cost \$700,000 and produce energy

that is competitive, but only with current subsidies. They burn cleaner, producing about half the amount of carbon dioxide emissions.



What's the fuss? K.R. Sridhar, founder of the company, says the price will drop in coming years. He promises a Bloom Box for the home at a cost of \$3,000 within a decade. Also, he says the Bloom Box can turn solar energy into hydrogen, which can be stored for burning when the sun doesn't shine.

# ADOPTION DAYS



**May 15, June 19  
July 17, August 21**

**Perkins Road and Acadian Thruway**  
(Acme Oyster House Parking Lot)  
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**Sherwood Forest and Coursey Blvd.**  
(Lake Sherwood Shopping Center)  
**11-3**

Check [yelpbr.com](http://yelpbr.com) for other available adoption dates and locations.  
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(225) 344-0334 or [manshiptheatre.org](http://manshiptheatre.org)



Legendary choreographer,  
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## Jared Loftus, provocateur

**I**t was an accident in a seemingly well-planned life. Jared Loftus—the entrepreneur behind Tiger District sports merchandise—offered his warehouse for an art show.

“It was instantly a party.”

Two-hundred jammed into the building on Perkins Road near City Park, leading Loftus and his artist friends to put on another show. The party continued. More than a year later, Stabbed in the Art has become a monthly gathering.

The crowd is a crossroads one. “Old, young, rich, poor, white, black; it’s bringing a lot of people together,” says Loftus. They browse, visit with artists, sip wine, nibble on food—and buy art.

A Hattiesburg transplant, Loftus arrived in town six years ago to begin the sports team t-shirt business. Twenty-eight now, he serves on the boards of nonprofits, and the mass transit system as well.

While living here, why not make Baton Rouge a cooler town? So he began Ninja Snowballs, a roaming retailer that lures customers by tweeting the location. He has just located a taco truck, which may bring a rolling food revolution to street corners of our city.

“I want to be involved in making it a place I can call home.” •

—MUKUL VERMA

# *Rent the Manship Theatre*

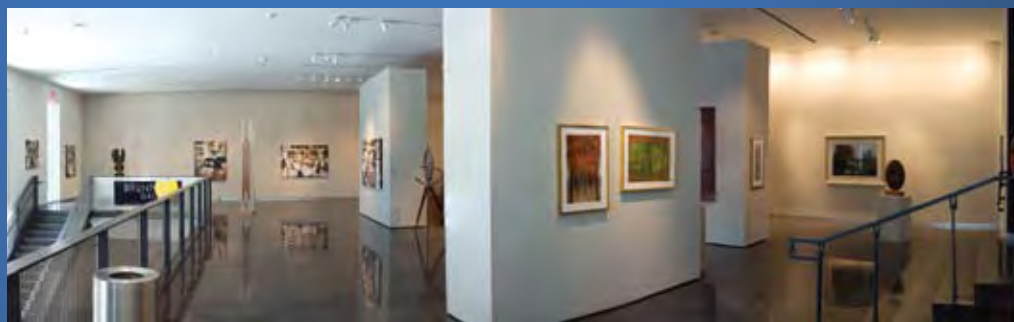
It's been called the "jewel box" inside the Shaw Center for the Arts. Any event you dream up will sparkle at the Manship Theatre. Or in one of the three adjacent spaces, which are flexible enough to be made up as you choose. Whatever you imagine, we can do.



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# How can we mix it up without you?



Families that labor for their paychecks sometimes don't have enough for a decent place to call their home. Soon, some will live in a development that mixes affordable and market-rate housing with shops on the ground floor. The Foundation gathered land for the new building on Nicholson Drive and Terrace Avenue. Under construction this summer by the Gulf Coast Housing Partnership, this gateway project will continue to reclaim Old South Baton Rouge in line with a strategy written by the people who live there, and underwritten by the Foundation and its members.

Join our members  
at [braf.org](http://braf.org).

*Baton Rouge  
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