

CURRENTS

Q3|2007

LEAP TEST

David Zielinski departs Episcopal to run an experimental public school

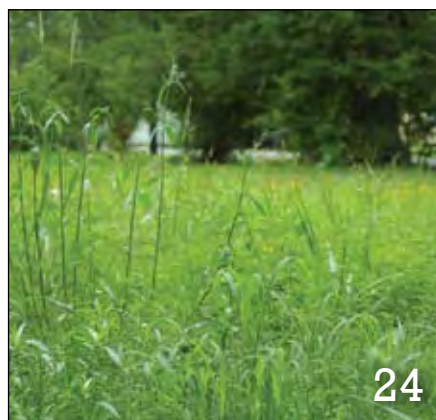
DRAWING LIFE

Working with therapists, children of Katrina draw despair and hope—and heal

ABUNDANT FUTURE

A conversation about the transfer of \$41 trillion in wealth, and why you can't tell Donald Trump to give it up for good

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 David Zielinski photographed by Tim Mueller.

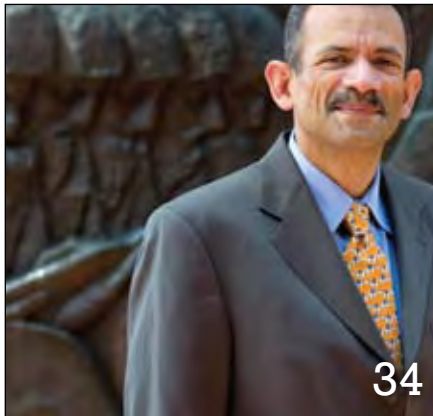
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FROM THE CHAIR



On behalf of the board of directors of the Baton Rouge Area Foundation, I am excited to report that several projects are picking up momentum and poised to greatly enhance the quality of life available to residents across our region.

In the field of education, two new autonomous schools are set to launch for the fall semester. Funded by a grant to the Foundation from

the Bill and Melinda Gates Foundation, the schools are a new model for the local school system that will raise the bar for public education and provide better opportunities for both students and teachers. By placing executive authority in the hands of each school's principal, the schools will be able to better serve students by applying creative teaching methods and individualized curriculums; furthermore, the schools will signify a new level of ac-

countability for public education in our region. We hope their launch will mark a new standard of excellence in this field.

Old South Baton Rouge may soon see significant progress, too, as several factors are lining up to make large-scale redevelopment there a reality. First, a law that authorizes a local redevelopment authority was approved by the state legislature. The redevelopment authority will be empowered to begin a process to return thousands of vacant, blighted and adjudicated properties to commerce.

With over 400 such properties in the area, this effort could have a very significant effect on the efforts to revitalize Old South Baton Rouge.

Second, several organizations have been working to increase affordable housing in the region through infill construction of system-built houses. The homes, constructed of high-quality mate-

rial at factories and then shipped to Baton Rouge, can be built and ready for occupancy in less than a month and at higher quality and lower costs than traditional construction. This effort will both ease the demand for affordable housing accelerated by Katrina and Rita, and allow for speedy infill development consistent with both Smart Growth principles and our local architectural traditions. In a matter of months, new affordable housing may be sprouting up throughout Old South Baton Rouge, an important part of the strategy to revitalize that neighborhood.

Finally, the Foundation is partnering to form design overlay districts for Nicholson Drive and Highland Road in Old South Baton Rouge. These new guidelines will ensure that development in the area creates attractive and intelligent frontage consistent with the historical look and character of the neighborhood. This effort should encourage even more development along that area's major commercial corridors.

In other news, the Foundation is planning a trip to visit the Greater Kansas City Community Foundation in August. Part of the planning process for our new strategic plan, a group of staff and board members will learn how the Kansas City foundation engages its donors and, consequently, leverages their generosity to provide greater value to the community.

Connecting donors with exceptional nonprofits in Kansas City revolves around the idea of relevant information. The foundation researches local nonprofits and how well they are doing, compiling that information for use by donors. It makes sense: Donors can use intelligence generated by the community foundation to fund nonprofits that have solutions providing the greatest return to the community.

A key component of the Kansas City model is the use of the Web to provide information to donors. The Baton Rouge Area Foundation will soon add a

**donors
can have
a greater
impact
on the
community**

*Baton Rouge
Area Foundation*

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similar donor services portal to its website. At this portal, information gathered by the foundation's staff about nonprofits will help donors make a greater impact with their money.

Ultimately, the information on the portal will provide donors with more perspective. It will let them gauge the needs of the community, and understand which organizations are available to meet those needs. Also, it will provide in-depth information about how donors have used their funds in the community.

A substantial benefit of the Kansas City model is not only greater engagement by donors with the foundation, but also with each other. By circling around a common cause, donors can have a greater impact on the community. There is strength in numbers, particularly when the people are joining to improve the world.

As we learn more and begin developing our plan, I'll bring you up to date with this exciting new direction.

One final note, the 2007 Membership Drive is currently underway and current members should have received renewal cards by mail. You can renew your membership by returning the renewal card or by visiting braf.org. If you were not a member in 2006, consider joining the Foundation in 2007 and be a part of great things our members and donors are doing throughout our community.

Sincerely,



Christel C. Slaughter, PhD.

The Baton Rouge Area Foundation is a community foundation providing two essential functions for the capital region. 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.

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

Correction: A story about Dr. George Karam's work at Earl K. Long Hospital in the second quarter *Currents* had an incorrect byline. The story was written by Maggie Heyn Richardson. We regret the mistake.

LEAD IN



A central component of the Riverfront Master Plan.

Further develops the uniqueness of North Boulevard

Connects over \$250 million in public and private sector projects

Will serve as a catalyst

Establishes design future streetscape improvements

North Boulevard Town Square Funding		\$4.5 million
Professional Services	\$400,000	Construction \$4.1 million
Final Design and Construction Documents		Definition
Construction Management		Reconfiguration of greenways
Landscape Architects		Cutting
Bollards		Specialty Paving
Engineers		Landscape
		Specialty Lighting

Our gathering place

The city-parish has approved \$4.5 million to build a town square on North Boulevard, and Commercial Properties Realty Trust will add life to that future square with projects breaking ground in August.

Commercial Properties, the manager of the Foundation's real estate portfolio, is building 12 apartments, 5,000 square feet of offices and a restaurant space at the block anchored by the Shaw Center for the Arts. The apartments and offices will be in a liner building at the Third Street entrance of the Shaw Center, while the restaurant space will be on the corner of Third and North.

The people working and living in the new spaces will be near one focus of activity in downtown, says Camm Morton, CEO of Commercial Properties. And as the area gets more dense, it will have more life.

To build the square, roads will be realigned, lights

will be installed on North Boulevard, new signs will be installed and more, says Davis Rhorer, executive director of the Downtown Development District. The square is the first project in Mayor Kip Holden's riverfront plan. Future projects will reinvent the space between the Old State Capitol and the River Center and the space between the U.S.S. Kidd and the Louisiana Art and Science Museum. Improvements to the River Center will also continue.

What's more, there are other projects ready to break ground on the future square. A 12-story courthouse will begin construction this year on North across from the City Club, and Mike Wampold will add a 13-story office building to expand his City Plaza complex on North and Fourth Streets.

"We have an opportunity to have \$250 million plus in investment in just a three-block area," says Rhorer.

Popular number among peak oil experts these days, who predict oil supplies will dwindle to an unusable level in four decades. If so, Louisiana must rush to create a new economy, for petrochemicals are a key driver, providing jobs in mining, refining, petrochemical manufacturing and industrial construction.

If a chimp can do it, so can you

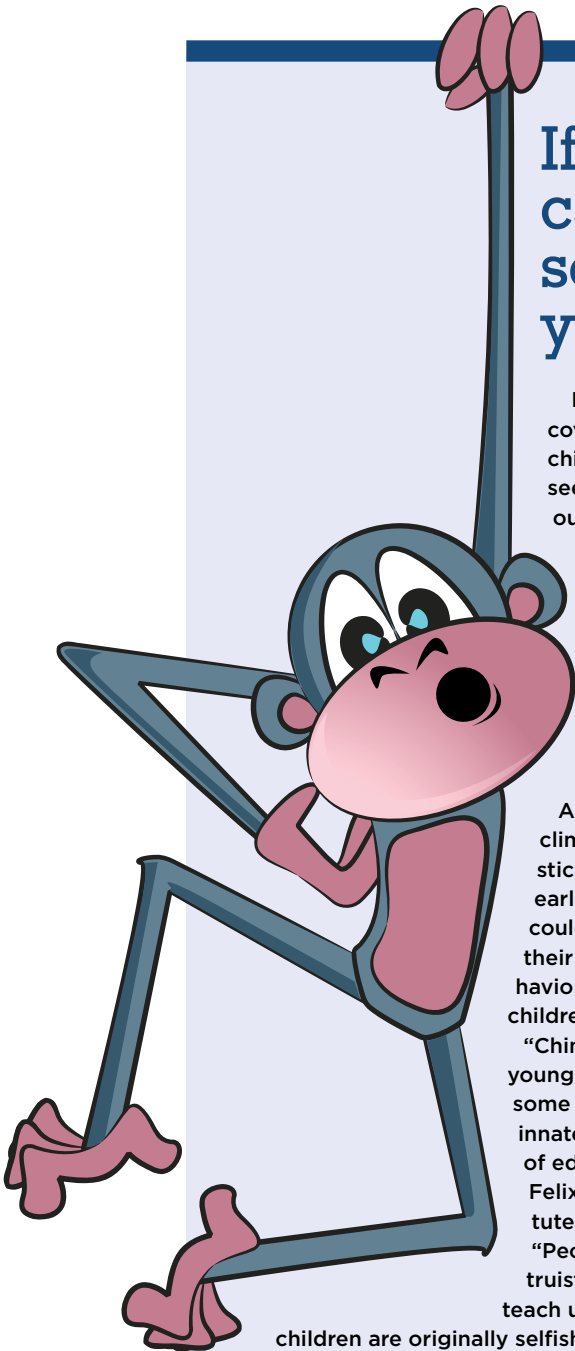
Researchers have discovered that, like small children, chimpanzees seem to help others without any apparent benefit to themselves, a finding that hints at common evolutionary traits between the two species.

In experiments by researchers of the Max Planck Institute for Evolutionary Anthropology, the chimps climbed eight feet to fetch sticks for researchers, who earlier had shown they couldn't get the sticks on their own. This selfless behavior also is exhibited by children at 18 months.

"Chimpanzees and such young infants both show that some level of altruism may be innate and not just a factor of education," psychologist Felix Warneken of the institute tells LiveScience.com.

"People say we become altruistic because our parents teach us so, but that young children are originally selfish. This suggests maybe culture is not the only source of altruism."

Other researchers have asserted that altruism is an innate behavior in humans.

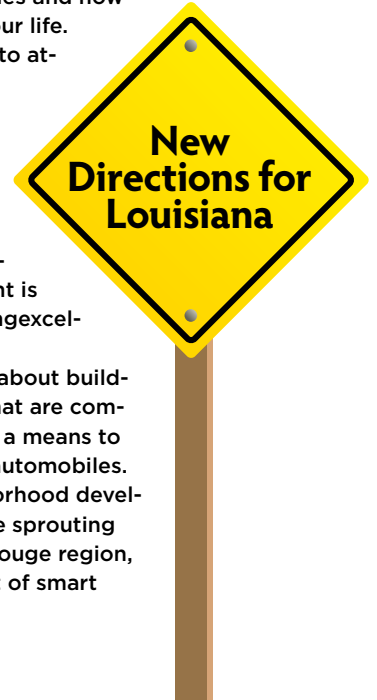


Smart growth summit set

Because unplanned growth abounds, the Center for Planning Excellence is holding a summit on smart growth in Louisiana. The two-day gathering will include speakers on a range of topics, from the latest developments about the regional Louisiana Speaks plan to a Pennington researcher showing how walkable neighborhoods can keep the fat off. Other topics include planning for rural communities and how planning effects your life.

All are welcome to attend the free summit. It will be held Aug. 21-22 at the Manship Theater in the Shaw Center for the Arts. More information about the event is available at planningexcellence.org.

Smart growth is about building communities that are compact and walkable, a means to reduce the use of automobiles. Traditional neighborhood developments, which are sprouting across the Baton Rouge region, are an integral part of smart growth.



Homes by Duany – in Old South BR

Want to live in a house designed by Andres Duany, the Miami architect known for Seaside and other chi-chi developments? They will soon be available in Old South Baton Rouge, the neighborhood between LSU and downtown that has been a focus of redevelopment by the Baton Rouge Area Foundation, the Center for Planning Excellence and the Neighborhood Partnership Board.

Cypress Group is building 13 Duany houses on South 18th Street at Terrace Avenue. The pocket neighborhood would be near Park Boulevard and City Park. The houses will be 1,000 to 1,400 square feet and be marketed for slightly more than \$100,000.

Construction will begin soon on the houses, which were designed after Katrina and follow the New Urban script. Cypress' goal is building a community in a pedestrian-friendly project.

Helping in the effort is Mid City Redevelopment Alliance, which will provide financial education and home ownership skills to likely buyers.

Also in the works for Old South are modular homes by investor J. Terrell Brown, who plans to put up 20 of the factory-built houses in coming months with an eye on more Old South Baton Rouge and Mid City projects. (Turn to page 24 for a story on system-built housing).

The main thoroughfares of Old South Baton Rouge, particularly around LSU, have attracted out-of-town developers. Now the streets within the community are getting more private activity, adding to the 126 federally-funded, single-family houses under construction under the \$18.6 million HOPE VI grant.



Before



The other Louisiana hot sauce

Some McKinley High School students didn't have to whine about summer boredom. There was plenty for them to do, including making the first batch of hot sauce under the McKinley Farmers of Tomorrow project.

Last summer, students in the Summer Experience program, which runs for two months, grew hot peppers with an assist from LSU AgCenter and other university partners, then turned the peppers into mash. With fermenting, the mash turned into "Old South Baton Rouge Hot Stuff," a tangy sauce bottled and

sold by the students this year.

Overseeing the project in Old South Baton Rouge was Fahmee Sabree, a community activist who runs the Islamic Complex in the neighborhood framed by LSU and downtown. The students learned retail by helping to run a farmer's market in the neighborhood.

They plan to sell 3,000 bottles of the hot sauce at \$3 apiece.

No need to worry if they sell out. This year's students planted a crop that will be on the market as hot sauce next year.

Good rises

Americans were more generous than ever in 2006. They gave an estimated \$295.02 billion to charity in the year, a 1% increase over 2005, when giving to charities soared after the hurricanes.

The amounts are calculated by Giving USA Foundation at Indiana University's Center for Philanthropy.

Warren Buffett's \$30 billion to the Bill and Melinda Gates Foundation was the largest gift of the year, but the researchers say that Americans are generous no matter how much they earn. Sixty-five percent of households earning less than \$100,000 gave last year.

Corporations gave less last year because they made large donations after the hurricanes and because profits were squeezed in 2006.

Meanwhile, 11% of high net worth individuals—those worth more than \$1 million—gave to philanthropic causes last year, compared to 17% of the ultra high net



worth—those with net worths of more than \$30 million, says a report by Merrill Lynch and Capgemini. Together, the high net worth and their wealthier counterparts gave more than \$285 billion globally to philanthropic causes.

“While the causes that attract HNWI’s vary greatly, wealthy donors have one common attribute: a desire to maximize the impact of their personal contributions,” said Nick Tucker of Merrill Lynch. “Successful giving, more than ever, will be defined by the results generated by a given investment. From financial advisers to nonprofit organizations, entities that can meet these expectations will be rewarded handsomely.”



Please, hold your applause

Charity Navigator, an independent nonprofit rating organization, has given the Baton Rouge Area Foundation its highest mark for financial management.

“We are proud to announce Baton Rouge Area Foundation has earned our four-star rating for its ability to efficiently manage and grow finances,” writes Charity Navigator President Trent Stamp in a letter to the Foundation. “Less than a quarter of the charities we evaluate have received our highest rating, indicating that Baton Rouge Area Foundation outperforms the majority of nonprofits in America with respect to fiscal responsibility.”

You can find information about the Foundation's finances at braf.org, where we post the IRS 990 form disclosing financial details. The Foundation also reports on grantmaking and initiatives in this publication, our annual report and on our website. CharityNavigator.org also provides details of all the nonprofits it rates.

Foundation grants \$200,000 to nonprofits

Expanding arts programs, helping kids with autism and adding equipment to the planetarium were among projects funded by a competitive grants program of the Baton Rouge Area Foundation. The Foundation's board approved 13 grants totaling \$200,000 from its Community Advancement Fund, which has \$800,000

available for nonprofits this year.

Grant applications are reviewed and debated by an independent committee, which recommends the grants to the board for approval. The next application date for the Community Advancement Fund is Oct. 15.

Nonprofit	Amount	Purpose
Adult Literacy Advocate-BR	\$10,000	Literacy classes
Advance Baton Rouge	\$10,000	School boards continuing education
Alzheimer's Services-Capital Area	\$20,000	Start-up costs of a respite center
Arts Council of Greater Baton Rouge	\$10,000	Expanding the Community School for the Arts
Arts Council of Greater Baton Rouge	\$15,000	Support for fund-raising efforts
Baton Rouge Speech and Hearing Foundation	\$20,000	Pilot program for autistic children
Istrouma Area Council Boy Scouts	\$10,000	Scouting for Character Program
Catholic Community Services-BR	\$20,000	Provide affordable vehicles for the needy
Greater Baton Rouge Literacy Coalition	\$20,000	Support for startup nonprofit
LSU Rural Life Museum	\$35,000	Whispers of Change Capital Campaign
Louisiana Art and Science Museum	\$10,000	Equipment for the planetarium
Teach for America - South Louisiana	\$10,000	Support for corps members in area schools
The Louisiana Industries for the Disabled	\$10,000	Challenge grant for office improvements

Gaines award gets 29 entries

Launched this year, the Ernest J. Gaines Award for Literary Excellence is already receiving tremendous support. The award is designed to honor Gaines and inspire young writers to strive for high levels of achievement.

Twenty-nine works of fiction written by African-American authors have been submitted, and the judges are currently reviewing the books and making their final selection. The judges include Tina McElroy Ansa, founder of DownSouth Press, professor Rudolph Byrd of Emory University, professor John Callahan of Lewis and Clark College, professor Elizabeth Nunez of Medgar Evers College, and Pat Towers, features director of O The Oprah Magazine. Unfortunately, writer Alice Walker resigned from the judges panel due to health issues.

The inaugural Ernest J. Gaines Award will be presented at an award ceremony in January. In the coming months, you can find more updates at www.ernestjgainesaward.org.



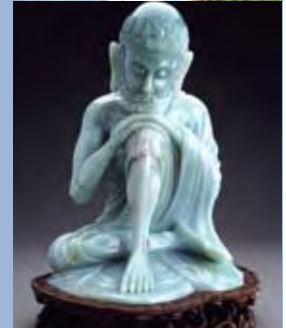


DID YOU KNOW--?

The LSU Museum of Art—housed in the Shaw Center for the Arts—offers membership at several levels so that you can both support the arts and tour the galleries free of charge during regular hours.

With general admission at \$8 for adults, it makes sense for students to invest \$15 for Student Membership so they can tour the galleries year round. Individual Memberships are only \$40, and Dual/Family Memberships cost \$60 and admit two adults and children under 18. Of course, higher levels of giving are available and you can find more information by visiting www.lsumoa.com or contacting charr24@lsu.edu.

SUPPORT THE SHAW CENTER FOR THE ARTS AND CHECK OUT THE LSU MUSEUM OF ART'S GALLERIES—IT'S AN EASY WAY TO ADD A LITTLE ART TO YOUR LIFE.



**PROTECT
YOURSELF**
**B A T O N
R O U G E**

Get Tested!

800-99AIDS9
(800-992-4379)

Unrestricted Funds

In addition to Donor Advised, Field of Interest and other types of funds, the Foundation also offers donors the option to create Unrestricted Funds.

These funds are named by the donor and allow them to continue their legacy or that of a loved one indefinitely. Furthermore, the funds are directed by the Foundation's board of directors to address emerging needs and opportunities in our community.

The Foundation currently has more than thirty unrestricted funds. As these endowments grow, their incomes are pooled into a competitive grantmaking fund known as the Community Advancement Fund (CAF). This allows donors the ability to both address our community's most urgent issues and create a growing legacy that ensures our community always has the ability to help itself.

How it works

The CAF Committee, comprised of board members and members, makes grant recommendations that serve current needs and opportunities in our region. To do this, the grantmaking staff requests proposals from local nonprofits and the committee forwards the most exemplary and urgent programs to the full board for review.

Once approved by the board, grants are issued and each Unrestricted Fund is recognized for its contribution to the overall effort.

Although CAF did not issue grants in 2006 because unrestricted funds were directed to Katrina and Rita relief, more than 30% of the Foundation's total grants were from Unrestricted Funds. That's \$10.3 million of the total of \$33.8 million.

Over the past 10 years, CAF and its predecessors have issued more than 350 grants totaling over \$7.5 million to organizations serving our region, including the Arts Council of Greater Baton Rouge, Family Road of Baton Rouge, LANO, and Mid-City Redevelopment Alliance.

Our Unrestricted Funds

- ♦ Albermarle Corporation Fund
- ♦ Alvin R. and Louise K. Albritton Memorial Fund
- ♦ Bill and Jane Kean Anderson Fund
- ♦ Joseph H. Baynard Fund
- ♦ May and William Tait Baynard Family Fund
- ♦ H. Payne Breazeale, Victor A. Sachse Jr. and Maurice J. Wilson Memorial Fund
- ♦ Walter A. and Kathleen D. Buchanan Fund
- ♦ Richard C. and Mary P. Cadwallader Family Fund
- ♦ Cecil, Margaret, Eloise and J.C. Dabadie Fund
- ♦ Robert I. Didier Jr. Fund
- ♦ Myron and Roberta Falk Fund
- ♦ Eleanor and Albert Fraenkel Fund
- ♦ Freeport-McMoran Inc. Fund
- ♦ Don Gerald/Hibernia Bank Memorial Fund
- ♦ James Monroe Gill Memorial Fund
- ♦ Julia R. Hamilton Fund
- ♦ Katherine and Paul E. Haygood Family Fund
- ♦ Margaret L. Hogan Fund
- ♦ Will and Leona Huff Family Fund
- ♦ Donald L. and Norine O. Johnson Memorial Fund
- ♦ George "Pretty" Wallace Jones and Thomas W. Jones Fund
- ♦ R. Gordon Kean Jr. Family Fund
- ♦ Alton W. and Edwina Luedtke Fund
- ♦ Frank D. McArthur II Fund
- ♦ Rosalind and Leslie McKenzie Fund
- ♦ Ann D. and Terry H. Miller Fund
- ♦ Elbert E. Moore Family Fund
- ♦ Jake Netterville Fund
- ♦ James A. Poirrier Fund
- ♦ Reymond H. Pope Memorial Fund
- ♦ Harvey H. Posner and Mary S. Posner Fund
- ♦ Alma Lee and H.N. Saurage Jr. Fund
- ♦ Shobe and Associates Fund
- ♦ Ernest and Margaret Wilson Fund •

...create a growing legacy that ensures our community always has the ability to help itself...



Do you wish your children could safely walk or bike to nearby parks and schools?

Does it take you more time to get to the store than it does to shop?

Do you worry about flooding when it rains?

Do you feel like your city is losing its sense of place?

Are you ready for a New Direction for Louisiana?

Become your own neighborhood planner:



New Directions for Louisiana

a summit on smart growth in Louisiana

August 21-22, 2007

**Manship Theater at the Shaw Center for the Arts
Downtown Baton Rouge**

Topics to be discussed include the Louisiana Speaks Regional Vision, smart growth and community health, planning for rural communities, and the effects of planning on our daily lives.

This event is free and open to the public.
For more information, visit www.planningexcellence.org
RSVP by email to summit@c-pex.org



Thank you to our sponsors: **Platinum:** Blue Cross Blue Shield of Louisiana **Gold:** American Institute of Architects-Louisiana • Baton Rouge Growth Coalition • Brown Danos • Capital One • Chenevert Architects • Commercial Properties Realty Trust • Jones Walker • Manship Media • Washer Hill Lipscomb

BY SARA BONGIORNI | PHOTOS BY TIM MUELLER

Leap Test

Exceptional educator departs Episcopal to run an experimental public school

It was late January and David Zielinski couldn't sleep. Night after night, he woke in the wee hours with his heart pounding and his mind racing, looked at the number 2:30 on the clock, and then asked himself: what have I done? >>



made a
powerful choice

chool
CELLENCE

Life

At the East Baton Rouge Lab, (EBR) an environment that can transform your life. Through intensive liberal arts education, EBR Lab challenges you to prepare for your future by challenging you to learn, to create, to dream, and to achieve.

Our students are critical thinkers – engaged in the scientific process of thinking and working – preparing for college and careers and becoming the responsible citizens and leaders of tomorrow.

For Your Success

With an ultimate enrollment of just 400 students (20 students per class), EBR Lab offers a small learning environment that helps students make informed choices about their learning and their lives. Our students participate in:

- An extended school day with afternoon activities.
- Summer programming.
- A code of conduct that requires students to embrace the philosophy embodied by

...ive learning, mutual support, ...d by respect.



“I was making a huge move into the unknown,” he says.

Zielinski’s big move was his decision to leave the comfort of elite Episcopal High School in Baton Rouge, among the state’s best private schools, to lead one of the city’s first two autonomous high

THE FACTS:

The first thing to note about the East Baton Rouge Parish Laboratory Academy is this: it is not a charter school. It is a small, public school—it will add 100 students per year until it tops out at 400—and more than 80% of its initial funding comes from the parish, which approved the hiring of Principal David Zielinski after a national search. It is subject to the same tests as other public schools.

Funding to create the autonomous schools comes from the Bill and Melinda Gates Foundation, which donated \$3.1 million to the Baton Rouge Area Foundation. The funds are not only used to establish the schools, but for other education initiatives as well, including literacy classes. Also supporting the autonomous schools is the New York-based Institute for Student Achievement, which developed its instructional program. The United Jewish Communities and UJA Federation of New York are backing the school effort through a \$300,000 grant to F.E.G.S. Health and Human Services System, a nonprofit with a broad range of interests.

schools, in his case a small, college-preparatory academy funded in part with money from the Bill and Melinda Gates Foundation and supported by a private/public partnership that stretches from Baton Rouge to the Bronx.

Two worlds

Episcopal and the new East Baton Rouge Parish Laboratory Academy could hardly seem more different. The students at suburban Episcopal, where Zielinski was head of the upper school, are mostly white, and mostly well to do. The first class of 100 ninth-graders at EBR Laboratory Academy, which is co-located on the campus of Istrouma High School in North Baton Rouge, is overwhelmingly African-American and poor.

As principal, Zielinski’s task is to create a nurturing, intensive academic program with longer school days and a longer school year where every student doesn’t just graduate, but does so ready to excel amid the rigors of college.

The change of scenery marks a personal and professional transition for Zielinski. It will be the first public school experience for the 45-year-old native of Baton Rouge, who graduated from Catholic High School in 1979 and studied at Columbia University in New York before returning to Louisiana to earn a master’s degree in history from Louisiana State University.

He was just 27 years old when he taught his first history class at Episcopal.

“I can’t say how it will be different, but I am certain that it will be different,” Zielinski says of the change. “I know there is going to be a big learning curve for me, but I also have known from the beginning that this is something I wanted.”

No surprise

Zielinski admits that he’s drawn more than a few sideways looks—and some blunt questions—about his decision to leave Episcopal. “I had one of the best jobs in education so some people would ask me, ‘Why are you doing this?’” he laughs. “I still get some of that.”

A jump into the unknown doesn’t surprise those who know Zielinski best. “There’s a real sense of loyalty among the people who work with him,”

says Marc Sternberg, a 1991 graduate of Episcopal and former student of Zielinski's who is now principal of Bronx Lab School, a three-year-old New York City high school that will serve as a sister institution to the EBR Laboratory Academy.

Sternberg describes Zielinski as a risk-taker who is also low-key and effective at building consensus. "He knows people work best when they buy into ideas," he says.

Zielinski brings a "big, dynamic personality" to his new job, says Kristy Hebert of Advance Baton Rouge, an education initiative launched by the Baton Rouge Area Foundation that will support the school for the next few years. "He has a nurturing approach but he's also willing to make decisions with little fear for himself."

Lucy Smith, head of the middle school at Episcopal, says she wasn't surprised to see him jump at a new challenge. "I know what he values," Smith says. "The fact that this is so different is a big part of what attracted him to it."

A good fit

So what exactly attracted Zielinski to the job? For starters, the same thing that he enjoyed most at Episcopal: the kids. "You don't go into education for any other reason, no matter where you are," he says.

There are three other factors that Zielinski says make the new job a good fit. He loved his job at Episcopal, but as head of the upper school there was little opportunity for additional advancement.

He had a longtime interest in community service, including involvement in Cancer Services of Baton Rouge and other not-for-profit organizations. And his professional experience had given him the skills of both a classroom teacher and an administrator. "This fits the skills that I have," he says.

Still, there is the matter of those sleepless nights in January. They lingered with Zielinski into the



David Zielinski, new principal for the East Baton Rouge Laboratory Academy meets with parents in June. The new autonomous school will begin with 100 ninth-graders attending class in specific classrooms housed at Istrouma High School.



spring, through a whirlwind of teacher recruiting and a 10-day training session with the Institute for Student Achievement in New York, an innovator in school redesign and small-school expert that is another core partner in the EBR Laboratory Academy.

Then, in April, Zielinski stopped staring at the clock in the dead of night. So what happened then? He began meeting face to face with the vibrant and eager prospective students that will form the school's first graduating class.

"That's when I stopped worrying because I knew this was going to work," he says. •



"Brown in the center is the hurricane. The rest of the brown is the water. The buildings are the stores and houses. The big one is my house. Lower left corner is my auntie who died, she was 89. We walked to the shelter through the water—it was up to my tummy."

Drowning
Life

Working with therapists, children of Katrina draw despair and hope – and heal.

Underneath a violent swirl of brown and red color, there is a house painted in one corner, a dead woman in another. “The buildings are the stores and houses. The big one is my house. Lower left corner is my auntie who died; she was 89. We went to the shelter to drop stuff off and when we got back she was already floating. ...We tried to take my auntie with us but she wanted to stay with my grandma, then she drowned.”

That’s a description of a painting by a child recalling the aftermath of Katrina. The artist is among 400 children stuck in the trailer community in Baker. One method for healing is relying on the first impulses of childhood – picking up a crayon, pencil or paintbrush to scrawl what they have seen and what may lie ahead.

“This art should be in a museum, in a historic exhibit,” says Sr. Judith Brun. “It tells the story of

Katrina through the children’s lens.”

Since the storm, Brun has worked as an advocate for the children affected by Katrina, spending most of her days at Renaissance Village, the FEMA facility in Baker.

When Rosie O’Donnell’s For All Kids Foundation granted money for an on-site children’s center at Renaissance Village, the organization also reached out to California art therapist Karla Leopold to help the kids. Leopold gathered a team of therapists from her alma mater, Loyola Marymount, and from

“I know you love me because you keep on coming back.”



the University of California at San Diego.

During their seven visits, the art therapists separated the children into groups and allowed them to create art to express and understand their feelings in response to their suffering.

“Art is a natural form of communication for children because it is easier for them to express themselves visually rather than verbally,” says



Leopold, who will return with therapists in August. “This is particularly true for children who have experienced a traumatic event.

An opportunity to draw, paint and construct with an art therapist can help them to communicate difficult issues, reduce stress and reconcile feelings.”

Early on, the art therapists were puzzled by one aspect of the drawings – many chil-

dren drew houses as large triangles. “At first, we thought the triangle houses were coming from the youngest children, but then we started to notice that older children were drawing the triangles as well,” says Leopold. “That’s when we realized that the triangles represented their roofs. The roof had become a symbol of security, the only part of their homes not under water.”

Leopold recalls one of her most touching experiences at Renaissance Village. She asked the children to create animals to represent themselves. “One boy created a tiny ant, the first I’d ever seen in this type of exercise,” she says. “When I asked him what the ant was feeling, he said it felt like it was being stepped on, like it didn’t matter, and like nobody cared about it. My heart just dropped. I asked him if there was anything we could do to make the ant feel safe.”

The boy spent hours building, painting and decorating a blue paper house for the ant. When he was finished, he placed the ant inside and told Leopold, “Now he’s safe.” The boy’s father found Leopold later that day to tell her that she made his son smile for the first time since the storm.

“He said he hadn’t thought his son would ever smile again. The entire family had been stranded on a bayou for several days. They were among the last to be rescued,” she explains.

To document the children’s work and gather the art for the Katrina Through the Eyes >>

For more information on Katrina Through the Eyes of Children, please visit www.katrinaexhibit.org.

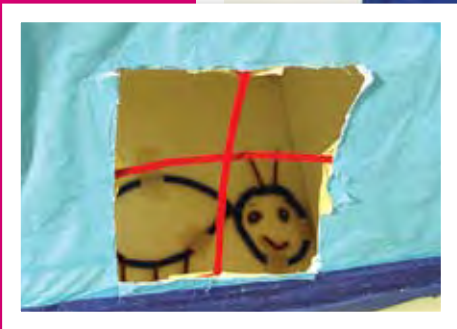
Local art therapists and others interested in getting involved in the project can contact Sr. Judith Brun at jbrun@judithbrun.com.



Art therapist Karla Leopold reads to a young resident of Renaissance Village.

Kids involved in the art therapy program show off their projects.





This house was constructed by a ten-year-old boy living at Renaissance Village. He created this house as a safe structure for the ant that can be seen inside. The boy's family was stranded with sixty other people on a bayou for two days after their homes were destroyed, while helicopters and boats passed them by. In his art, you can see the representation of his insignificance in the ant, and his desire for safety in the elaborate structure he has built around it.



"This is the hurricane. Brown baby is dead in the water. Black circle is the hurricane. Purple people are the artist and his sister. Blue birds on the ground are dead. Blue bird in the sky is flying. This is what I saw."



Triangle house drawn by an eight-year-old male. For many of these children, a triangle house has replaced the typical drawn house. The roof now provides the sense of safety.



Created by a young boy, this is an image of a dead body floating in muddy water. The boy has empowered himself to create what he sees in his head—beginning the process of recovery.

of Children exhibit, Leopold contacted her friend Leo Bonamy, an entertainment designer and consultant from Pasadena, Calif. Creator of the program's website and video, Bonamy has accompanied the art therapists on most of their visits. "What Karla and Judith are doing is giving these children hope for the future as well as the tools to be creative," he says.

Brun, Leopold and Bonamy each say they've recently noticed a change for the better in the children. During the therapists' most recent trip, in May 2007, Brun says she saw signs of hope in the children's artwork for the first time.

"That's what we're there to do," says Leopold. "We're there to bring hope. These children are stuck, stranded out there in Renaissance Village, and we can't fix that. But we can hold their hands and try to ease their pain for a moment."

For the children of Renaissance Village, surrounded by bleakness and worry, the art therapists' trips mean a great deal. On their most recent visit, one young boy confided his trust to Leopold: "I know you love me because you keep on coming back." •



Sr. Judith Brun holds a young resident of Renaissance Village while art therapists work with children on their projects.



BY NATHAN SELF

“We need lots of

Partnering to solve Baton Rouge’s affordable housing shortage

“**H**ome ownership has a remarkable impact on a neighborhood, so it’s important that we get good, affordable housing in place. When people can own their own home, they become invested in the neighborhood—and we need to help make that possible so that redevelopment efforts in places like Old South Baton Rouge succeed.” So says J. Terrell Brown, who is working with an alliance in Baton Rouge that wants to provide affordable homes throughout the city.

The group includes the Center for Planning Excellence (CPEX), Brown’s GMFS Lending, Mid-City Redevelopment Alliance, Louisiana Family Recovery Corps, the Urban Restoration and Enhancement Corp., and East Baton Rouge Parish government. Working in a flexible alliance, they plan to return vacant and abandoned residential

properties back to commerce.

There are more than 30,000 of these properties parish-wide. What’s more, most of the properties are in areas that already have infrastructure, eliminating the need to build expensive new streets and curbing urban sprawl.

Among tools available to rebuild housing stock are the new East Baton Rouge Redevelopment Authority, tax incentives that reduce the cost of buying a new home for qualified individuals, and less expensive system-built homes that are made at factories and installed for less on vacant lots.

In neighborhoods like Old South Baton Rouge, where vacant lots abound and only 20% of residents own their homes, Brown thinks that system-built houses alone will make a big impact. “We’re going to use a quality product to attract people back into these neighborhoods, and that’s >>



lots...”

—J. TERRELL BROWN

WHICH PART OF YOUR HOUSE CAN'T YOU AFFORD?

Over the past year, the average selling price of single family homes in East Baton Rouge, Ascension, Livingston and other parishes tracked by the Greater Baton Rouge Association of Realtors has hovered between \$175,000 and \$190,000— with the highest prices centered in East Baton Rouge and Ascension.

For many residents, unfortunately, this means that the dream of homeownership is getting harder to grasp. With the median average household salary in our area just under \$40,000, many residents are stretching their paychecks in order to make their rent or house payments. Others are walking a tight rope—balancing larger than recommended housing costs with their other living expenses.

It's a dangerous balance. According the U.S. Department of Housing and Urban Development, affordable housing is priced at 30% or less of a household's monthly income. This includes rent and utilities for apartments, or monthly mortgage payments and other housing expenses—like insurance and property tax—for homeowners.

For households at our local median income level, houses in the range of \$100,000-\$130,000 or less should be classified as affordable—though each person's situation should be evaluated independently. Exceeding that range may feel luxurious, but the good life is often short-lived as bills get out of hand, and expenses catch-up to these families.

going to help overall demand and encourage other developers.”

The pilot program

The plan is twofold: First, start a rehab program that provides incentives for creating more affordable rentals for folks not quite ready to purchase a home. The rehab plans include working with landlords to fix and update existing properties, which would give renters better, safer options.

In return for fixing up properties, the goal is to reach agreements with landlords to rent their properties at a set rate for a specified period of time. When funding is secured for this part of the program, 60 vacant or underutilized properties

will be identified for rehabilitation.

Once agreements have been reached with the current owners of these properties, repair work will begin and the properties will be returned to commerce at affordable rates. Many of these homes will be made available to families displaced to Baton Rouge by Katrina and Rita.

For the second part of the plan, developers are working to purchase lots in Old South Baton Rouge and Mid-City, where they will build and sell new housing at affordable rates. To purchase these homes, buyers will participate in financial counseling to learn how to plan for their investment.

Once they move in, the families will have access to comprehensive social services to ensure that their transition is smooth. The pilot program includes plans for 20 homes, the first serving as a model that potential buyers can inspect to see the high-quality.

Brown's first system-built house will be located at 2610 Main St., and will be ready within the next month. Nineteen more units will be available to pre-qualified homebuyers, some of them residing in evacuee trailer parks.

To ensure that the homes are truly affordable, the Louisiana Family Recovery Corps will purchase home appliances, and pay for utility hookups, the first month's mortgage, and moving expenses. Furthermore, the city of Baton Rouge has committed homebuyer assistance of up to



Model homes built by Rosebay in Mobile, Ala.

\$29,000 per homebuyer.

If the pilot program is successful, more than 150 additional lots in the area have been identified that could provide even more affordable housing. The biggest hang-up so far, says Brown, has been securing lots. The houses will sell for \$85-\$95 per square foot.

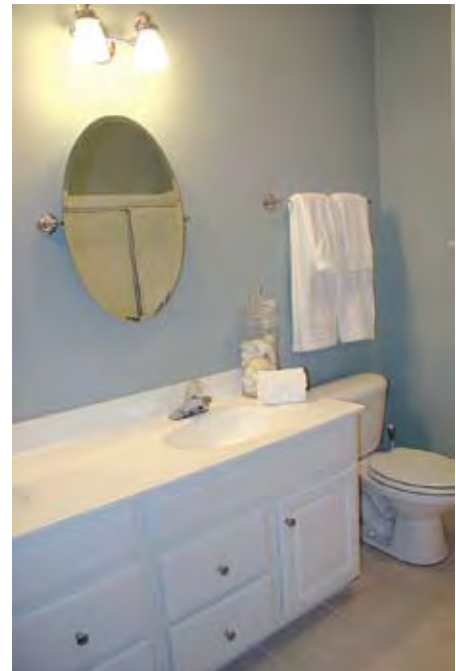
Filling the need

Brown says that our region's rapidly growing population was already putting a strain on affordable housing before Katrina and Rita, the storms accelerated the shortage. "Katrina and Rita complicated the problem, pushing both demand for housing and new construction costs to all-time highs for our area. The demand for good housing—quality built homes that the average family can afford—far exceeds the existing stock."

Adds Mark Goodson of CPEX, "This is the only program that I know of in the state to get people who are living in temporary hurricane housing back into their own homes—rather than into rentals."

Goodson, who is coordinating programs, stresses the importance of re-integrating people who are currently living in temporary trailer parks. "This program will help get families out of isolation and back into functioning neighborhoods."

Brown adds, "The advantage to using infill sites in the city is that there are literally hundreds and thousands of vacant lots that already have roads, utility connections, fire and police service, and access to public transit—so it just makes a whole lot of sense to make these properties available again.



These system-built homes have high quality features throughout.

Add to that the number of adjudicated properties in those same areas, and there's a lot of opportunity for development."

Ultimately, the work should ease housing demand and increase the local homeownership rates, which will breathe life into once declining neighborhoods.

Hillside and Hillsdale

For infill, the plan will rely on system-built houses, sometimes referred to as modular homes because they are constructed at a factory, then assembled at the home site. Since manufactured >>

...the speed at which new houses can be ready might seem like a miracle...

housing hasn't always had the best reputation, representatives from the various partners traveled to Mobile, Ala., to inspect a similar project before making their final decision. They were surprised and very encouraged by what they found.

In a Mobile neighborhood much like Old South Baton Rouge—once prosperous and thriving, now riddled with abandoned and vacant properties—the group from Baton Rouge found new life because a program run by DASH is rehabbing some properties and creating new ones with system-built houses.

DASH, a nonprofit dedicated to revitalizing neighborhoods, started in LaGrange, Ga., where it aligned with residents to strengthen the social infrastructure and create a true sense of community. In addition to creating new affordable housing in LaGrange, DASH has launched a neighborhood watch program, a summer day camp, an after-school program, a monthly neighborhood market, resident leadership training, a tax preparation program, Christmas activities and a community center.

Like efforts in Old South Baton Rouge, DASH has also worked to get residents involved in planning the future of their neighborhood by hosting a charrette to form a ten-year redevelopment plan.

Hillside's new fabric

LaGrange's Hillside neighborhood was born around a textile mill at the beginning of the 1900s and thrived until the textile industry began to decline in the 1950s and 1960s. At that time, Callaway Mills, which provided housing for many of its workers and owned most of the homes, began selling the properties to outside investors. Most were turned into rental properties; by the 1980s, the neighborhood began to deteriorate. By 2000, many areas of Hillside were in poor condition and parts of the neighborhood had become unsafe.

That's when Ricky Wolfe, a native of LaGrange who returned to the area after three decades, created DASH to help revitalize the area. For its program, DASH partnered with Rosebay Homes, a system-built home builder. The response was overwhelmingly positive, and now the area is thriving.

The neighborhood in Mobile, known as Hillsdale, is a newer DASH project. In May, the group from Baton Rouge met there and visited with Jay Wilson, the chairman and CEO of Rosebay Homes.

While there, they toured three model houses that were built so prospective buyers could inspect the quality. According to Wilson, Rosebay's homes have distinct advantages over all other types of conventional building, particularly in terms of the quality and speed of construction. "Our homes can be ordered, constructed, delivered to the construction site, and ready to move-in thirty days from the completion of the foundation. That means people who need quality homes can be sitting in their new kitchen, sipping sweet tea and eating apple pie in an unbelievably short period of time."

With the high demand for affordable housing in Baton Rouge due to Katrina and Rita, the speed at which new houses can be ready might seem like a miracle.

Wilson added, "Our team saw the opportunity to make the dream of homeownership an attainable reality for people who haven't been able to afford it and we committed to that vision. We're making homes that the average family can afford and enjoy—I'm talking about high-quality, Southern Living-style homes that will withstand up to 140-mile-per-hour winds without a problem. For the Gulf Coast, that is an especially important feature."

System-built houses

The homes are built from high-quality material and designed to minimize maintenance. They include an all-wood frame, cabinets with 42-inch overheads in the kitchen, Whirlpool kitchen appliances, nine-foot ceilings, ceramic tile, durable Simplank siding and upgrade molding packages.

Built indoors in a controlled environment, the homes undergo rigorous independent third-party inspections during construction. After construction, the homes are shipped to the build-site and installed on the foundation. Once the roof work is complete, plumbing and electricity are connected, the inside is painted, and the homes are ready for living.

On the visit, Goodson commented that the programs in Mobile and LaGrange have worked so well because of the high-quality of the new homes, and the partnerships that DASH has made throughout those communities. “They are doing more than just building new houses, they are building a new sense of community and that is what is changing the whole atmosphere of those neighborhoods.”

“With a controlled environment and the same highly-trained builders working every-day, Rosebay can deliver a more consistent, higher-quality product at a better dollar value—and that’s what makes this program work,” says Brown. “Add to that the partnerships we’ve been forming, and you’re going to see a process that is really smooth—as seamless as possible for individual families.

“Mid-City Redevelopment Alliance will prepare potential buyers through buyer education, and GMFS will pre-qualify candidates and help them get all of the paperwork in order,” he said. “We’re creating the engine to bring affordable homeownership back to Baton Rouge.” •

THE EAST BATON ROUGE REDEVELOPMENT AUTHORITY

Vacant lots and abandoned buildings dot East Baton Rouge Parish, providing planners and developers with both a lot of hope and a lot of frustration. Many of these properties fall into the adjudicated classification, meaning that they are under the control of the state or local government because property taxes have not been paid. Returning these properties to commerce can be a complicated and frustrating process, but a new agency may help change that.

Meet the East Baton Rouge Redevelopment Authority: Approved in the recent state legislative session by unanimous votes in both the House and Senate, the Authority will soon lead the efforts to improve Baton Rouge.

The new group will have a five member board of commissioners, including three members appointed by the mayor-president of Baton Rouge, one member from the Baton Rouge Area Chamber, and one from the Baton Rouge Area Foundation. The board will be authorized to use private and public resources to “eliminate and prevent the development or spread of slum, blighted, and distressed areas,” and will work to enact planning and redevelopment activities to improve our community.

Authorized by House Bill 876, the authority will become official once signed into law by the governor.

“Ideally, the new redevelopment authority will be able to reach an agreement with the city to transfer the 3,000 to 4,000 adjudicated properties currently on their roles. Then the authority can start the process of clearing the titles and begin returning those properties to commerce,” said Mark Goodson of CPEX.

PHOTO COURTESY OF BOSTON COLLEGE



BY MUKUL VERMA

Abundant Future

A conversation about the transfer of \$41 trillion in wealth, and why you can't tell Donald Trump to give it up for good.



The gifts come in nearly uncountable numbers of zeroes from people named Gates and Buffett. Most people gasp at the level of generosity; Paul Schervish uses a combination of curiosity and academic rigor to explain it. As director of the Center for Wealth and Philanthropy at Boston College, he is considered the top researcher on philanthropy. Ahead of a speech in Baton Rouge this fall, Schervish spoke to Currents about what makes people give and why you can't tell them what to do with their money.

When you released research that showed at least \$41 trillion in U.S. wealth would be transferred by 2052, did people question the work, because that's a big number?

Schervish: Actually, it was released at the time of the White House conference on philanthropy, which was hosted by Hillary Clinton. We had been in touch with government economists to help verify some of the numbers, including the Council for Economic Advisors and the Centers for Disease Control, which had mortality tables. The White House had vetted the estimates because there was a question of whether Mrs. Clinton was going to use that new number in her talk. They told us that if they didn't believe the number, she wouldn't use it. Eventually, it was received with high expectations rather than with skepticism.

Did you expect the number to resonate?

We had no idea. We had a sense that it would. At the time, the number being used was \$10 trillion, which was released in 1990 and had gained prominence in 1993. It wasn't a mistake; it was

that the researchers had calculated transfers only for households that were headed by people over 55 with children. Also, when we did our study, the wealth in the country was greater.

What are some of the biggest moments in philanthropy?

I think that The Gates Foundation is certainly one in our recent history. It put on the table the notion that the ultra-rich would not be passing the maximum amount of their estate to their heirs, that they would limit the amount given to heirs and pursue other, deeper purposes for the use of their wealth while they are alive. It showed several things. One, the enormity of the gifts. Two, the dramatic impact the gifts have by leveraging government money around the world. Three, the emphasis on inter vivos giving (philanthropy while alive). And four, the notion of limiting the amount given to heirs, which opened up a new way of thinking for how the ultra-wealthy allocate their wealth.

Warren Buffett, who is giving most of his billions to the Gates Foundation, would be an example. But there have been many others who are not waiting until death to use their estates for good.

Recent biological experiments assert that people usually donate because it makes them feel good. The conventional wisdom has been that people give for selfish reasons. Why do people give?

Paul G. Schervish, a philanthropy researcher, is this year's speaker at the Marcia Kaplan Kantrow Lecture Series of the Baton Rouge Area Foundation. He will appear Oct. 17 from 6-7 p.m. at the Manship Theatre in the Shaw Center for the Arts. Admission is free.

Being financially secure opens up the fullness of choice and leads to a search for a deeper experience in life. And that leads to gifts.

It makes them happy. I would have said this before the biological studies. I would have said this is a psychical factor, and they are finding there is something that is hard-wired in the brain. Giving is the kind of activity that we all wish to participate in with time or money, to pay attention to the needs of others because they are in need and not because I need money. The giving includes taking in people after Katrina, giving money to people who are strangers in need, giving gifts just for kindness. None of that is tax deductible, but people do that. It's just like the relationship we have with our children and parents - the enormous satisfaction and happiness from philea, the root word for philanthropy meaning friendship love. Why do people do it? It involves the mutual nourishment of two individuals.

Unlike Bill and Melinda Gates and Warren Buffett, Donald Trump recently said he planned to leave all his money to his kids. Should he also use his wealth for philanthropy?

I think it's different in every case. If you own assets – a family farm or a family business – you may desire that it survive you and you don't want to break it up, so you leave it to your family. On a spiritual level, it's not for any one of us to decide the best allocation for someone else. We can ask them to consider the options, but the notion that we know better than them and can make a final judgment for them is incorrect.

How should people determine the amount they should leave their children?

It's a craft, which means it's a mixture of art and science. It's a mixture of intuitive and emotional knowledge and rigorous intellectual thought. I think it depends on what is being left and how much is being left. There is a tendency to scold people into charity and set standards. The deepest religious traditions would not pre-determine what is the right thing for others to do with their wealth. Rather, it's a discernment process. It's to do what is the greater good and what inspires you.

Is there a common event in people's lives that prompts them to decide on donating their wealth?

The reason people give is identification. What emerges is that most people are engaged in some form of philea all through their life, so the connection to others and the desire and enjoyment and happiness derived from meeting the true needs of others directly is already present. What turns people to formal philanthropy are several motivations. It's a combination of some motivations that are universal and some that are more specific to the very wealthy. The universal ones include identifying with the fate of others and wanting to give out of gratitude for being blessed. A motivation that is particular to wealth holders is financial security. They have gotten to the point where they have provided for the desired standard of living for themselves and their heirs indefinitely into the future. Being financially secure opens up the fullness of choice and leads to a search for a deeper experience in life. And that leads to gifts.

Another motivation particular to wealth holders is hyperagency, the ability to not only act in the world but to create the world. So hyperagency

is the orientation and ability – psychological disposition and material ability – to produce the institutions and organizations of the world.

Are people more generous today than they used to be?

There is clearly more charitable giving than their used to be. It's part of the cultural education and socialization that is going on, but also part of the expanded capacity to give. The distribution of income is uneven, but the standard of living is rising dramatically for most people. So people at all income levels have more discretionary money than they might have had at another time. Whether they are more generous is unknowable unless we know their hearts. But are they more engaged in charitable giving? Yes.

What's your view of all the tech billionaires giving money to solve problems in new ways?

Manufacturing once was the major source of wealth, and it was limited to fewer people. Now the mind and intellectual capital are the source for solving problems that lead to creation of wealth. When they reach a point at which they are less interested in accumulating more, the new wealthy still have the notion of being social entrepreneurs. They try to encourage others to de-

velop and apply ideas where problems need to be solved. What they are doing in this realm is solving problems, which they see as parallel to the businesses in which they made money and to the nature of entrepreneurial activity.

More people at a younger and younger age have financial security so they have full choice about what to do with their time and resources, and one of the most attractive things is to attend to the needs of others directly.

It seems a pivot point in philanthropy is upon us.

I think we are only at the beginning of understanding affluence, wealth and great wealth. It's new in history. It's not new in history that people would be concerned about the whole earth. But it's new that we have the will and the science to solve worldwide problems. It's even newer that we have the resources to do it. It's even newer that we have the organizational ability and the social relations. It has all occurred in the last 60 years.

One of the chief questions for our age: What is the quality of your satisfactions? And the question to an increasing number of people: Are you attuned to a deeper satisfaction than consumption beyond what is necessary? •

NEW FUNDS

Credit Bureau of Baton Rouge Foundation

Our Lady of Peace Parish, Vacherie—
Perpetual Care Fund

St. John the Baptist, Brusly—
Perpetual Care Fund

St. Jude School—Reulet Scholarship Fund


Earl E. Nelson Fund

Patrons of the Public Library
Endowment Fund

River City Jazz Coalition Fund

St. Elizabeth Ann Seton School Fund

Julie Nicole Theriot Memorial Fund



Derek Gordon stands near one of many Frank Hayden sculptures in the River Center complex in downtown Baton Rouge. Photo by Lori Waselchuk.

BY MUKUL VERMA

Public Display

To elevate, a Baton Rouge project envisions art everywhere.

Strolls in Portland often are interrupted - and for good reason. Around street corners and inside buildings, even at police stations, there is art. The Oregon city has become a model for public art, embracing it as a part of life.

"It started with a fair amount of political spade-work back in 1980," says Eloise Damrosch, executive director of the Regional Arts and Cultural Council. "Public art was a pretty unknown thing so there was a lot of behind the scenes work to begin."

Portland now has more than 2,000 pieces of public art. Other U.S. cities have growing public arts movements. They include Washington, D.C., and Austin, Texas.

Now, it's the Baton Rouge area's turn. Derek Gordon, the new executive director of the Arts Council of Greater Baton Rouge, has convened a committee to begin a public arts program for the region.

"The initiative, as envisioned, is on track to be a signature for Baton Rouge," says Gordon, who was hired last year after running Jazz at Lincoln Center, the nation's most ambitious jazz program.

The Baton Rouge region already has art in public places. A Frank Hayden sculpture is an anchor for Galvez Plaza in downtown Baton Rouge. The state's newest buildings have art, thanks to the percent for arts program, which requires 1% of the budget for a new or renovated state building pay for art for the building and its grounds.

Gordon wants more, much more. He wants to start in downtown, which is considered a gathering place for the community. Downtown has space for art, and a rebounding momentum that makes it a logical place to begin such a project. Some of the Downtown Development District's new signs already will include prints of work by local artists. >>





a



b



c



d

Echo Gate, Rigga, along the Vera Katz Eastbank Esplanade

PUBLIC ART IN PORTLAND

a. *Dreamer*, Manuel Izquierdo

b. *Bao Bao*, Da Tung & Xi'an

c. *Outside in Mural*, Michael T. Hensley

d. *Silicon Forest*, Brian Borrello

A FINE COLLECTION

The leader of the Arts Council of Greater Baton Rouge has empaneled a group to begin an arts in public places project for the region.

Derek Gordon, co-chair, director of Arts Council of Greater Baton Rouge

Elizabeth “Boo” Thomas, co-chair, CEO of the Center for Planning Excellence

Norman Chenevert, Chenevert Architects

David Cronrath, LSU art and design school dean

Carol Gikas, director of Louisiana Art and Science Museum

Jerry Jones, director of Louisiana office of state facilities

Tom Livesay, executive director of LSU Museum of Art

Virginia Noland, community activist

Jennifer Eplett Reilly, community activist

Michael Robinson, LSU Foundation senior director of development

Trey Trahan, Trahan Architects

Susan Turner, landscape architect and retired LSU professor

Davis Rhorer, executive director of Downtown Development District

“Once we have an indication of potential, we will be able to pull the work to a wider audience,” says Gordon.

He also wants art at the Baton Rouge airport, a stage for casting a first good impression about the community. He wants to start discussions with the library, which is building new branches, including an expansion of the Goodwood Library and probably a branch at Perkins Road near College Drive at the Ford Pasture development.

To start the project, Gordon has convened a guiding committee. It includes the directors of museums, the dean of LSU’s art and design school, and others. Gordon is researching successful public arts programs in advance of a September meeting of the panel.

Many decisions will be made by the committee before the first piece of art under the program graces a public or private space. What kind of art will be sponsored by the program? Will only work by Louisiana artists be included? How will art be displayed? How will it be paid for? And, very important, says Gordon, how will the project care for public art?

“We certainly have lots of issues to discuss,” he says.

Picture Portland

Among the programs Gordon is peering at is the one in Portland. There, the art in public places project began nearly three decades ago. Initially, Portland leadership required 1% of public construction projects to be devoted to art. Generally, it’s 2% now.

“Each step of the way, it’s been easier to get increased funding approved, so the project is well accepted and acknowledged now,” says Damrosch, who has worked for the arts organization for 20 years. “The last increase was remarkably easy.”

The money is dedicated to buy, install and maintain the art. Portland does not require private developers to pony up for art in their own projects, but some cities do.

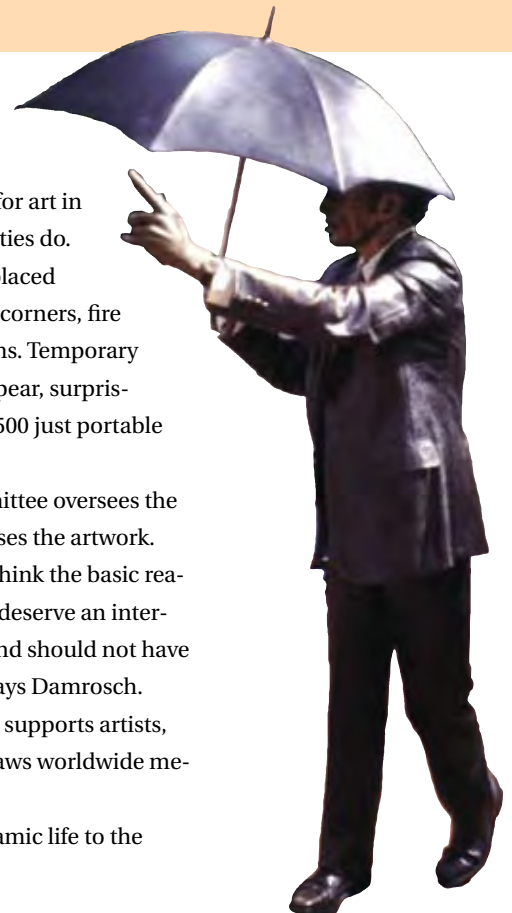
The Portland initiative has placed art in parks, libraries, on street corners, fire stations and even police stations. Temporary installations pop up and disappear, surprising residents. “We have over 1,500 just portable works,” says Damrosch.

A standing public arts committee oversees the project; a selection panel chooses the artwork.

“There are many benefits. I think the basic reason we do it is because people deserve an interesting environment to live in and should not have to pay to go into a museum,” says Damrosch.

Other benefits: The program supports artists, sparks cultural tourism and draws worldwide media coverage.

But above all, “It gives a dynamic life to the community,” says Damrosch. •



J. Seward Johnson, *Allow Me*

BY MUKUL VERMA | PHOTOS BY TIM MUELLER

Small Miracles

*With invisible particles, researchers
hunt and tag elusive cancer cells*

Not willing to let his mind get rusty, Challa Kumar quit a job with a chemical giant and migrated from India to set up a nanofabrication lab at LSU's Center for Advanced Microstructures and Devices (CAMD). In Baton Rouge, he met Carola Leuschner, who had moved from Germany for a post-doctorate in biochemistry at LSU, then stayed to conduct research at Pennington Biomedical Research Center.

Good for the world.

Putting their heads together, the two have improved a cancer drug created at Pennington, and are using the innovation to track cancer cells for improving treatments.

Now all they need are millions to get the drug to market, reckons Kumar. "We are waiting for money."

They already have the first phase of investment. Last year, Themelios Venture Capital, which includes \$1 million from the Baton Rouge Area Foundation, provided seed capital to Esperance Pharmaceuticals, the company created to move the cancer drug along.

The drug was originally created by Pennington's William Hansel in concert with Leuschner and other researchers. In tests, it works on breast, prostate, ovarian, lung, and other major cancers. >>

CAMD researcher Challa Kumar, *left*, and Carola Leuschner of the Pennington Biomedical Research Center are investigating novel approaches to target nanoparticles to cancer cells. In the background is a projected image of nanoparticles bound to fluorescent dye-labeled streptavidin protein.

WHAT'S
NEXT?



“It does not label the whole body, just cancer cells.”

DR. CAROLA LEUSCHNER

Leuschner and Kumar have taken Hansel's discovery to the next level, folding in nanotechnology to make the drug safer and more effective.

There is said to be considerable interest in additional venture financing for continued development of the drug, which is being cheered in a sphere where hyperbole is verboten. “It's really great,” says Leuschner. Adds Kumar, “This is exciting because the outcome is really huge.”

Step 1

The cancer compound came first. Hansel, working with Fred Enright of LSU's AgCenter and others, created a drug that seeks out cancer cells, attaches to the cells, then erodes their membranes with a poison. The key is that the drug has a hormone that attaches to specific receptors on cancer cells.

The original idea came to Hansel at a conference in 1998, where he learned that receptors on breast cancer cells were different than those on normal cells. Because of his existing work with pituitary glands, he knew of a hormone that would attach to cancer cells described by the research.

He wondered if a poison piggybacking on the hormone which zeroes in on cancer cells would kill them. It worked in mice. “It was almost unbelievable,” Hansel says.

Pushing 90, Hansel keeps plugging away at Pennington, working to improve his most promising creation.

Step 2

Across town, Kumar was looking to apply the work produced at CAMD and its new nanoparticle lab. Meeting Leuschner, he believed nanoparticles could be mixed with the promising cancer

drug to make it safer, more effective and cheaper.

All drugs have side effects, though the marvel created by Hansel and company is not as dangerous. But one specific problem, says Kumar, is the drug also attacks reproductive cell tissue in men and women. That's because cancer and reproductive cells each have LHRH, the hormone receptor that is the target for the drug.

Kumar and Leuschner attached nanoparticles of magnetized iron oxide pieces to the cancer drug. With the nanoparticles, researchers were able to direct the drug only to cancer cells, sparing reproductive cells.

“We are very lucky,” Leuschner says. “We have particles with no toxicity. It's very specific. It does not label the whole body, just cancer cells.”

To market, to market

The next step for them is the long, hard wait. If funding can be secured, the drug will be improved and moved into clinical testing. If all goes well, the drug would be on the market in 15 years, says Leuschner.

Impatient, the two worked on a second use of the process that could be marketed with FDA approval in just five years. By removing the cancer-killing peptide from the compound, they are able to use it to find and tag slow-growing cancer cells that typically elude researchers and treatments.

For 30 years, the cancer mortality rate has been unchanged for slow-growing cancers. The reason: Chemotherapy does not work on slow-growing cancer cells, which are also hard to distinguish from healthy cells. Because they cannot be seen, researchers can't monitor or develop treatments for those cancer cells.

But an injection of Kumar and Leuschner's compound—sans the killing peptide—can mark not only the primary cancer cells but also their metastatic cells. And Warren S. Warren, a Duke University researcher, has developed a patented

WHAT'S NEXT?



Carola Leuschner treats human cell cultures in a biological safety cabin at the Pennington Biomedical Research Center. Leuschner is working with Challa Kumar at CAMD in studying the use of nanoparticles to target cancer cells.

process that uses an MRI to make the cancer cells more visible using their compound.

Leuschner is hopeful that the technique for making cells visible will permit researchers to create treatments. Now that the cancer cells can be seen, researchers could even test an existing drug and know whether it's destroying the slower-growing cancer cells.

The crossing of paths by two immigrants in Baton Rouge could save many lives, and that makes each of them very happy. "I feel good about my decision to move back from industry to academia," said Kumar. "It's fun and it's very rewarding," said Leuschner. •



Graduate student Simone Weyler, 23, of Bonn, Germany works with nanomaterial in a glove box at CAMD research center in Baton Rouge.

Smarter Vehicles

You would think auto manufacturers had reached an apex when inventing a car that parallel parks itself. Not so. Get ready for even smarter cars, starting in technologically-ahead Japan.

In October, Japan will begin rolling out its Smartways program with a demonstration on one major Tokyo expressway. Next year, the Japanese will expand Smartways to main streets across the nation. Drivers will be alerted to upcoming road hazards, traffic conditions and merging traffic.

Elsewhere, car manufacturers are working on systems that let cars communicate with each other. Imagine approaching a green light but getting a sudden warning that another car running a red light is about to cross your path. Or cars sending signals of their whereabouts, letting automated traffic systems offer alternative routes to eliminate congestion.

These new features are adding to existing navigation systems, heads-up displays and cruise control systems that adjust acceleration to remain a safe distance behind another vehicle.

Given time, your car won't need you to drive it. And with the rise in safety features, you may not need as much insurance.



Rocks, TerraSkin, Scissors

Most nutty ideas are dismissed. But on occasion, a stray brainwave gets traction and changes the world. On the heels of discoveries like the earth is not flat and peanut butter and chocolate are a tasty match comes this marvel—paper made from rock.

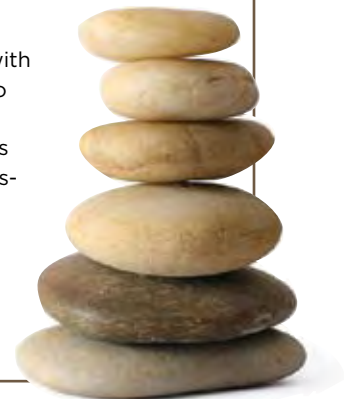
The new product, called TerraSkin, won't replace all the paper made from wood, but the manufacturer believes it will become more than a novelty while benefiting the environment as well.

TerraSkin, from Chameleon Packaging, requires up to 30% less ink and it degrades within three months, returning to calcium carbonate when left outside in humid weather like the kind in Louisiana, says Nicole Smith, environmental director. Other benefits include no bleach or water used in production and the use of waste quarry material as the paper's main ingredient.

TerraSkin is made from abundant stone ground into a fine powder and stirred with adhesives, then rolled into thin sheets. It looks like ordinary paper, except it has no grain and is pure white.

TerraSkin is competitive with specialty papers and cheaper than synthetics, says Smith. "It can be used for magazines. It would be fantastic for signage in stores, especially light boxes because images are very clean. It can be hang tags. We have thought of wallpaper. It's good for general packaging."

The company behind TerraSkin has reinvented other products. It's making cloth from bagasse, the squeezed sugarcane pulp remains that are abundant in Louisiana.



Litter Levy

Economists lecture that incentives drive human behavior. That belief is the underpinning of bottle deposit laws, the small monetary levies in 10 states on beverage container purchases. The incentive is to return the container to collect the deposit.

With the rise in bottled water consumption, Oregon lawmakers have decided to charge a nickel deposit on each container of H₂O. Oregon is a pioneer in bottle deposit laws, passing a nickel deposit on each soda bottle 35 years ago to reduce litter.

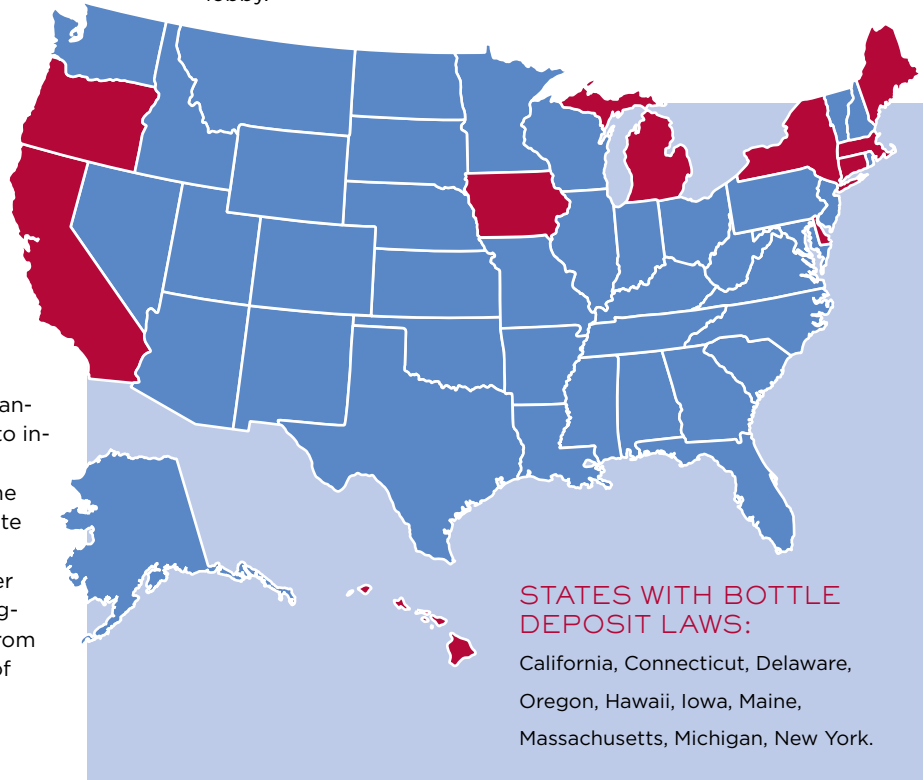
Now, the state hopes to reduce discarded water bottles; 125 million of 200 million plastic water bottles were reportedly tossed out by Oregon residents last year.

A problem is all the incentives are waning because deposits are not indexed to inflation. Nine states charge a nickel per container, a paltry sum compared to the cost of a soda. Michigan is the only state charging 10 cents per container.

A strong lobby of beverage container manufacturers has quashed deposit legislation in most states, despite howls from environmentalists, who wave a series of

reports that show litter dropping sharply in states after they pass deposit legislation.

Deposit bills in Louisiana have been bottled up in the past five years by the beer and soda lobby.



FEET VS. CARS

It's easy to argue that transit is more expensive than automobiles. But is it really true? Not according to Janek Kozlowski, who computed the cost of Minneapolis' \$700 million rail line versus giving each of 15,500 regular commuters of the new train a leased BMW, as suggested by transit naysayer and political humorist P.J. O'Rourke.

Kozlowski's costs for the BMW option included leases (\$44 million per year), gasoline (\$2,800 per car), highway and interchange (\$440 million), parking lots without maintenance (\$31 million) and lost tax revenue from lots (\$91 million a year). Ultimately, the annual cost of a rail line was \$17 million a year, while the automobile option was \$166 million a year.

Kozlowski's got street credibility, reports Civic-Strategies.com, a website for a government consulting firm. He's an engineer with a master's in business administration who managed the engineering for all ground force logistics for the 2003 Iraq invasion.



Las Vegas Sells It

“What happens here, gets plastered with a corporate sponsor.” That would be an appropriate slogan for Las Vegas, which has approved selling its naming rights to corporations. Unlike other cities that exchange money for rights to stadiums and convention centers, Vegas will lend its name more liberally.

A soft drink could become the official soda of Las Vegas. A clothing store could outfit city workers who wear uniforms. Manhole covers, if someone comes up with the cash, could be emblazoned with a corporate logo.

Active Network has the rights to market Las Vegas’ name. It already has some similar contracts. For instance, Coca-Cola is spending \$4.5 million for the rights to be the official soda for Huntington Beach, Calif., for 10 years.

But Active should get more action with Sin City. And if Vegas is successful, New York and other cities might not be far behind.

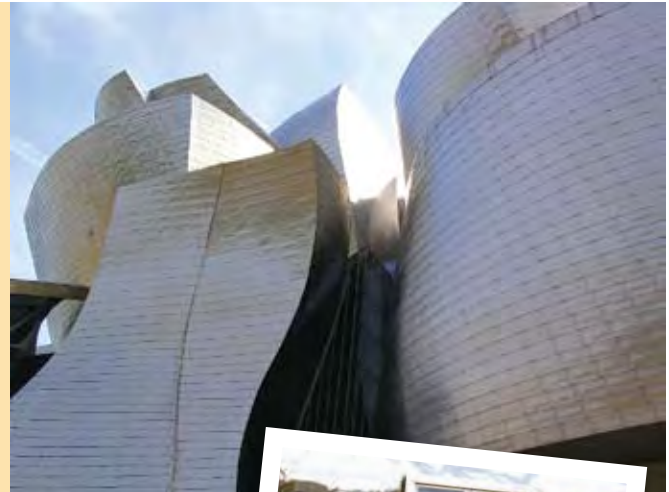
Architecture at Play

Will a New York playground include titanium slides? The city’s kids and the world will soon know, as Frank Gehry, propelled to architecture divinity for his Guggenheim Bilbao (*right*), is designing a 1-acre playground at Battery park.

Gehry’s Guggenheim appears as an organic building clad in titanium. It resembles a ship; Gehry says “the randomness of the curves are designed to catch the light.”

Upon popular demand, he’s designed the Walt Disney music hall in Los Angeles and an amphitheater in Chicago’s Millennium Park in the same style.

So far, he’s being a bit obscure about the \$4 million park project, which is being funded by a nonprofit. His words: “Where land and sea, history and modernity combine in a refuge” and it will have “green” restrooms and “vegetal walls.”



BY ERIN PERCY

Credit Missteps

JumpStart provides money skills to kids so they won't go belly up as young adults

Before many kids graduate from high school, they are likely to take on credit card debt. And that debt, averaging \$1,500 for entering freshmen, will just rise through the college years, when young adults are splurging on clothes, restaurant meals and Spring Break melees.

As young adults, some of them will file for bankruptcy before they begin their careers.

To get ahead of this nasty bit of business, a program named JumpStart is teaching kids to manage their finances before they make their first credit card swipe. Lucky for Louisiana kids, the program here, called LA JumpStart, is among the best in the nation. At the national JumpStart's annual dinner in Washington D.C., the Louisiana JumpStart Coalition was recognized as the 2007 State Coalition of the Year.

LA JumpStart credits its success to strong partnerships with dedicated local organizations that are focused on increasing the level of financial education in our region. "A life of financial success and security begins with a strong education," says Ken Uffman, state coordinator of the LA JumpStart.

It started in the late 1990s when the Credit Bureau of Baton Rouge decided to do something about the lack of personal financial knowledge among Louisiana residents. In 1999, Uffman, who had recently retired as chief of the Credit Bureau after nearly five decades with the organization, convened the first meeting of a coalition dedicated to educating young adults about basic skills in the management of personal financial affairs.

The group quickly aligned itself with the national JumpStart Coalition for Personal Financial Literacy. Created in 1995, JumpStart determined that most students who graduate from high school lack basic skills in the management of personal finances. So they decided to focus their attention on the country's youth.

"It's not that today's youth know less than those of previous generations," Uffman says. "The prob-

After the sale of the Credit Bureau of Baton Rouge, the members of the cooperative created a supporting organization at the Foundation. That fund, called the Credit Bureau of Baton Rouge Foundation, began making grants this year to boost financial literacy education.

lem is that they face more financial challenges than people their age did in the past.”

The national JumpStart Coalition surveys knowledge of financial literacy among 12th graders every two years. In 2006, Louisiana seniors got 47.2% of the answers correct; the national average was 52.4%.

JumpStart says young adults often don't consider that many social safety nets benefiting their parents and grandparents are no longer in place. Welfare and other government programs have been reduced or eliminated, corporations have eliminated their defined-benefit pensions and post-retirement health benefits, and parents are less able to help out adult children as the result of

their own retirement concerns. What's more, because the average lifespan has increased, retirees have to save more than ever before.

JumpStart coalitions across the country are teaching students to budget, save and invest their money. The goal is to help people intelligently and responsibly manage their personal finances throughout their lives.

Determined to prepare Louisiana students for informed participation in the growing marketplace, LA JumpStart helped pass legislation in 2003 to amend an existing high school course to include financial management skills.

Partnering with the LSU Agricultural Center, LA JumpStart also began offering teacher training sessions during the summer and providing textbooks to students free

of charge, courtesy of the National Endowment for Financial Education. To date, LA JumpStart has provided 65,910 textbooks to more than 480 teachers throughout the state.

Success

The national JumpStart only maintains the resources to target K-12 students, but the Louisiana coalition is using its strong partnerships with local organizations to branch out and target other segments of the population. At the May 16 coalition meeting, LA JumpStart members discussed new projects and recent successes.

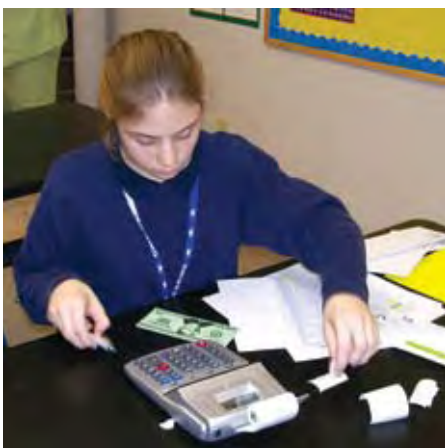
In April—recognized by JumpStart as Financial Literacy Month—the coalition published an insert in *The Advocate* to kick off JumpStart Your Money Week. Titled “How to JumpStart Your Financial Future,” the insert included articles such as, “When is a loan a good idea?,” “How to avoid credit-card fraud,” and “Money and Marriage.” The “Marriage” article warned readers about marrying before discussing financial histories. Couples spend hours planning the flavor of their cake and the style of the dress, says Uffman, but often they don't discuss something as important as financial records.

After reading the insert, Michael Ellerbe wanted to know more. The director of pre-release at Dixon Correctional Institute, Ellerbe became interested in partnering with JumpStart for the prison's pre-release and job training program, which targets prisoners for a year before they are released back into society. According to Ellerbe, 15,000 inmates leave the prison system every year – education on spending, budgeting and investing could help them become productive, law-abiding citizens and keep them from re-entering the prison system.

Uffman invited Ellerbe to the May 16 meeting, and now JumpStart is working with him to find a solution. According to Uffman, that's what

(Top) Marcia Wells, branch manager of the Staring Credit Union, helps student De'Andre Sims.

(Bottom) Staring student Rachel Miller keeps track of funds.



JumpStart is all about: “He has a need, and we have the resources to help.”

LA JumpStart held a Workplace Financial Education Summit in May to address financial stress in the workplace and its effect on employers and employees. Uffman estimates that 25% of employees are financially stressed, which leads to depression, insomnia, nausea, and, often, divorce. JumpStart invited civic groups, nonprofits, businessmen and educators to attend the summit, where the LSU Agricultural Center’s Jeanette Tucker introduced “Saving and Investing for Life” (S.A.I.L.), a financial education program for the workplace.

U.S. Treasury official Dan Iannicola was a keynote speaker at the summit. While in Baton Rouge, Iannicola also visited the student-run credit union

at Staring Education Center – an initiative of the LA DOTD Federal Credit Union, a JumpStart Coalition member. Students fill the roles of co-marketing directors, co-branch managers and tellers, after applying and training for the positions. It is the first student-run credit union in the state.

The Louisiana JumpStart Coalition meets bi-monthly. For more information, contact Ken Uffman, State Coordinator at dianec@cbbtr.com or (225) 922-4700. •

STATS: WHY LOUISIANA NEEDS JUMPSTART

- Americans under the age of 25 are filing for bankruptcy faster than any other group.
- Louisiana high school seniors answered only 47.2% of questions correctly on a survey of teen knowledge of personal financial basics.
- Fewer than half of teens participating in a recent Teens & Money Survey understood how to budget.
- Entering college freshmen have an average debt of \$1,500 on personal credit cards.
- One out of every 4 employees is financially stressed.
- Financial stress leads to depression, insomnia, nausea, and divorce.



BY MUKUL VERMA | PHOTO BY LORI WASELCHUK

Handling the Rush

Tangipahoa land plan to improve the parish

Cows and politicians share a nightmare. Imagine two side-by-side dairy farms. One is sold to a developer, who builds houses by the dozen. When the new homeowners get a whiff of their existing neighbors—the cows next door—they whine to their local politician, who realizes the families represent hundreds of voters compared to just a couple in the farmer’s household.

So the politician moves to get rid of the cows. To avoid bad karma that comes from diss-

ing cows, most places have land rules and zoning codes to keep bovines and people away from each other. Sparsely-populated rural areas of parishes like Tangipahoa have not needed the rules—until now.

“The parish was growing at a respectable rate prior to Katrina; after Katrina hit, they have experienced rapid growth and new needs,” says Richard Barker, a land planner working for Tangipahoa Parish government. “We are now trying to get a handle on subdivision regulations.

That's the first thing we have to address here."

Helping Tangipahoa maneuver for the future is the Center for Planning Excellence, which was created by the Baton Rouge Area Foundation to spearhead urban and rural land planning across Louisiana. Known in shorthand as CPEX, the organization has been working with Barker, Tangipahoa leaders and hired land planners to create the first development rules for the parish, not including cities like Hammond and Ponchatoula, which already have ordinances to provide for orderly growth.

Tangipahoa grew by an estimated 10% to nearly 120,000 residents in the two years after Katrina. To accommodate this growth, neighborhoods began sprouting in areas where there were no rules. Forests were being clear cut for houses, and gravel roads were suddenly streets for new subdivisions.

Working with CPEX, the parish decided to hire a land planning firm to devise a strategy for common-sense land use. CPEX wrote the request-for-proposal to find planners, and sought out the best for Tangipahoa.

Ultimately, the parish chose Kendig-Keast Collaborative, which signed a \$250,000 contract to do the work. The firm is being paid by Tangipahoa and a grant by the Bush Clinton Katrina Fund.

"They are formulating a plan that includes where you can develop and where you should not develop," said Barker. Ultimately, Kendig-Keast will offer a plan that protects the countryside, while guiding new neighborhoods to areas of Tangipahoa that are already established.

Development rules are usually met with resistance, and that held true in Tangipahoa, where some residents feared government would impose its will to their detriment. But Camille Manning-Broome, principal planner for CPEX, says most landowners have come around, realizing that

Tangipahoa grew by an estimated 10% ... after Katrina. To accommodate this growth, neighborhoods began sprouting in areas where there were no rules.

neighborhoods sprouting haphazardly can ruin their quality of life.

"It's been an educational process," adds Barker. "Not too many people want random development. It's very expensive."

To ensure common ground, Tangipahoa residents get a fair chance to have their say at meetings across the parish. The meetings continue through the end of the year, and the plan will be presented by next summer for review and possible adoption by the parish council.

To make the process transparent, planners are posting their work at tangiplanning.com. On the site are more than a list of meetings. The web pages include the first part of Kendig-Keast's work, including an overview of Tangipahoa that shows the population should rise to 150,000 by 2020, about 30,000 more people than living in the mostly-rural parish now.

And that will likely bring up the next step. "Zoning in the parish; that is something else down the line, after we get a comprehensive plan in place," says Barker. •



BY SARA BONGIORNI | PHOTOS BY LORI WASELCHUK

Negotiating the Boundary

Southern's foundation considers reinventing neighborhoods surrounding the university

Ernie Hughes recalls the moment he began thinking about ways that Southern University could help revive the aging commercial district along Scenic Highway, east of the university's campus. It was November of last year and Hughes, director of the Southern University System Foundation, was in Washington, D.C., to meet with a group of alums when one gentleman pointed out something that Hughes had never considered.

"He told me Scotlandville and the campus community looked better back in the '50s than

today," said Hughes. "That's when I thought we've got to get started thinking about ways that we can bring change to the area."

The busy intersection of Harding Boulevard and Scenic is not without bright spots, most notably the sleek, new Palisades student apartment complex. But Scenic is also dotted with vacant buildings, including an abandoned gas station and a boarded-up fast-food restaurant within a block of the university. The area has no large retail complex and no large chain grocery store.

There is little doubt that attracting new busi-



PENN CONNECTS

The University of Pennsylvania uses its knowledge and manpower to improve the city and the nation. Here are some ways Penn is connected with the world.



Penn Compact – As part of its goal to go from excellence to eminence, the university is remaking West Philadelphia, an area where it's expanding by purchasing 24 acres. On that land, Penn will convert surface lots and other eyesores to parks, recreational facilities, arts centers and research facilities.



The Center for Urban Redevelopment Excellence – The project provides urban planning expertise to surrounding areas and the nation. In June, the Rockefeller Foundation awarded the center \$2.2 million to fund fellowships for advancing redevelopment in New Orleans. Penn fellows will work as project managers and collaborate with the planners at University of New Orleans and local officials.

Proposed view of the recreation fields and the Schuylkill River Pedestrian Bridge. The ramps and stairs descending from Franklin Plaza are shown on the left.

Penn Alexander School – Working with the school district and many other partners, Penn has created the Penn Alexander School, which has been recognized among the best public schools in the nation. Penn educators work on the curriculum and the university provides \$1,000 per student and other grants to keep the teacher-to-student ratio at 17-1 for kindergartners and 23-1 for grades 1 to 8. Penn students provide tutoring and serve at after-school programs.



Penn's University Square

Civic House – A center for student-led community service and social advocacy. The center provides, among other things, funding for student projects, tutors for schoolchildren, and help to build and fix homes for people in need.

Center for Community Partnerships – The partnership is responsible for solving problems of the American city. The broad range of activities include nonprofit management training and computer training for teachers, and year-around community service by students.



The scenery inside Southern's campus is a stark contrast to the adjoining neighborhood.

ness to the area would be good for the community, but it would also boost Southern's recruiting efforts by providing an additional attraction to potential students, Hughes said. A revived commercial sector is just one element of what Hughes describes as the need for Southern to find new ways to engage the community around it.

"You can't have four walls up around you and say, 'This is us in here and you out there,'" he said. "The surrounding community is part of the big picture. The community matters and finding ways to improve the university's connections to the community is important to both."

Although it's still early in the process, Hughes said any future plan of action will have three components: a study to measure Southern's economic impact on the community, a master plan for the area, and a public/private partnership to support a mixed-use development with residential and commercial uses. He has been meeting with local officials and lawmakers to build support for his vision and jumpstart a larger conversation about the possibilities.

"It's just a concept at this point, but all good things start as just a concept," Hughes said.

As part of that process, Hughes and two of his foundation board members—Brace Godfrey and Bill Tucker—recently traveled to Philadelphia with representatives of the Baton Rouge Area

Foundation to see firsthand how the University of Pennsylvania has helped to transform its West Philadelphia community from a blighted corridor into a lively campus neighborhood. Over the years, Penn has driven the community makeover with diverse tools—an on-campus Hilton hotel, tax incentives to encourage local home ownership among employees and much more, Hughes said. In the process, it has become a national model for university-community engagement and an inspiration to other universities that want to more closely integrate with their surrounding communities.

"My brain was moving the whole time we were in Philadelphia," Hughes said.

Closer to home, Hughes said he views Commercial Properties Realty Trust, the firm that manages real estate assets of the Baton Rouge Area Foundation, as a model for how public and private players can work together for the benefit of the community. Commercial Properties' projects range from the redevelopment of the once-vacant Heidelberg Hotel into the new downtown Hilton to the planned revamping of the vacant Wal-Mart on Perkins Road into a pedestrian-friendly, mixed-use development with a public plaza.

"We are looking at what Commercial Properties is doing and trying to think about what could work for us," said Hughes. "Over the years, a lot of people have moved away from Scenic Highway and businesses have closed, just like in any city. What we want to do is find what will work for us and then bring people back." •

With more than \$41 trillion
changing hands over the next 40 years,
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change the world.**

Find out how on October 17, 2007.

**MARCIA KAPLAN KANTROW
COMMUNITY LECTURE SERIES**

featuring Paul G. Schervish and
“The meaning behind philanthropy.”

The event will begin at 6:00 p.m.
and be held in the Manship Theatre.

*Baton Rouge
Area Foundation*

**Paul G. Schervish, the Director of the Center on Wealth and Philanthropy at Boston College, is one of the nation's foremost experts on philanthropy.*

**The Marcia Kaplan Kantrow Community Lecture Series was started in 1997 to honor Marcia Kaplan Kantrow—the Foundation's first director of programs. The series' topics on community building have changed our community. The first lecture, featuring Stefanos Polyzoides, introduced our region to New Urbanism, principles that are now helping developers design better communities across Louisiana.*

TREASURER'S REPORT
BATON ROUGE AREA FOUNDATION

Statement of Finances

August 31, 1964

Cash in Bank Accounts

FIDELITY NATIONAL BANK
Total Deposits

Less Payment to Taylor, Porter,
Brooks, Fuller & Phillips, Legal
Services \$700.00

Balance as of August 31, 1964 42.27

\$657.73

LOUISIANA NATIONAL BANK
Total Deposits

Less Charge for Rubber Stamp \$500.00
Less Check Charge 1.00

Balance as of August 31, 1964 .10

\$498.90

CITY NATIONAL BANK
Total Deposits

Balance as of August 31, 1964 \$600.00

Balance as of August 31, 1964

\$600.00

Total Cash in Bank Accounts

\$1,756.63

Respectfully submitted,

Joseph H. Baynard
Joseph H. Baynard
Treasurer

The Baton Rouge Area Foundation was born in Spartanburg, S.C. On a trip to that city with his wife Scott to visit her sister, John Barton Sr. encountered the idea of a community foundation.

Mr. Barton says his wife suggested "we start a community foundation" in the state capital. And so he gathered community leaders to form the Baton Rouge Area Foundation. About a year after it was formed, the Foundation had \$1,756.63 deposited at three banks, including the old Louisiana National Bank and City National Bank, together now named Chase. In its first year, the Foundation paid lawyers Taylor Porter Brooks Fuller & Phillips \$42.27 and was charged \$1 by LNB for a rubber stamp.

The treasurer's report, seen here, is signed by Joseph H. Baynard, who Mr. Barton says "was an insurance man" who "did a lot of the footwork to apply for the foundation."

Mr. Barton expected the Foundation to grow, maybe to \$50 million or \$100 million. Forty-two years later, the Foundation has nearly \$500 million in assets, thanks to the generosity of donors. To Mr. Barton, that is "astounding."



THIS IS YOUR BRAIN ON PHILANTHROPY.

Conventional wisdom is wrong. People don't give to good causes for selfish reasons, such as tax breaks. Scientists have found neurons that glow for love and affection also light up when people give to causes they care about. Our donors already knew that. In more than 40 years, they have provided \$500 million to help the region, including grants to help runaways and money for reinventing downtown.

Join them.

Start a Donor Advised Fund at the Baton Rouge Area Foundation.
Call Jessica Stuart at 225-387-6126.

*Baton Rouge
Area Foundation*

Partner to build the Shaw Center for the Arts | Buy eyeglasses for needy children | Start City Year Louisiana to provide a service corps of young adults | Plan a new downtown | **Revive Old South Baton Rouge** | Turn the shuttered Capitol House into the sparkling Hilton | **Fund a program that provides a successful path for former women prisoners** | Collaborate to build a playground at Renaissance Park | **Provide land planning for cities after Hurricane Katrina** | Raise millions for the first comprehensive land plan for South Louisiana | Work with St. Joseph's Academy and the Baton Rouge Computer Recycling Center to provide computers for kids in Cordoba, Mexico | **Gather \$44 million for hurricane relief** | Give a hand to start a community foundation for the Northshore | Build a health clinic in Burkina Faso, Africa | Fund a safe house for runaway children | **Devise a new health care strategy for Louisiana** | Celebrate the work of Ernest J. Gaines with a literary award

Each day, the donors of the Baton Rouge Area Foundation improve Baton Rouge and the world. At the Foundation, it's business as usual.

Start a fund to improve the world.
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*Baton Rouge
Area Foundation*



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