

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

# CURRENTS

# Smart World



Foundation partners on  
pioneering learning community  
and a global water institute

14



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*Baton Rouge  
Area Foundation*



# CITYSTATS

Indicators for tracking our quality of life **42**



## From the chair

**J**ust this year, the Texas Transportation Institute confirmed that Baton Rouge has the worst traffic of all mid-sized cities in America. FuturEBR offers an exit ramp.

Created by Fregonese and Associates with input from Baton Rouge residents, FuturEBR is a comprehensive plan for the parish. You can read some FuturEBR recommendations within this magazine, and I encourage you to read the whole plan when a final version is delivered this summer.

FuturEBR is common sense mixed with solid research and best practices. For instance, it recommends an overhaul of the mass transit system, starting wisely with new bus routes only where demand exists, then adding routes and other modes of transportation over time.

At the Foundation, we are encouraged that this plan will be implemented. Already, the Baton Rouge Area Chamber and Together Baton Rouge have teamed with Mayor Kip Holden to create a 17-member citizen panel that will deliver a transit strategy. The 17 members are moving quickly; they promise a transit plan by June.

•••

Tiffany Phelps couldn't find a dance class for her daughter in New Roads. Driving to Baton Rouge seemed too far away. So she gathered little girls from False River towns and arranged for lessons.

What came next was unexpected.

More and more children descended on her dance classes. In response, she enlisted her husband and they began a center that offered music, theater and other arts in an abandoned building.

At first, the Phelpses relied on the kindness of the people to make ends meet. A generous donor provided them with start-up funds and some operating money. Whenever they needed something for the burgeoning center, Tiffany would send an email and her requests would be filled within a couple of days. Fathers of students built the dance floor. An anonymous donor paid the couple's mortgage when they didn't have enough money at the end of the month.

Last Christmas, a benefactor invited Tiffany over to an empty building next to the arts center and



asked, "What would you do with this space?" Plenty, she responded, as more room was needed for the children who show up to practice the arts even when they don't have classes. Hearing this, the benefactor handed the building's keys to Tiffany, who has begun to renovate it.

In this issue, you can read more about the gathering place and how the people of New Roads have come together for their children, the "misfits" Tiffany says have found each other in a place they are making their own.

•••

Also in this issue, we offer an overview of two civic leadership initiatives of the Foundation. One is a learning community on 200 acres between Lobdell Avenue and Ardenwood Drive. The other is the Water Institute.

The Foundation's civic leadership initiatives staff put together the learning community, which will be developed by the East Baton Rouge Redevelopment Authority. On the property, educational facilities, including a career high school that is expected to re-

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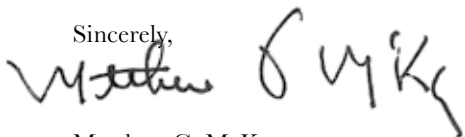
duce the dropout rate, will be mixed with housing for people of different incomes, stores and green spaces. Though the Foundation cobbled together the deal, it will only get built because of the many partners you will read about in the story.

The second project is a response to rising seas, which are expected to drown coastal areas and displace communities across the globe. The Water Institute began with U.S. Sen. Mary Landrieu, who came up with the idea of creating a world-class institute staffed with the best minds across many disciplines to take on an issue that will bedevil the world for decades, maybe centuries. With Garrett Graves and Kyle Graham in the lead, the Governor's Office of Coastal Protection and Restoration Authority has become partners in the exploration of the idea.

Over the next few months, our job at the Foundation is to come up with an approach that puts the idea into practice.

Work on the Water Institute and the learning community is paid for by members, who support the civic leadership initiatives of the Foundation. Our 2011 membership drive is under way; please renew your membership today or join the Foundation for the first time. You can do so by calling 225.387.6126 or online at BRAF.org under "Become a Member."

Sincerely,



Matthew G. McKay

## *Baton Rouge Area Foundation*

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

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MANSHIP THEATRE  
AT THE SHAW CENTER FOR THE ARTS

COX SEASON 2010-2011



SECOND  
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MAY 6-7



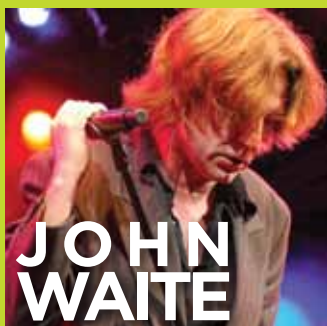
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**STEVE MARTIN**  
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Steep Canyon  
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## *Baton Rouge Area Foundation*

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

First, we connect philanthropists with exceptional nonprofits to make sure the needs of our neighbors are met. Our donors, for instance, fund safe havens for abused women and children, provide vaccinations to prevent cancer and pay for teacher supplies. Last year, we provided thousands of grants worth \$18.3 million.

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

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

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

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

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

**What's our size:** At year-end 2010, the Foundation had estimated assets of \$640 million, making it among the top-20 largest community foundations in the country. Donors of the Foundation have provided the assets over 47 years. Since 1964, the Foundation has issued \$250 million in grants to support our community. Also, the Foundation has contracted with for-profit organizations to provide social benefits to the region, such as guidance on health care reform and direction on whether to build a new airport or invest in our existing ones.

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



Jim Bernhard, CEO of the Shaw Group Inc.

## Shaw Group begins fund

The Shaw Group Inc., among the largest industrial contractors in the world, has opened a charitable fund at the Baton Rouge Area Foundation, with CEO Jim Bernhard jumpstarting the giving by donating nearly \$1 million.

Bernhard invited colleagues to a fund-raising golf tournament at Country Club of Louisiana to help seed the fund and personally matched each dollar raised at the tournament. People from around the world attended the event, which raised more than \$800,000.

Shaw's fund is named "Every Kid A King." The fund will focus on children's issues, providing grants based on a competition among nonprofit applicants. Initial grants are expected in fall.

## Foundation assets surpass \$600M

The Baton Rouge Area Foundation reported its best year in history, with \$140 million in donations helping to boost total assets to an estimated \$640 million at year-end 2010. The Foundation granted \$18.3 million in 2010, up from \$12.7 million the year before.

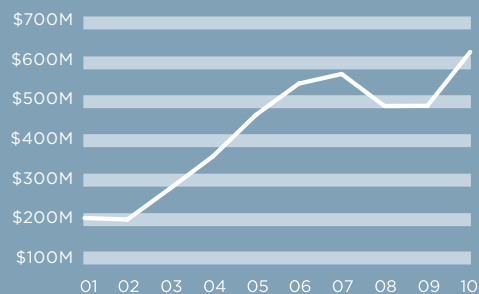
The Foundation reviewed 2010 at its annual meeting of members at the Manship Theatre in the Shaw Center for the Arts in March.

Members of the Foundation elected several direc-

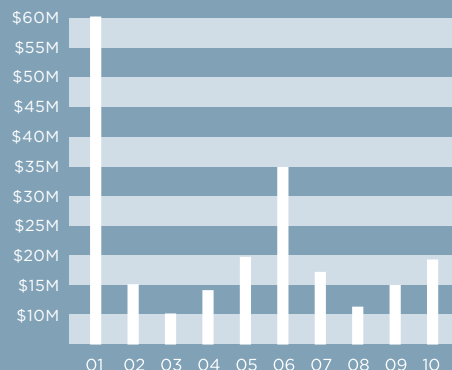
tors to second terms of three years apiece on the board. They are Donald H. Daigle, retired from ExxonMobil; G. Lee Griffin, retired from Bank One; C. Kris Kirkpatrick of Long Law Firm; Matthew G. McKay of All Star Automotive; and Leonard C. Wyatt of Whitney Bank. The directors chose McKay as board chair, John M. Steitz of Albemarle Corp. as vice chair, Wyatt as secretary and Candace E. Wright of Postlethwaite and Netterville as treasurer.

The Foundation helps philanthropists make grants to nonprofits and conducts civic leadership initiatives, such as reclaiming inner city neighborhoods, guiding education and health care reform and investing in real estate that turns a profit while also providing social returns. Contributions of \$140 million from donors in 2010 included \$100 million from BP to assist deep-water workers affected by the federal drilling moratorium. The Gulf Coast Restoration and Protection Foundation was created as a supporting nonprofit to

### Assets



### Total Grants



2001 includes a \$43 million grant to Lamar-Dixon Expo Foundation.



accept the donation and make hardship grants from the \$100 million fund. The GCRPF is in a second round of grants from that fund, taking applications from workers who directly supported deepwater rigs affected by the moratorium.

## Gaines Award winner

Victor LaValle was awarded the Ernest J. Gaines Award for Literary Excellence at a celebration in January. LaValle won the book award started by donors of the Foundation for his novel, *Big Machine*. Mr. Gaines presided over the event and Cicely Tyson, who played the lead character in the movie based on his book, *The Autobiography of Miss Jane Pittman*, was mistress of ceremonies.

Before reading from his winning novel, LaValle accepted the \$10,000 award with the following speech:

*“The best writers are, in a sense, mapmakers. They tell stories, but they also set those stories in worlds that are so vivid they become real to readers even if they never travel to that place.*

*Mr. Gaines has proven himself a master mapmaker through his writing, making the ground of his youth as vivid to me as my own hometown of Queens, New York.*

*I’ve never learned my lessons in a church school in the Quarter or known the sweet pleasure of chewing fresh sugar cane but I’ve still experienced both, thanks to Mr. Gaines.*

*My home, Queens, isn’t terribly glamorous. While other parts of New York are known for being cosmopolitan or gangster-tough, Queens, if it’s considered at all, is considered the home of working people: immigrants and American-born who save and sacrifice and expect to do exactly that all their lives.*

*I wouldn’t say we’re humble folk; we’re a little too loud for that. But I’d say we have as much right to a place on the map as anyone.*

*Mr. Gaines’ writing has meant so much to me for so many years, for so many reasons. His artistry, his clarity, his gift for storytelling. But he also inspires me to believe you can write*



With a smartphone and a free QR reader, watch a video of Victor LaValle reading from his work at the 2010 Ernest J. Gaines Award for Literary Excellence ceremony.



Back: Victor LaValle, Mayor-President Melvin "Kip" Holden, Dianne Gaines, Front: Cicely Tyson and Ernest J. Gaines.

*about the place you know and, if done well enough, you’ll display the dignity, the complexity and the humanity of your home.*

*And by doing so, you’ll fill in the map of the world just a little bit more so others will know who your people were and that their lives mattered. I hope, someday, to make my home proud as Mr. Gaines has made his home proud, so I accept this honor tonight as a suggestion that I’m on my way.”*

## Transit gets moving

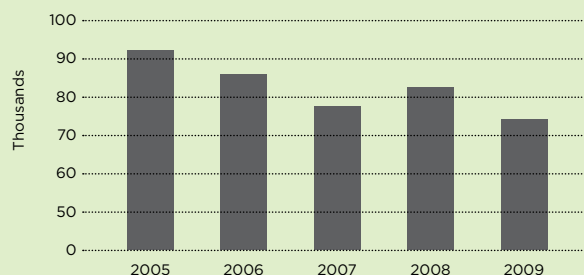
Baton Rouge is the most congested mid-sized city in America, says the Texas Transportation Institute. One reason is a failing mass transit system. A new panel named in late March is expected to pro-

### MASS TRANSIT

#### Capital Area Transit System is nearly broke.

The bus system has reduced routes, raised rates and lost the LSU contract.

#### RIDING BUS WEEKLY



Source: CATS

vide East Baton Rouge with transit options.

Mayor Kip Holden has created a 17-member commission to implement the transit goals of the FuturEBR master plan, which is expected to be completed this summer. The panel will create a mass transit strategy that includes a business plan. "Real metropolitan mass transit is a big, bold idea, and we're confident of the capabilities of this group to lay out a plan to get there," says Adam Knapp, CEO of the Chamber.

The group will move quickly, offering a plan by June. And that plan will include input from the public, cost estimates for the mass transit proposed in FuturEBR and a means to make mass transit sustainable.

Commission members are David Aguillard, Catholic Charities executive director; J.H. Campbell, Associated Grocers Inc. CEO; Helena Cunningham, Louisiana Association of Affordable Housing Providers CEO; Dr. Myrtle Dorsey, Baton Rouge Community College chancellor; Bill Holman, Baton Rouge General Medical Center president; Cassie Felder, Felder and Associates; Rev. Raymond Jetson, Star Hill Baptist Church pastor; Joseph Lands, transit user; Kofi Lomotey, Southern University chancellor; Michael Martin, LSU chancellor; Nancy McPherson, AARP state director; Ralph Ney, Embassy Suites general manager; Graham Thompson, Whitney Bank (retired); Ann Forté Trappey, Forté and Tablada president/CEO; Leroy Watts, Liberty Bank executive vice president/CFO; Carmen Weisner, Louisiana Chapter executive director of National Association of Social Workers; Ronald Williams, 4th District Missionary Baptist Association/Mid City Community Fellowship; John Carpenter, EBR chief administrative officer; Homer Charles, Together Baton Rouge; Meg Mahoney, BRAC senior vice president of product development; and Metro Councilman Mike Walker.

## LSU, City Year pact

LSU is the first public university in the country to provide a graduate scholarship to City Year mem-



City Year member Kori Thomas, left, tutors Shyeshia Rushing, a sixth grader at Crestworth Middle School. Thomas is one of several City Year members that worked with middle school students twice a week.

bers, alumni and staff. The university also is offering application fee awards to members, alumni and staff of City Year, which was co-founded nationally by Jennifer Eplett Reilly of Baton Rouge. She is a Foundation donor who has supported City Year in Baton Rouge and is a key funder of City Year South Africa.

Duke, Boston College and some other private universities have similar arrangements with City Year, which offers young people a chance to serve communities for a year. In Baton Rouge, City Year members serve the public school system.

## Food Bank on clock for grant

The Greater Baton Rouge Food Bank is on a deadline to raise \$1.3 million that would be leveraged into \$12.1 million for a 174,800-square-foot warehouse and distribution hub to feed the area's hungry.

Through generous donors, including several with charitable accounts at the Baton Rouge Area Foundation, the Food Bank has raised \$8.15 million for the project, including the donation of a 100,000-square-foot facility from a family trust of Albert Fraenkel III.

The Food Bank must raise \$1.3 million by the end of June to tap a \$1.1 million challenge grant from the Kresge Foundation of Michigan. With that funding, the nonprofit could proceed to expand and renovate the building.

The Food Bank needs the additional space for its

normal daily operations as well as its expanded role in disaster response with local and state governments.

Nearly 30% of people in East Baton Rouge couldn't afford to feed themselves sometime in the last 12 months, according to a survey that accompanies the Foundation's CityStats report. (*More CityStats on page 42.*)

## Mandeville plan under way

With the City of Mandeville, the Northshore Community Foundation has hired Duany Plater-Zyberk to create a town center plan for Old Mandeville.

The seed for a gathering place already exists at the site. Around a bike-hike trailhead, there is an intimate amphitheater, several offices with residences atop them and plentiful open land.

In April, DPZ sought community input to create a design; the firm should have a plan ready in summer.

DPZ masterminded Baton Rouge's downtown rebound strategy and is known for designing Seaside, Fla., the first planned traditional neighborhood development in America.

In Mandeville, the plan for a resilient town center will embrace Smart Growth principles that were pioneered by Andres Duany of DPZ and others in the New Urbanism movement. The plan's goal is to focus the city's economic energy into a critical mass and provide for the civic needs of identity, community and sense of place as well as provide an identifiable civic and city center; blending housing, offices and shops within walking distance of each other.

Grant funding for the plan was secured from the Louisiana Recovery Authority Comprehensive Resiliency Program, with community resiliency—the capability to anticipate risk, limit impact and bounce back in the face of turbulent change—being the basis for funding for the project.

Separately, the Northshore Community Foundation has completed a revival plan for the West 30s, a neighborhood next to downtown Covington.

The nonprofit began with financial support from the Baton Rouge Area Foundation. It operates with an independent board and staff from headquarters in Covington.

## Manship Theatre revamp continues

Now that the Manship Theatre's two smaller venues have better lighting and sound, it's time for one more step: new entrances as part of a reconfiguration that will provide chances for more uses.

Remson Haley Herpin Architects are drawing final designs for the improvements, which are scheduled to be completed by year-end.

Manship's Hartley-Vey Workshop, the smaller of the two theaters, will have an entrance on Rue Albritton, the paved alley that connects Third Street to the Shaw Center for the Arts. The Hartley-Vey Studio will have a marquee entrance that opens onto North Boulevard and the future Town Square.

Other improvements include a new bar, new restrooms for the smaller theaters and a glass wall to frame the former gallery space on the second floor.



Proposed new entrance to the Manship Theatre from Rue Albritton.

# FIVE QUESTIONS:

## Emily Patrick City Hall Fellow

**Emily Patrick is among the first batch of Baton Rouge City Hall Fellows, a program that enlists recent college graduates into government service for a year. She earned a bachelor's degree in foreign affairs from the University of Virginia before joining City Hall Fellows, a national program that was begun by Baton Rouge's Bethany Rubin Henderson. Launched in 2009, City Hall Fellows has programs in San Francisco and Baton Rouge.**



### Why did you choose City Hall Fellows?

As a Virginian living near D.C., I had always equated public service with careers in the federal government. When I read about City Hall Fellows, I was inspired by the program's mission to have recent college graduates understand how municipal government serves its citizens while interacting within the larger contexts of state and national government. I liked the balance of work and education that the program afforded and the opportunity to meet and interact with so many different organizations and people within a city.

### Tell us about your first day working at City Hall.

My first day working in the Mayor's Office was about three weeks into the program. For the first several weeks, all six fellows had an in-depth overview of the many public and private organizations that serve Baton Rouge. On the first day, I met with my supervisor Dr. Jim Llorens and got set up with a computer, phone and desk. Then I spent the rest of the day reading and doing background research on the projects I was assigned.

### Which projects are you conducting for the city?

The two major projects are the Mayor's Healthy City Initiative and the Mayor's Volunteer Service Plan. The Healthy City Initiative's mission is to identify and coordinate efforts aimed at healthy eating and active lifestyles into a unified commitment to better health. We facilitate the meeting of many organizations across Baton Rouge that oftentimes have very

similar goals. When these groups can get together in one room and realize some of the ways they can collaborate, it means better leveraging of everyone's resources and developing more impactful programs.

I'm also helping our chief service officer, Blythe Daigle, develop and implement several volunteer initiatives that will provide residents with more opportunities to contribute to their community through service. The two projects that will start over the summer will focus on neighborhood revitalization and early childhood education.

### What are the joys and frustrations of this fellowship?

It has been such a privilege to meet so many individuals dedicated to Baton Rouge. Sometimes I find myself in a meeting, knowing that I don't fully grasp the talent and drive that surrounds me. At the same time, I've had to adjust to working on a set schedule and be cognizant that I represent the Mayor's Office and my work is more than only a reflection of myself.

### After the fellowship, what's next for Emily Patrick?

If you had asked me this a couple months ago I would have said I will be heading back to Virginia. Recently, however, I've decided that I want to seriously look at opportunities in the New Orleans or Baton Rouge area. I want to work with an organization comprised of dynamic people who are making a difference in the community. •

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**MAY 1**

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**MAY 8**

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**MAY 15**

## Lil' Malcolm and the House Rockers

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*On the ground*

# Surface solution

Novel technology could use roads to reduce pollution.

By Maggie Heyn Richardson | Photo by Eddy Perez, LSU University Relations

**T**oday's fight to reduce the carbon footprint includes an arsenal of familiar tactics: rooftop solar panels, tightly insulated green buildings and electric or natural gas-powered cars. But a few years ago, an LSU professor thought beyond these mainstream techniques and asked a radical question: Why not recruit the road itself to reduce air pollutants? Marwa Hassan, an expert in the sustainable use of industrial materials, believed America's roadways had the potential to make a significant difference in reducing greenhouse gases.

"I really never thought of the road as being different from a building or a bridge, or anything else you would try to build more sustainably," says Hassan, assistant professor of construction management and industrial engineering. "For me, it's all connected."

Hassan spent the last three years studying how a chemical process called photocatalytic technology could be applied to asphalt and concrete surfaces, where she believes it can help improve air quality by essentially gobbling up traffic emissions. In its simplest form, photocatalysis is described as the oppo-

site of the more familiar concept of photosynthesis, in which sunlight converts carbon dioxide into organic compounds that help feed plants.

On the flip side in photocatalysis, sunlight helps a common earth mineral, titanium dioxide, to accelerate the natural decomposition of harmful organic matter. When a photocatalytic surface treatment is applied to asphalt or concrete and sunlight hits it, it sets off a reaction that can significantly reduce the family of harmful greenhouse gases known as NO<sub>x</sub>. The chemical reaction that happens after the UV light hits nanotitanium particles means the pollutants don't have time to disappear into the atmosphere.

Hassan studied the process extensively in the lab first, through a project funded by the Louisiana Transportation Research Center and the National Science Foundation. In December 2010, she opened the first-ever American field study on the use of photocatalytic pavements in conjunction with the company CSJ Pureti.

Hassan and her team established two research stations near the LSU campus to conduct the study. One



road strip, featuring asphalt, is on Aster Street near the LSU North Gates. A second study site examining concrete is near the clock tower in the heart of the campus. The team will study the sites over a 12-month period.

So far, results looks promising, says Hassan.

“It’s still early, but we were very encouraged by the preliminary data which showed significant reduction in air pollutants,” she says. The research could be significant for American cities, like Baton Rouge, with a history of nonattainment.

Hassan’s current study has been funded through the Gulf Coast Research Center for Evacuation and Transportation Resiliency, a collaborative project between LSU’s Department of Civil and Environmental Engineering and the University of New Orleans’ Department of Planning and Urban Studies.

A native of Egypt, Hassan has long been fascinated by materials and how their use in industrial and construction settings supports the needs of the modern world. She pursued undergraduate and graduate degrees at Virginia Polytechnic University. Later, her immediate family also emigrated to the U.S. While working on her doctorate at Virginia Tech, Hassan began focusing on using materials sustainably, and thinking tangentially about how to accomplish it.

“It’s really about taking a multidisciplinary approach,” she says. “There are so many possibilities. In this case, we wanted to ask the question: can we create roads in the U.S. that actually extract pollutants?”

Hassan’s research, which has made it into eight publications in two years, has examined the process applied to both concrete and asphalt in two contexts, as an overlay on existing roads and as an additive as new roads are paved. She says the next step in the research agenda is to determine potential side effects of the reaction to the environment.

“There is still a lot of work to be done,” says Hassan, “but we’re very encouraged by what we’ve learned.” •

*“I really never thought of the road as being different from a building or a bridge, or anything else you would try to build more sustainably.”*

—Marwa Hassan

### **Her other research:**

**Dr. Marwa Hassan is researching the effectiveness of various nighttime construction site lighting options. “Drivers often find considerable difficulty in adjusting to the extreme changes in lighting levels when entering a construction zone from a relatively dark roadway environment,” Hassan says in an LSU research publication. “Also, statistics show that a higher percentage of nighttime drivers are impaired by drugs, alcohol, fatigue or age-related vision impairments.”**

**With colleagues, she is researching the cost and effectiveness of helium balloons with halogen or metal halide lighting systems. “Balloon lights reduce the brightness of the lighting source by distributing the luminous flux over a relatively large area, thus reducing the glare to a great extent.”**



# A LEGACY OF CLASSIC ELEGANCE CONTINUES...



Behind the distinguished facades of the historic Heidelberg Hotel and the old Capitol House, Baton Rouge boasts a new upscale, full-service hotel

- More than \$70 million in renovations
- 2 ballrooms overlooking the Mississippi River
- 290 guest rooms, 20,000 square feet of meeting space
- Kingfish Restaurant – serving the freshest Louisiana seafood and finest certified angus beef
- Full-service day spa, fitness center, business center, complimentary airport shuttle & wireless Internet, 24-hour room service, and fabulous pool deck & garden overlooking the Mississippi



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years*



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OnSite

# Not black or white

Philosopher: Race doesn't matter, but it grips us nonetheless.

By Sara Bongiorno | Illustration by Chris Ede

**D**avid Livingstone Smith, an expert in evolutionary biology and psychoanalysis, recognizes the countless ways race shapes everything from vocabulary to self-identity in modern American culture.

"It has an incredibly powerful hold over us," he says. "We're confronted in our culture, incessantly, by this idea of race."

Yet Livingstone Smith bluntly dismisses the notion of race as essentially false. Race is an artificial concept, he says, one that exaggerates superficial physical differences between groups. He maintains that classifying other groups along racial lines allows groups to see each other as subhuman, opening the doors to a litany of horrors.



**Philosopher David Livingstone Smith spoke at an event underwritten by the Baton Rouge Area Foundation and Leadership Greater Baton Rouge Alumni at First United Methodist Church. More than 120 attended to hear Livingstone Smith argue that race doesn't matter. His presentation was followed by a panel discussion.**

"I think we're making a claim that, deep down, there are other types of human beings, that our core essences are different," Livingstone Smith said.

Race, he adds, "is a really bad idea."

The co-founder of the New England Institute for Cognitive Science and Evolutionary Studies discussed the dangers of racial distinctions at a March 17 "Race & Gravy" dinner sponsored by Leadership Greater Baton Rouge Alumni and underwritten by the Baton Rouge Area Foundation. The 2011 series of commu-

nity dinners provides a forum for the discussion of issues surrounding race, tolerance and diversity.

Much of Livingstone Smith's research focuses on the biological roots of human nature, including its connection to genocide and dehumanization. He notes that almost everybody "buys into" the idea that race is real.

"People speak of it as an objective fact," he says.

The belief that racial differences are real has permitted the atrocities of the Holocaust, slavery and Pol Pot's killing fields in Cambodia. The idea that groups are, deep within, fundamentally distinct from each other can quickly lead one group to the conclusion that such a difference makes another group less than human, he says.

And dehumanization—the idea that another race or ethnic group is less than human—is what permits otherwise ordinary people to commit atrocities, by allowing us to "easily slide into classifying them as a kind of subhuman."

Significantly, viewing others as subhuman is almost always connected to race, he says. Nevertheless, he says, race isn't really about genetic differences—from a scientific vantage point, those are insignificant, he says—but something much deeper, he says.

There has been little study of the role of race in the process of dehumanization. Instead, our understanding of atrocities such as slavery typically focuses on specific historical circumstances.

Concepts of racial differences can change and, indeed, have changed over time, he notes.

A century ago, for instance, Russians and Jews were considered racially distinct from other European ethnic groups. Yet while such distinctions have ebbed, our culture's focus on racial identity remains firmly

in place. Livingstone Smith notes that we are “bombarDED” by requests to check racial self-identity boxes. (His wife, who is of Jamaican descent, bemoans the fact that there is no “human race” box to check. For his part, Livingstone Smith checks the “other” box when he is asked about racial identity.)

Even good-faith efforts to promote racial harmony are shaped by a vocabulary that assumes race is real, he says. He calls for a push to move beyond the idea of race.

But he also noted the challenge of overcoming assumptions about race.

Livingstone Smith described a fictional machine that would transform a make-believe “Mr. OreO” from black to white in physical appearance. In what he called a “thought experiment” about racial assumptions, he says, from his experience, most people would still respond that Mr. OreO was black, despite the change in his outward appearance. Countering that, an imaginary Arnold Schwarzenegger machine is perceived by observers to have turned a weakling into a strongman.

*“It has an incredibly powerful hold over us. We’re confronted in our culture, incessantly, by this idea of race.”*

— David Livingstone Smith

In other words, race is about internal assumptions of differences in the core being of different groups.

“That’s what we’re talking about when we talk about race, and that’s really hard to get rid of, unfortunately,” Livingstone Smith says. “We’ve got a lot of work to do.” •

***Less Than Human* is a book about our pervasive tendency to conceive of other human beings as subhuman creatures**

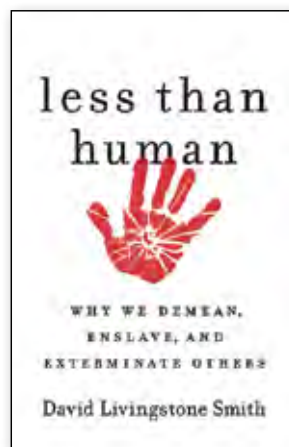
—as vermin, parasites, predators or prey—and the role that it plays in genocide, war, slavery and other forms of atrocity. It is the first book to look carefully at dehumanization from an interdisciplinary perspective, and to try to tease out what exactly is going on when we conceive of others as less than human.

The fact that dehumanization is mentioned so frequently, both in popular journalism and in academic writings, might lead you to think that it has been extensively studied. But in fact, writings on the subject are shockingly thin on the ground. It’s usually mentioned only in passing—

a page here, or a paragraph there. Apart from a few dozen articles by social psychologists, there is scarcely any literature on it at all. If dehumanization really has the significance that scholars claim, then untangling its dynamics ought to be among our most pressing priorities, and its neglect is as perplexing as it is grave.

I wrote this book to bring dehumanization out of the shadows, jump-start a conversation that is centuries overdue. To do this, I’ve drawn from a rich palette of sources—including history, psychology, philosophy, biology, and anthropology—to analyze dehumanization and the forces and mechanisms that sustain it.

—David Livingstone Smith



**O**ver the past 18 months, the Baton Rouge Area Foundation has collaborated on two projects that are expected to remake Baton Rouge, Louisiana and coasts worldwide. One, we cobbled together land and began a blueprint for building a 200-acre community that would be anchored by a pioneering high school and an expansion of the community college. Two, we are partnering with U.S. Sen. Mary Landrieu, state leaders, universities and many others to create an institute that would respond to rising seas around the globe. Here, we offer an overview of the two projects.

Stories by Mukul Verma



## Smart by design

Evolution of a TND into a learning community.

**J**ust a few hundred yards from the physical center of East Baton Rouge, surrounded by well-traveled roads, there is an unseen tract of land that could become the home of a new kind of neighborhood.

On 200 acres, the East Baton Rouge Redevelopment Authority will develop an evolutionary iteration of a traditional neighborhood development. This community is expected to be anchored by places to learn, including a high school with a curriculum that has proved to reduce dropout rates in counties across Georgia. The development will include housing for people who earn at many income levels, stores that will serve the area, and parks and walking trails for enjoyment.

Known as Smiley Heights, the project was cobbled together by the Baton Rouge Area Foundation's civic leadership initiatives department over the past year.

If the words "Smiley Heights" sound familiar, it's because the Foundation and Commercial Properties Realty Trust, which manages our real estate assets, attempted to develop a traditional neighborhood development on the location to match a surging population after Hurricane Katrina. But the project was shelved for lack of federal hurricane financing.

Smiley Heights was restarted last year with learning institutions in mind.

What will be on the site?

To serve its growing student population, Baton Rouge Community College wants to expand its campus to Smiley Heights, which is a quick ride from its existing and landlocked campus on Florida Boulevard. The community college would begin with a 60,000-square-foot classroom building and grow from there.

"Through this project, Baton Rouge Community



## Smiley Heights

**What:** A traditional neighborhood development anchored by learning institutions.

**Where:** 200 open acres off N. Ardenwood Drive and N. Lobdell Boulevard.

**When:** Planning should begin in coming months and construction next year.

The Foundation and partners did the groundwork to begin Smiley Heights. The East Baton Rouge Redevelopment Authority will develop the project. Partners include East Baton Rouge Mortgage Financing Authority, East Baton Rouge Public Schools, Louisiana Community and Technical College System and Baton Rouge Community College.

College will be able to widen its reach and impact more people in the local community and provide the necessary resources to help them change their lives and create a better future,” said Joe D. May, president of Louisiana Community and Technical College System, the governing board for the community college. “This is a wonderful opportunity for BRCC and the city of Baton Rouge.”

BRCC predicts enrollment to almost reach 11,000 in 2015, one-third more than in 2010.

“This partnership will allow us to strengthen the educational services in the area and continue to accommodate our growing enrollment,” says BRCC Chancellor Myrtle E.B. Dorsey. “This will enable us to better meet the changing needs of our community, which is at the heart of our mission.”

Within Smiley Heights will be a high school that is modeled after the Career Educational Center in Newnan, Georgia. The high school in Georgia has been so successful—the dropout rate there has dropped by more than half to 3% since the school opened—that the state has replicated it more than 20 times. The school’s curriculum matches the needs of employers while also teaching the core curriculum.

CEC students can choose college or go right to work in high-paying jobs after graduation.

Located in an existing building, the East Baton



In Newnan, Georgia, a school teaches information technology, digital media and other skills that let graduates get jobs right out of high school. The Baton Rouge School System is locating such a school in Smiley Heights.



Rouge Parish School System has just begun a public charter school that teaches job skills. Superintendent John Dilworth has pledged to move that school to a new campus in Smiley Heights with \$17 million in existing building funds.

“Preparing our students to be college and career ready has been a goal for the school system and our board for many years,” says Dilworth. “We are now taking crucial steps to achieve this goal, and we are excited to be part of this communitywide initiative.”

There are many partners for Smiley Heights. Mayor Kip Holden has been an advocate for the project since its inception. Holden and the Metro Council have dedicated \$1.5 million toward purchasing the property, which is owned by 10 nonprofits. The East Baton Rouge Mortgage Finance Authority has committed financial assistance to help purchase the property, which is appraised at nearly \$2 million. The Louisiana Resource Center for Educators will operate the Career Academy as a public system charter school.

The Redevelopment Authority wants to hire a design firm to create a master plan for Smiley Heights. Neighbors and the community will get a chance to offer their ideas. The plan would make sure different pieces of the development work with each other and with the surrounding neighborhoods.

The goal is to create a neighborhood in which everything is around the corner. Shops and homes would be within a walk of the high school and community college. Residents could work and live in Smiley Heights without using their cars, saving them-

selves the trouble of driving while also reducing the burden on congested roads. The shops will provide services to people who work, live and learn at Smiley Heights, and to the surrounding neighborhoods.

The RDA has an ambitious schedule. The master plan is expected this year and construction could begin in 2012 with the community college classroom facility as the first building on the property.

“The RDA is pleased to lead the implementation of the Mayor-President’s vision for the Smiley Heights development,” said Walter Monsour, CEO of the RDA. “This will serve as the seminal project for our agency and for the revitalization of the urban core of the parish. Land acquisition is the first step. Now we will focus on acquiring additional funding sources to be utilized and leveraged in order to turn this bold vision into reality.” •



# Smart Water

The Water Institute would provide knowledge across scientific disciplines to let people co-exist with rising seas.

**“In addition to eroding the (Louisiana) shoreline,**

a rise in sea level can boost the frequency and extent of coastal flooding due to storm surges, the devastating high tides driven in by hurricanes or severe storms. Salt water will intrude on aquifers that provide drinking water for some coastal communities, and saline water will reach farther up rivers. Some abandoned toxic waste sites may turn into swamps or be flooded, creating health hazards.

Rising waters, changing flood patterns and saltwater intrusion are likely to destroy huge coastal wetlands, which provide crucial underpinnings for much fish and bird life. The future rate of sea level rise will far outpace the rate at which wetlands can reform naturally, experts say, and in any case many of the nation’s dwindling coastal marshes are already hemmed in by homes or shopping centers”

—New York Times

**T**he warning for Louisiana is not new. The passage about rising seas, which scientists had blamed on an escalation in greenhouse gases, appeared in the *New York Times* a quarter century ago.

In the story, Louisiana and Bangladesh are written about at length, as both were to suffer a two-punch—seas rising in tandem with the loss of spongy coastal wetlands. But other coastal areas around the world were warned as well, particularly because people then—as now—were rushing to build near beaches across the planet.

Since the story was published in 1986, one important fact has changed. It turns out that scientific predictions of the level of sea rise were too cautious. Each year, new evidence emerges to one-up earlier estimates of higher seas caused by warming, expanding oceans and melting ice sheets.

In 2007, the Intergovernmental Panel on Climate Change predicted sea level rise of between 7 inches and 2 feet by the end of the century, depending on six different scenarios. But in 2009, the Copenhagen Diagnosis, an update on the IPCC report by more than two dozen researchers, predicted a rise of two-

meters—or more than six feet—by the end of the century.

And in March of this year, NASA researchers added 5.9 inches of sea level rise by mid-century to the IPCC estimate just from the melting of ice sheets in Greenland and Antarctica. “What is surprising is this increased contribution by the ice sheets is already happening,” said Eric Rignot, jointly of NASA’s Jet Propulsion Laboratory, Pasadena, Calif., and the University of California, Irvine. “If present trends continue, sea level is likely to be significantly higher than levels projected by the United Nations Intergovernmental Panel on Climate Change in 2007.”

Under a two meter rise, coastal cities of Louisiana are in danger of disappearing. Even beloved New Orleans and its surrounding areas are expected to be waterlogged or drowned by the end of the century, maybe decades earlier depending on how quickly the water rises and the land washes away.

So what to do?

Looking at how Deltares, a public-private research group, had guided the Netherlands from being submerged by the North Sea, U.S. Sen. Mary Landrieu had an idea to do the same for Louisiana.

On three trips to the Netherlands, Landrieu, civic leaders, scientists and coastal experts learned that Deltares was an independent entity staffed with the smartest scientists in areas of water, soil and the subsurface. It helps people live safely and sustainably in deltas, coastal zones and river basins, while producing economic activity by providing its knowledge to governments and businesses around the globe.

Deltares is about more than the technology. In its work, the organization incorporates spatial planning, policy agendas and interests, and legal and economic processes.

Just like the Dutch, Landrieu believes that we have to not battle the water, but learn to live with it. Toward this goal, she enlisted the Baton Rouge Area Foundation to form a plan of action that would create the Water Institute.

“The concept that the Baton Rouge Area Foundation is exploring will help foster new ideas to restore our coasts and protect our coastal communities,” Landrieu says. “By bringing together sound science and innovative engineering, we can discover

## Water Institute

**What:** A research institute that would respond to rising seas

**Why:** Scientists believe rising seas will cause the disappearance of vast coastal areas around the world, causing the displacement of hundreds of billions of dollars in assets and tens of millions of people.

**Who:** U.S. Sen. Mary Landrieu tasked the Baton Rouge Area Foundation with creating an operating and governing model for a stand-alone Water Institute that would be a global source of knowledge for co-existing with rising oceans and seas over the next century. The Foundation is gathering input from scientists and policy experts to write a strategy this year.

new solutions to overcome the challenges we face living in a delta, and expand opportunities for economic growth that will create jobs.”

At the Foundation’s annual meeting of members in March, CEO John Davies told members that a Water Institute master plan was under way. “Our goal is the sustainable shaping of the living environment, using high-grade technological solutions that have the support of society in general.” The Foundation has brought together stakeholders from across the region, particularly Garrett Graves and other key leaders in Louisiana’s Coastal Protection and Restoration Authority, to draw up a governing and operating model for the institute. The plan is to be delivered this year. •



UNIVERSITY OF KANSAS CENTER FOR REMOTE SENSING OF ICE SHEETS

*“By bringing together sound science and innovative engineering, we can discover new solutions to overcome the challenges we face living in a delta, and expand opportunities for economic growth that will create jobs.”*

— U.S. Sen. Mary Landrieu

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# This way out

To grow households, EBR master plan recommends improving mobility, building in corridors.

By Maggie Heyn Richardson

**Like many mid-size American cities, Baton Rouge is wrestling with sizeable planning issues. Traffic, a lack of connectivity, declining older neighborhoods and a population shift to adjacent suburban areas are concerns that must be addressed head-on if the city is to thrive, prosper and compete, said planners from Portland, Ore.-based Fregonese and Associates, who led the recent FuturEBR planning process.**

¶ The comprehensive land use plan's purpose is to guide growth and development throughout the parish, while suggesting broad, tested techniques to planning challenges in East Baton Rouge Parish. Thousands of Baton Rouge residents shared their thoughts in FuturEBR community meetings and on-line surveys, which were incorporated into the draft document, released in February. ¶ Here are a few of the plan's highlights.

## **Goodbye Gridlock**

Baton Rouge is rated by the Texas Transportation Institute to have the worst traffic among U.S. mid-sized cities. FuturEBR's planners believe main thoroughfares are overcrowded because traffic is funneled to them; there are too many dead-ends and unconnected roads. The planners recommend "healing" the road network to create alternative traffic routes for shorter trips, while also offering safe passage for walkers and bike riders, reducing even more traffic on major roads.

The planners also suggest integrating "complete streets" principles for Government Street, Florida Boulevard, Plank Road, Scenic Highway, Highland Road and Nicholson Drive. This means refashioning

lanes, parking and sidewalks and establishing lanes for bikes and other modes of transportation while still accommodating vehicle traffic. The planners also believe residents parishwide want more opportunities to leave their cars at home, so FuturEBR calls for more walking and biking paths.

## **Zone in on Six**

FuturEBR identifies six neighborhoods or districts ripe for "small-area planning:" 1. Mid City; 2. Downtown; 3. LSU, Nicholson/Northgate and Old South Baton Rouge; 4. Southern University, Scotlandville, Zion City and the Baton Rouge Metro Airport; 5. the newly named "South Medical District;" and 6. Broadmoor Shopping Center and



**ABOVE**—Mid City has an unbroken street grid, but urban areas built after World War II are not linked, causing traffic to be funneled to main roads, which become clogged.



**ABOVE**—Planners suggest building mass transit where demand already exists. Among the recommendations is a streetcar rail line on Nicholson Drive between downtown and Highland, a transit connection that would have more riders per day on the segment than the entire CATS system now. The rail line would continue up Stanford, turn right on Perkins Road and run to the Mall of Louisiana, a major destination.



**LEFT**—“Outside of downtown, perhaps no other area in East Baton Rouge holds as much potential for redevelopment as Mid City,” says Fregonese. The planners cite a well-developed grid, historic neighborhoods and schools, Baton Rouge Community College, Baton Rouge General Medical Center, reuse of Woman’s Hospital and of Westmoreland Mall as excellent opportunities for strengthening the district. Redevelopment of downtown, they say, will spill over to Mid City. They recommend investment in key streets, including Government Street, to draw more businesses and residences. In this photo, they show how investment in Government Street can remake the area around Acadian Thruway and Westmoreland Mall.

# Seven steps to implement the plan

**1—Develop a new transportation strategy.**

**2—Conduct small area planning and develop community development districts.**

**3—Strategic actions for downtown redevelopment.**

**4—Revise EBR’s unified development codes to align with FuturEBR.**

**5—Develop a strategy to connect environmental areas, parks, open spaces, bike trails.**

**6—Create intergovernmental coordination strategy for implementation.**

**7—Align incentives to spark business growth and find capital to help businesses blossom.**

Cortana Square. In particular, the planners believe that the Scotlandville/Southern Gateway, Old South Baton Rouge and Mid City are best-poised for immediate change. Small-area planning helps preserve the character and identity of each district and promotes elements that increase use, safety and functionality. The planners support the idea of creating “20-minute neighborhoods,” which ensures residents can walk to amenities in 20 minutes or less. Moreover, small area planning is a practical way to make an impact in a space as expansive as East Baton Rouge Parish.

## **Medical Magnet**

Medical districts nationwide are neighborhoods comprised of health care facilities, workforce housing and a solid transportation network to ensure easy

public access. FuturEBR’s planners suggest capitalizing on the proximity of Our Lady of the Lake Regional Medical Center, the Pennington Biomedical Research Center, the Baton Rouge General’s Bluebonnet Campus and numerous medical clinics and offices to form the “South Medical District” in Baton Rouge. The area currently relies too much on main arteries and the interstate to ferry patients, physicians and support staff. Planners argue that using lower-traffic volume neighborhood streets would significantly improve livability for employees, residents and visitors. The planners also suggest replicating the successful mixed-use development Perkins Rowe elsewhere in the area. Finally, the South Medical District should also include a future passenger rail system stop for the proposed BR/NOLA line, which could help connect it with other regional medical districts, including BioDistrict New Orleans, now under way.

This is one of two “employment centers” included in FuturEBR in which a district is organized around an economic development sector. Properly planned, these districts will give consumers good access and will provide plentiful housing options for workers. The other employment center in the plan is the Airport District, which creates a neighborhood around transportation-related industries and manufacturing and distribution businesses in the vicinity of Metro Airport.

## **Park Patchwork**

East Baton Rouge Parish currently features 170 parks and trails. But for the most part, they are disconnected. The planners argue there should be more linkages between the parks to help restore environmental balance and establish a network of bike paths along primary and secondary roads. They recommend developing a program to create contiguous parcels, which could include purchasing or protecting lands at risk. FuturEBR also purports the idea of parks as sites of environmental education, in which users can learn more about Baton Rouge’s unique ecology.



**ABOVE**—Fregonese and Associates envisions a reworking of the area around Broadmoor Shopping Center, Sherwood Forest and Cortana Mall. Here, they see more mass transit with stores built to the street near the mall, which would line a more lush Florida Boulevard.



## Out East

Florida Boulevard remains an important east-west thoroughfare in Baton Rouge, despite its physical decline as commerce and housing have pushed southward in the city. To capture its enduring potential, FuturEBR's planners recommend creating a planning district for the Broadmoor Shopping Center and Cortana Mall area, now comprised of commercial and retail uses on Florida Boulevard, flanked by residential neighborhoods. Redevelopment along Florida between Airline Highway and Sherwood Forest Boulevard will strengthen the surrounding neighborhoods and create an attractive gateway into the city. They say this will be a crucial step in the next 20 years, during which Cortana Mall could face declining retail. The planners also write that this district's key geographic placement makes it ideal for rapid transit, which could help connect it with both downtown and Livingston Parish. •

**LEFT**—Designers envision a bus service integrated with other transportation choices, including more housing within walking distance to medical offices, at the Medical District surrounding Essen and Bluebonnet. A proposed high-speed rail line with a stop at Essen Lane would connect the medical district with a biomedical district under construction off Canal Street in New Orleans.



# Good fellows

## 2011 Barton Award winners

As told to Mukul Verma | Photos by Tim Mueller

**V**irginia Grenier makes international students feel at home. George Mills liberates drug addicts. Elizabeth “Boo” Thomas creates great places to live. Together, they are this year’s winners of the John W. Barton Sr. Excellence in Nonprofit Management Awards. Each received \$10,000 from the Baton Rouge Area Foundation at our annual meeting. Foundation donors nominate nonprofit leaders for Barton awards. Winners are chosen by past board chairs of the Foundation.



### **Virginia Grenier** **International Hospitality Foundation,** **Executive Director**

International students arrive at LSU as strangers in a strange land. But then they meet Grenier, who helps them become accustomed to life in America. Over more than a quarter century at IHF, she has linked foreign students with host families, arranged for them to meet each other to widen their experiences and helped them make ends meet through a loan closet.

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

Receiving a national award in 2009 from Nafsa: Association of International Educators and now the

Barton award. But really I am rewarded any time I see students and hosts together that I have matched well.

### **What is your favorite place in the Baton Rouge region and why?**

The mighty Mississippi River; it’s so powerful! It’s not something I see every day and yet we live on its banks. Every so often I need to go see it. I also try to picture my father as a 14-year-old swimming across it near Harahan on a dare from a cousin.

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

When my family is well and happy. Nature’s scenic beauty. Other than that, good food and a good movie.





Virginia Grenier

**Other than America, in what country would you like to live and why?**

Italy, since my daughter lives there and I have come to appreciate the language, culture and the people through her. I have always liked Italian food. I also feel very much at home in Latin America.

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

A scientific mind.

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

Jane Austen, *Pride and Prejudice*; any of her books, really.

**If you had to choose another path in life, what work would you do?**

Any kind of research.

**What is your perfect day in Baton Rouge?**

Temperature of about 80; clear skies in the morning and then a gentle rain at night.

**You are running in slow motion, winning the Baton Rouge Marathon; what song—other than the theme from *Chariots of Fire*—is playing in your head?**

Camelot.

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

I would spend it on anything that would improve education in our public schools, make the city as safe as it was when I was growing up here, beautification and replacing all of the trees lost in recent storms that make our city beautiful and unique, an anti-litter and clean environment campaign and make BR a No-Kill city.

**George Mills**

**Cenikor Foundation, Regional Vice President**

When Mills arrived in Baton Rouge, Cenikor had a small outreach office. Ten years later, Cenikor has 230 beds dedicated to liberating the drug-addicted. Because of Mills and his staff, more than 450 people each year get another chance at living. The comprehensive but rigorous Cenikor program has helped thousands of people just in the past decade. Mills re-



George Mills

cently has been given more responsibilities to expand the Cenikor program.

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

When we received the license for our first 98 beds at the Baton Rouge facility.

**What is your favorite place in the Baton Rouge region and why?**

My house. I have a demanding schedule that involves a lot of travel and some long hours so I really enjoy my time at home.

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

The feeling you get from helping others.

**Other than America, in what country would you like to live and why?**

There are several and all are islands.

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

Photographic memory.

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

Clive Cussler. All of his books.

**If you had to choose another path in life, what work would you do?**

Working for an impact church like Healing Place Church.

**What is your first memory of life?**

My parents and the house that we lived in, in Allen Park, Michigan.

**What is your perfect day in Baton Rouge?**

Attend Healing Place Church, then chicken shawarma salad with family.

**You are running in slow motion, winning the Baton Rouge Marathon; what song—other than the theme from *Chariots of Fire*—is playing in your head?**

The Allman Brothers band—*No One to Run With*.

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

I would invest the money in nonprofits, churches and

foundations and require that the funds be utilized in outcome-driven programs. In our current environment I would focus on the following areas:

Children—Education and services for children in our region needs improvement. Our children are the future; time to invest more in them.

Veterans services—we train the best soldiers in the world but we do a horrible job of helping them adjust and setting them up for success when they return from deployment.

Substance abuse and mental health services—Homelessness, crime, overcrowded jails and over-utilized emergency health care services all stem from the lack of prevention and treatment services. Like education, these services are always the first cut in the budget process and they, like education, are the solution to reducing future costs.

**Elizabeth  
"Boo" Thomas**  
**Center for Planning  
Excellence, CEO**

City building is heavy lifting. Against long odds and the weight of cynicism, Thomas led and championed Plan Baton Rouge, which collaborated to produce and implement a downtown development strategy that has produced more than \$1.5 billion in investments. Before that, she started revitalization in Mid City. And after Katrina, she became the first leader of the Center for Planning Excellence, which has steered cities and parishes to create their comprehensive plans and developed strategies to let coastal areas better withstand storms.

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

Being told that CPEX and I had won the Frederick Law Olmsted Medal given by the American Society of Landscape Architects.



Elizabeth "Boo" Thomas

**What is your favorite place in the Baton Rouge region and why?**

Watching a sunset on the terrace at Tsunami. To be able to look across the husky Mississippi River and see the sun setting in the west is a magical experience for me.

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

Being surrounded by beloved family and friends (and especially grandchildren)!

**Other than America, in what country would you like to live and why?**

Italy, no explanation needed!

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

The ability to sing like a rock star.

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

This is so unfair! I always have a few books stacked on my nightstand, and love the “one I’m with!” If I have to say, Dostoevsky is one of my favorite authors, with *Brothers Karamazov* at the top of the list. How can you beat *Goodnight Moon*, though? Currently I am re-reading Rachel Naomi Remen’s *Kitchen Table Wisdom*. And the list goes on and on.

**If you had to choose another path in life, what work would you do?**

Something that allowed me travel all over the world and spend most of my time outdoors!

**What is your first memory of life?**

Jumping up and down in my baby crib, demanding to get out!

**What is your perfect day in Baton Rouge?**

A sunshiny, cool spring day, walking through the flowering azaleas and dogwoods.

**You are running in slow motion, winning the Baton Rouge Marathon; what song—other than the theme from *Chariots of Fire*—is playing in your head?**

The Impossible Dream

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

I would build a bus-rapid transit line from the Mississippi River to Hammond, and provide the necessary connectors that would provide access all along the way. •

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**T**he dream of establishing an arts school in New Roads was close to dead by August 2009, when founders Tiffany and Mike Phelps got a knock on their door.

Moving boxes were stacked in a corner of the their house. The couple stayed at home with their two young daughters most of the time, too broke to put gas in the car. Weeks of searching for an affordable building to lease for the school they hoped to start had turned up nothing. They didn't have paychecks or nonprofit status. Friends called from as far away as Brooklyn to encourage them to pack up and move on.

But there was that knock on the door.

Standing outside were four teen-age boys, all football players at mostly black Point Coupee Central High School.

The kids were familiar. They had taken tap-dance classes at the local church where the Phelpses had organized arts classes for several years.

On this night, the teens had trudged across town in the dark to ask them a question.

"So ya'll are leaving us, too?" one of the boys asked.

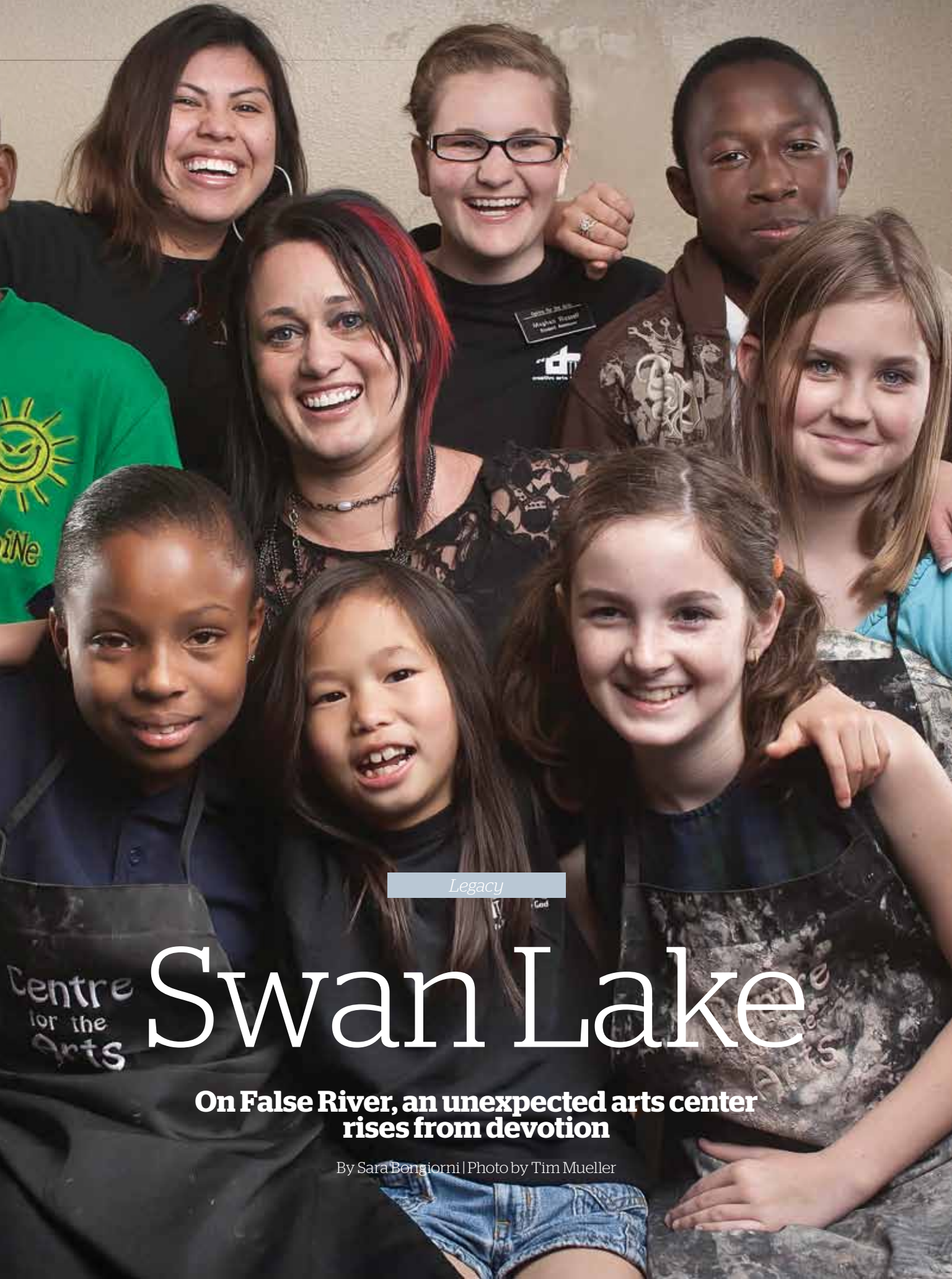
Tiffany Phelps looked at his crossed arms and his hurt, angry expression.

She was surprised to hear her answer. "I blurted out, 'No,' because I knew in that moment that we could not leave, because they had been left before, and we could not let that happen again. We had to make it work."

It was a big promise—and one that paid off almost immediately. Five days after the boys' visit, the couple stumbled across a former grocery and furniture store on the town's West Main Street that they had missed during their earlier real estate hunt. Their board of directors came up with money for a one-year lease, and the Phelpses scrambled to send out notices that the school would open at its new location in September of 2009.

"We were so broke we only had enough money to mail out notices





*Legacy*

# Swan Lake

**On False River, an unexpected arts center rises from devotion**

By Sara Bengiorni | Photo by Tim Mueller

through the letter ‘D,’” recalls Tiffany Phelps, the executive director of the Centre for the Arts.

Word of mouth and email filled the marketing shortfall. Volunteers built a dance studio with \$9,000 in donated materials. They constructed walls to divide

No-bullying signs are taped to walls and shelves throughout the Centre, whose black walls are lined with artwork and colorful photographs. Students wear black T-shirts during class to minimize the visible distinction of public and private school uniforms.

*“This is not your typical arts school that is centered on a ‘product.’ Success here means that the student has a positive experience. It’s a place where whatever happens outside of the Centre doesn’t matter, because here you will be embraced.”*

—Monique Fuselier

the building into separate spaces for theater, dance and music. The Centre opened its doors weeks later with 360 students—20 more than during the previous spring at the church property.

“The community built this school because they needed it,” said Mike Phelps, who works as the unpaid artistic director.

Then as now, the caliber of the school’s arts instructors make it a standout—in New Roads or anywhere else. Its roster of teachers includes New Orleans guitar legend Jose Coloma, Korean-born pianist and vocal instructor MiYeon Choi and violin teacher Yova Milanova, whose grandfather founded the famed Milanov method of violin instruction.

Its offerings run the gamut from creative writing to voice, tumbling, dance and theater along with drums, piano and guitar.

But the line up of world-class teachers is only part of what makes the Centre unique. It is as much a safe haven as an arts school in a town with few recreational options for youngsters who don’t fit the hunting, fishing, football-loving profile.

Its stringent anti-bullying policy is an unbending principle in a tolerant place that serves as a gathering point for children and families of diverse backgrounds in a town where class and race divisions remain firmly in place.

The message is that all are welcome here: black, white and young and old, from 3-year-old ballet students to high-spirited octogenarians keen on honing their painting skills.

The Phelpses and their staff don’t just embrace children that are perhaps the easiest to love. They actively meet with local school guidance counselors to encourage them to send their most disruptive students to the Centre. They will—and have—opened the school on some evenings to provide instruction if that was what that child needed.

At the Centre, nurturing children doesn’t just mean teaching them. Two nights a week, it provides a hot dinner for students with the help of the local pizzeria, which donates its lunchtime buffet. It also provides after-school snacks on other afternoons, and encourages children who don’t have another place to go after school to spend their time there, even on days when they are not taking a class. There is a work-study program for children who can’t afford class fees; the Phelpses do not turn students away.

They are guided by religious conviction, but are not heavy-handed in sharing their faith. They will tell you that the arts are not just for fun. It’s a conviction that shapes every aspect of the Centre’s operations, and one that is reinforced when once-shy students transform into bubbly teens or youngsters stop self-destruct-



tive behaviors like cutting themselves.

“The arts change lives,” says Tiffany Phelps. “We see that every day.”

The Phelpses did not set out to start an arts school. They organized dance classes in the church space in

school. “This is not your typical arts school that is centered on a ‘product,’” Fuselier says. “Success here means that the student has a positive experience. It’s a place where whatever happens outside of the Centre doesn’t matter, because here you will be embraced.”



2003 to avoid having to drive to Baton Rouge for lessons for their daughter. Twenty-one 3- and 4-year-old girls turned up for the first semester of ballet classes.

A year later, the program had 130 children. These days, it consistently enrolls more than 300 students each semester. Its teachers drive in from as far away as New Orleans to provide the lessons four days a week.

Yolanda Bowman, whose 10-year-old daughter takes dance and theater classes at the school, says the school’s impact reaches beyond its students. The Centre has changed her, too. She has new optimism about her community and its residents’ ability to understand each other.

“This is a place for everyone, where color and money don’t matter,” she says. “This is the idea of the melting pot in action, where everyone is welcome. I have never met people like this before, who are ready to love strangers who come through the door.”

Sixteen-year-old Juritza Torres says she used to go with the flow—she was too shy to say what she felt like doing when out with friends. These days Torres, a piano and art student who comes to the Centre twice a week, speaks her mind. “I feel more like myself since I started coming here,” Torres says.

Monique Fuselier is a Centre board member whose entire family—ages 4 to 42—has taken classes at the

Less than two years after moving into its own space, the school is poised for a \$200,000 expansion into a former bakery building next door that will provide what Tiffany Phelps calls a “musical hang-out,” with soundproof practice rooms and comfortable spaces where kids can gather after school to be, well, kids.

The Centre is working to raise money for the renovations, targeted for completion in the fall of this year.

Meanwhile, Kathy Rauch, president of the New York-based Satori Group, is working with the Phelpses to ensure its long-term sustainability. A local benefactor hired the Satori Group to advise the Centre on budgeting for growth, effective use of staff and volunteers, fundraising and development of short- and long-term strategies.

Rauch adds that the Centre already has conquered what she says are the most important components to its success: a passion for its mission, a love of the children it serves and the ability to draw instructors of premium caliber.

“That’s all there and then some,” Rauch says. “We think eventually it will serve as a national model for arts organizations. It’s an amazing jewel among arts and cultural organizations, and extraordinary given the size of the community.” •

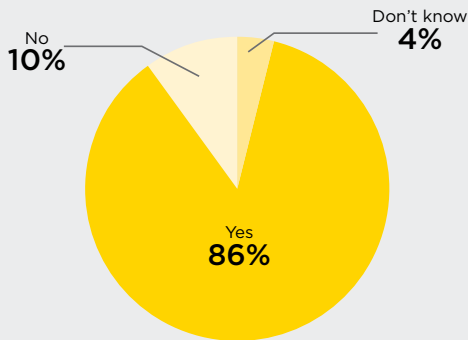
# 2011 CITYSTATS

Indicators for tracking our quality of life

## CULTURE & RECREATION

### QUALITY OF LIFE PROJECTS

SURVEY RESPONDENTS SUPPORT  
PUBLIC SPENDING ON QUALITY  
OF LIFE PROJECTS...



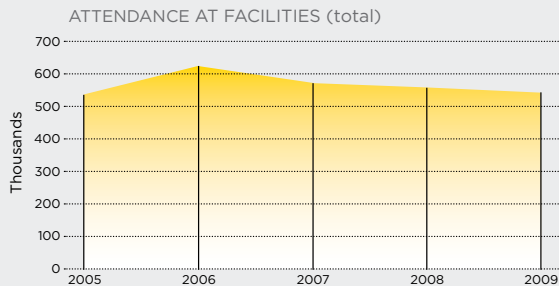
...AND WOULD PAY MORE PROPERTY TAX  
TO BUILD A PARISHWIDE NETWORK OF PATHS.

# 63%

SOURCE: CityStats Survey

### CULTURAL ATTENDANCE

**But the number visiting cultural facilities has been flat since 2005.** The calculation is for the Louisiana Art and Science Museum, the U.S.S. Kidd, the Baton Rouge Zoo, Manship Theatre and LSU Museum of Art.



SOURCE: LASM, Manship Theatre,  
U.S.S. KIDD, BREC, LSU Museum

## ABOUT CITYSTATS

Baton Rouge CityStats measures the quality of life each year by gathering public data and conducting a survey of East Baton Rouge residents. The report provides a view of where we are going as a community. This is a sample of the bigger report. You can see that full report and join our conversation to improve EBR at Facebook.com/BRCityStats or request a copy by emailing mverma@braf.org.

For the reports, the Baton Rouge Area Foundation contracts with the Baton Rouge Area Chamber to provide the research. The survey portion was conducted by the LSU Public Policy Research Lab.

The survey sample is 447 residents representative of the parish population. The margin of error is plus or minus 4.8%.

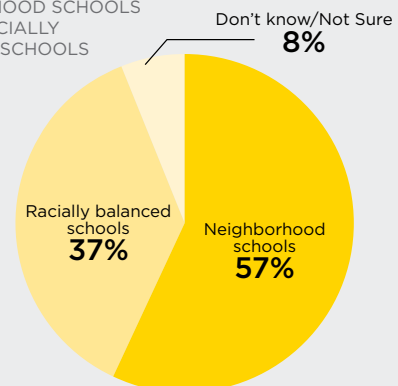
The Foundation and its fund donors use the indicators to assist in decision making about grants and to choose civic leadership initiatives. We hope other civic groups and policymakers use the indicators in this report to deliver solutions that make East Baton Rouge a better place to live.

## EDUCATION

### NEIGHBORHOOD SCHOOLS?

With the issue of desegregation mostly in the past, a majority in our survey say the **EBR system should shift to neighborhood schools.**

NEIGHBORHOOD SCHOOLS  
VERSUS RACIALLY  
BALANCED SCHOOLS



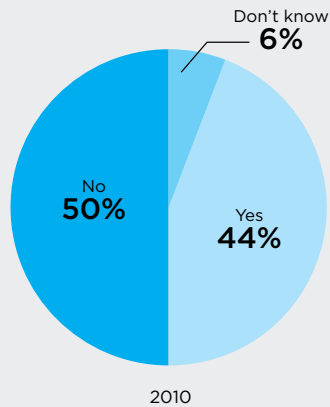
SOURCE: CityStats Survey

## PUBLIC SAFETY

### SOCIAL WELL-BEING

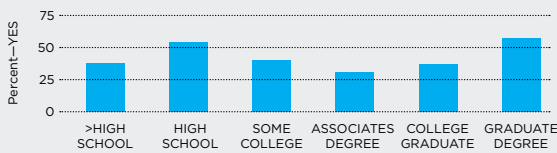
#### LEGALIZE GAY MARRIAGE

Do you think **gays and lesbians** should have a constitutional right to get married and have their marriage recognized by law as valid?

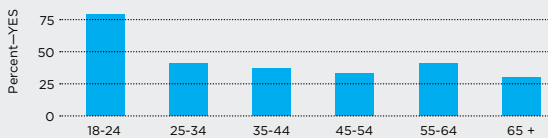


2010

#### BY EDUCATION (EBR)

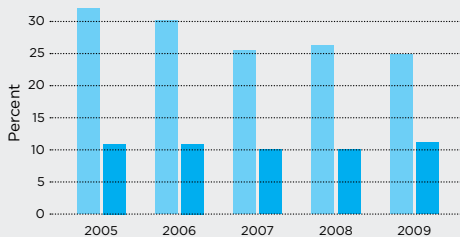


#### BY AGE (EBR)



#### POVERTY

##### AFRICAN-AMERICANS & WHITES



#### CRIME

# 27%

SAID THEY WERE VICTIMIZED BY CRIME IN 2010, UP FROM 25% IN 2009. CRIME IN OUR SURVEY IS DEFINED AS MONEY OR PROPERTY STOLEN, PROPERTY VANDALIZED, HOME BROKEN INTO, CAR STOLEN, PERSONAL ATTACK OR PERSONAL ASSAULT.

SOURCE: CityStats Survey



# 3,634

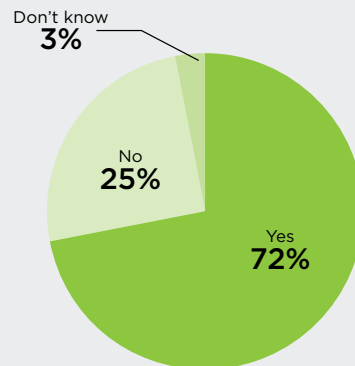
violent crimes in 2009

## 10 PER DAY

FBI DEFINES VIOLENT CRIME AS MURDER AND NON-NEGLIGENT MANSLAUGHTER, FORCIBLE RAPE, ROBBERY AND AGGRAVATED ASSAULT.



#### MORE POLICE CAMERAS?



2010

In our survey, cops watching people with more crime cameras is OK with respondents.



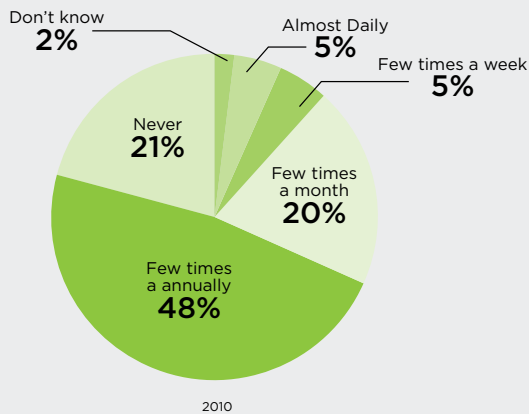
## INFRASTRUCTURE

### TRAINS

The state has said no to high-speed rail, but there is widespread support for the idea.

77% said they would ride the train.

RIDERSHIP FOR NOLA/BR RAIL LINE



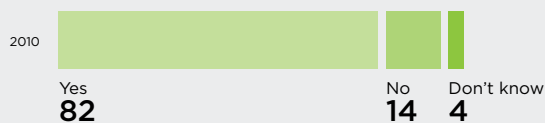
SOURCE: CityStats Survey



### AUTOMOBILES

In the CityStats survey, highway carpool lanes during rush hour are strongly supported.

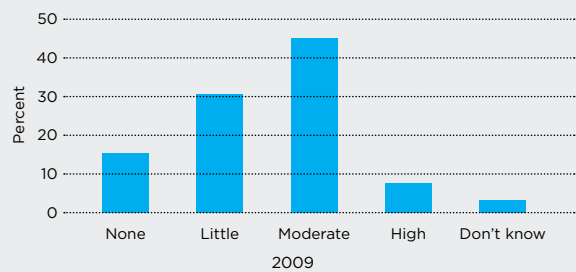
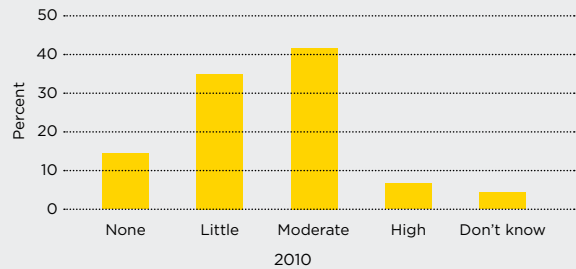
INTERSTATE CARPOOL LANE (percent)



SOURCE: CityStats Survey

## GOVERNMENT & CIVIC PARTICIPATION

### VOTER INFLUENCE OVER ELECTED OFFICIALS



Democracy appears to be broken. Forty-nine percent of residents told our pollster in 2010 they have little or no influence over elected officials, up from 45% in 2009.

SOURCE: CityStats Survey

### PACE OF PROGRESS (percent)



More Baton Rouge residents told CityStats pollsters that the pace of progress in the parish is too slow.

SOURCE: CityStats Survey

## ENVIRONMENT

### POLLUTION

The cigarette butts and plastic bags littering EBR streets are bothering people. In our survey, **residents again pegged litter as a problem.** Nearly half of those polled said litter was a "serious" or "very serious" problem.

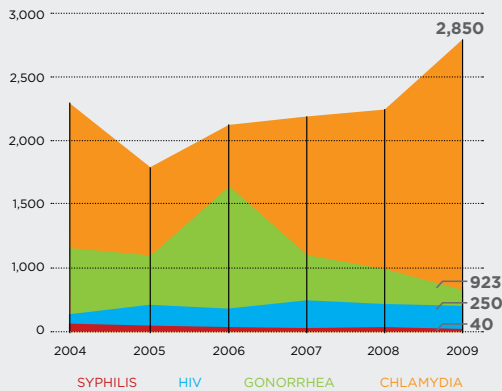
IS LITTER A PROBLEM?  
(5 = HUGE PROBLEM)



2009 & 2010

## HEALTH

### SEXUALLY TRANSMITTED DISEASES

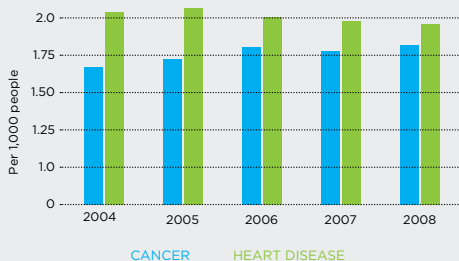


**Baton Rouge continues to have among the highest HIV rates in the country.** Chlamydia rates have been rising. But the number of people contracting syphilis and gonorrhea are in decline.

SOURCE: La. Office of Public Health

### DEATH RATES

#### CANCER & HEART DISEASE



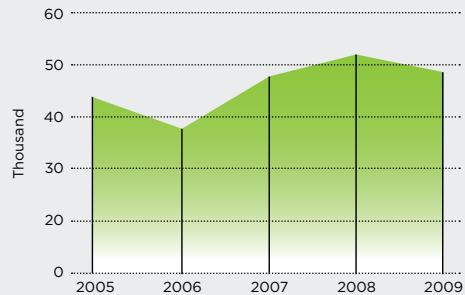
SOURCE: La. Department Health and Hospitals

## ECONOMY

### MEDIAN FAMILY INCOME

**The African-American/White Income gap remained wide,** with whites earning \$86,418 in 2009 while blacks earned \$37,292.

### BLACK/WHITE INCOME GAP



SOURCE: Census Bureau



### NET MIGRATION



**Excluding a post-Katrina spike, people have been exiting East Baton Rouge for most of the decade.** Statisticians call it Net Migration—the difference between people entering and leaving an area. A positive migration number signals that outsiders find an area desirable, while a negative number indicates people are fleeing.

Good news in 2009—net migration was up 6,273. But the reason for the rise and whether it's a trend won't be known for a few years.

SOURCE: Census Bureau

**440,171**

2010 EBR POPULATION, MAKING THE PARISH LARGER THAN ALL OTHERS

SOURCE: Census Bureau



**2011**—Lilly Manson at Pinaklicious in the Manship Theatre within the \$55 million Shaw Center for the Arts, financed in part by the Baton Rouge Area Foundation.

*Baton Rouge  
Area Foundation*

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**2003**—With \$18.6 million grant,  
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10  
*good  
years*





<<Federal and state governments will cover 80% of Adam and Megan Knapp's solar panels in the Garden District.

Monitor

# Here comes the sun

With a bit of green bravado spurred on by tax credits, you too can have a solar-powered home.

By Jeremy Alford | Photos by Tim Mueller

**W**hat do Brad Pitt and B.R. Area Chamber CEO Adam Knapp have in common? Aside from their dashing good looks and equally lovely ladies, not much. That is, unless you consider their shared enthusiasm for Louisiana's solar tax program.

An international movie star with just-so dimples, Pitt was brought to his solar senses in the wake of Hurricane Katrina. His Make It Right foundation erected a series of homes in New Orleans and strapped panels atop. Construction on the Make It Right homes kicked off in 2007, just weeks before the Louisiana Legislature adopted a generous 50% tax rebate for solar energy systems.

Knapp, a Lake Charles native, banked the same tax rebate. But while Pitt fell for the eco-friendly attributes of the solar program, Knapp's draw was all about the economics. He decided to let the sun shine in just a few months ago after realizing it was a financial no-brainer—in addition to the state's tax rebate, the federal government offers an additional 30% tax credit as well.

If you break out your abacus—possibly the greenest of all calculators—and tally up the two figures noted so far, you'll get a sum of 80%. That's the amount of

money Louisiana homeowners can save through tax credits after purchasing and installing a solar energy system. For example, Knapp's \$37,000 setup in Baton Rouge's Garden District instantly became eligible for savings worth \$29,600. In the end, after all of the tax credits are received, the cost of 26 solar panels to Knapp will be \$7,400.

But that's just proverbial pocket change. Through Entergy, Knapp has acquired a special meter that will allow him to sell power back to the power giant. The paperwork and application process can be a bit daunting, but contractors, nonprofits and others are more than willing to help. Knapp hasn't quite finished his first billing cycle under the new metering system yet, but he knows what to expect. "In somewhere from three to four years, we'll be done. Everything will be paid for," he says.

Standing on the roof of his garage behind his 90-year-old home, Knapp geeks out a bit over the whole arrangement. He can see a time when he's powering his own home. He says something about wattages and microinverters and then laughs. There's a reason that the panels are on the rear of the house, he interjects, aside from optimal sun coverage. "My wife wanted to make sure no one could see them," Knapp

# DRILLING UP, NOT DOWN

The Deepwater Horizon rig explosion last year was seen as an opportunity by the Space Development Steering Committee, a nonprofit think tank that counts among its ranks Buzz Aldrin and Edgar Mitchell, two of the few men to walk on the moon, as well as the National Space Foundation and NASA.

Aldrin, in particular, came forward with “an answer to the Louisiana oil spill” last year. It was solar energy harvested in space, known in the space community simply as “space solar power.” In comparison to the homeowner trend featured in this issue of *Currents*, it’s almost, well, astronomical. “The timing of the oil catastrophe,” says Aldrin, “was a great opportunity for re-evaluating solar energy from space.”

The famous astronaut contends that America has been harvesting solar power in space and sending it to earth since 1962. That’s when the first commercial satellite, Telstar, was launched and began transmitting energy harvested by solar panels studded all over its beach-ball-like surface.

“Space solar power means no more Louisiana oil spills. No more carbon in the atmosphere,” says Howard Bloom, head of the Space Development Steering Committee. “No more nuclear waste. No more energy wars. No more nations hogging resources and driving up prices. And no more villages in the hinterlands of Africa and Asia kept in poverty by the cost of running landlines hundreds of miles to reach them.”

There are currently four American commercial companies seeking capital to make space solar a reality: Solaren, Space Island Group, Space Energy and Managed Energy Technologies. One of those firms, Solaren, has a power purchase agreement with California and anticipates being able to begin delivery of solar power from space by 2016.

says with his hands on his hips, cutting a long Peter Pan shadow in the shingles with the afternoon sun. “That was part of the deal.”

Knapp moves around nimbly on the rooftop. If he wanted to, Knapp could probably sell solar panels for a living. He’s an enthusiast and a man who once served as an economic development adviser to former Govs. Mike Foster and Kathleen Blanco. That the panels are “green and sustainable and stuff” are inconsequential to him; the only thing that matters is the bottom line. “It’s all about cost,” he says. “I wouldn’t have done it if it hadn’t made fiscal sense.”

Aside from the tax credits, Entergy metering system and soon-to-be single digit power bills, there’s one more valuation to take into consideration: the home equity factor. According to the National Renewable Energy Laboratory, the public science outfit that backs the U.S. Department of Energy, homes with solar setups sold 20% faster and for values of 17% more than their classic counterparts. Several studies have also found that solar panels are a marketable value and can actually appreciate over time since savings are pocketed with greater regularity as electricity prices increase.

Stephen Shelton, director of the Louisiana Clean-Tech Network, a nonprofit that advocates for what its name suggests, says people rarely give the Bayou State proper credit for being “at the very forefront of the clean energy industry in the United States.” All too often Louisiana is on the bottom of the proverbial lists. This time around, though, other states are now trying to mirror Louisiana’s solar program.

Shelton says that Motor Vehicle Commissioner Nick Gautreaux of Abbeville became the “father of the Louisiana solar energy industry” when he established the administrative backbone for the tax credit program in 2007, while serving as a state senator. The credit is technically for wind and solar energy systems, including water and pool heaters, but it received the most attention for its solar side.

More recently, major waves were made in New Orleans as local officials debated the merits of allowing solar panels to be installed on sacred French Quarter roofs. Conservationists overcame preservationists, eventually, and the Vieux Carre is now gaining solar panels in some areas. In Lafayette, a team over at ULL has given birth to the BeauSoleil solar

home, a nationally recognized concept home.

Now it's up to folks like Knapp and other solar supporters to show the state that average, everyday homeowners are the next frontier. When approaching his own system, Knapp says among the more daunting tasks was selecting a contractor and the right equipment. One tip for saving a bit of dough up front—and making your home greener—is to cut down on your own energy needs before determining what kind of gear you need. More power means more panels. Invest in energy-efficient appliances and, like Knapp, have a professional patch up any leaks you may have around windows or doors. (Knapp also installed a solar water heater, but that's an entirely different story involving a faulty 1921 gas heater and the underrated versatility of a crawfish pot in times of transition.)

Another tip, for keeping your sanity: have patience, do the legwork and be aware of how much power you'll need annually. Independent professionals can be hired. "We went through price negotiations with three vendors," Knapp says.

"And that means we actually got three very different visions for what we needed."

After the dog and pony show, Knapp says he went with Byrd Energy of Baton Rouge and he purchased Schüco International panels, each with 130 watt output power, and Enphase microinverters.

But above all else, Knapp says the financing of his project was the most challenging. "When you're spending \$37,000, that's a big ticket purchase. That's a car," he says. "Yet there's financing for a car. There's not a good consumer tool out there for financing solar. If this is ever going to take off in a big way, then the financing piece will have to come together."

Knapp eventually settled on Enerbank USA, which

allowed for 12 months same as cash and enough time to allow the state and federal tax credits to come through—you can usually apply in the same tax year.

Contractors are answering the need, too. For instance, there are now solar leasing businesses that pay for the systems, get the tax credits and then lease the technology to the homeowner. The lease ends when the contractor gets a return on his investment and the solar system is basically sold to the homeowner for next to nothing.

If you've learned nothing from Knapp by now, try and get the best bargain possible. And there's no better time than now, as prices should begin sliding the consumer's way in the coming months. Axiom Capital Management of New York has predicted that demand



Adam Knapp inspects the solar panels, which will provide a return in four years or less.

for solar panels will significantly drop at some point this year. The problem, though, is that supply is at an all-time high right now—a problem, that is, for manufacturers.

Plus, keep in mind that in other states, grant monies are running out for solar programs at an alarming rate.

All of these factors, from tax credits to the price of raw materials, make Knapp and Brad Pitt and others bullish on the solar front. Now more than ever, the technology is within grasp of the middle class and inexcusably simple for those with means. And it's not as if Knapp is going to let us all run extension cords from his roof—his wife certainly wouldn't approve. The setup wouldn't make fiscal sense, anyway, Knapp would point out. But it might make Louisiana a greener place to live. "It's a nice side benefit," Knapp says. "It helps it all make sense." •

# SOURCES FOR SOLAR

## Louisiana Solar Tax Credit

The Bayou State has a very rich 50% tax incentive to lure you to the solar side. It's a refundable tax credit, but if you have no tax liability, they'll just send you a fat check. Go to [rev.louisiana.gov](http://rev.louisiana.gov).

## Federal Solar Tax Credit

There's also an investment tax credit of 30% available from the federal government that can be coupled with the state subsidy. Click on over to [energystar.gov](http://energystar.gov).

## Entergy's Net Metering

Entergy Louisiana provides its customers with the ability to reduce their electric utility bills and the

opportunity to reduce their use of non-renewable fuel sources through its net metering program. For solar, that means you could actually sell power to Entergy, rather than the other way around. Get info at [Entergy-Louisiana.com](http://Entergy-Louisiana.com).

## Louisiana Solar Energy Society

A statewide nonprofit based in Baton Rouge, the Louisiana Solar Energy Society is dedicated to promoting and educating people about solar energy. They are a chapter of the American Solar Energy Society and have been in operation since 1999. For more, visit [lsec.org](http://lsec.org).

# 2011 LOUISIANA SMART GROWTH SUMMIT

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[summit.cplex.org](http://summit.cplex.org)

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Credit on summit website with link to organization's website	name	name	logo	logo	logo	logo
Credit on summit program back cover	name	name	logo	logo	logo	logo
Credit on signage at event		name	logo	logo	logo	logo
Name mentioned in e-mail notices and on invitations (mailed and e-mailed).						
Session sponsorship: opportunity for representative to introduce session speakers and logo featured on opening slide				1 session	2 sessions	3 sessions
Logo included on pre-event print collateral						
Signage with logo prominently placed in all session theaters and at keynote reception						
Ad in summit program					1/2 page	full page
Name included in all press releases						
Logo included in email marketing campaign to thousands of recipients						
Opportunity for company representative to introduce major speaker/presenter						
Name mentioned in all pre-event promotional radio, television and print appearances						



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

- |                |                        |                |                        |
|----------------|------------------------|----------------|------------------------|
| <b>May 28</b>  | Butterfly Extravaganza | <b>July 2</b>  | Star Spangled Saturday |
| <b>June 4</b>  | Dairy Day              | <b>July 9</b>  | Just Peachy            |
| <b>June 11</b> | Blueberry Bash         | <b>July 16</b> | Melon Mania            |
| <b>June 18</b> | Tomato Me Crazy        | <b>July 23</b> | Cool as a Cucumber     |
| <b>June 25</b> | Corn & Squash-Tastic   | <b>July 30</b> | Everything Eggplant    |

## RED STICK FARMERS MARKET

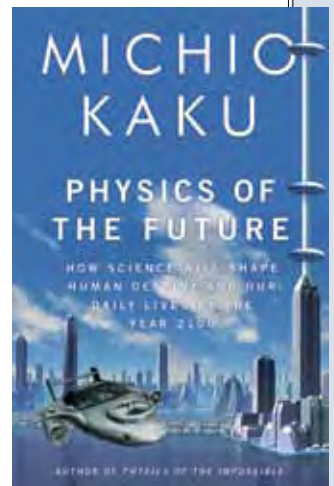
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## Future's so bright..

"Imagine your grandfather: If you were to meet him with your rockets and GPS and your iPads and iPods, he'd think of you as a wizard. So when you meet your grandkids or your great-grandkids, they will have nearly perfect bodies. They will be relatively ageless. They will manipulate objects with their minds. That's what gods do. Gods wish things, and things happen. They will have things like Pegasus, winged life forms that we can only dream about. That's well within the laws of physics, because we've planted the seeds for all these things."

Michio Kaku, theoretical physicist in an interview on Cosmic Log on MSNBC.com about his new book, *Physics of the Future: How Science Will Shape Human Destiny and Our Daily Lives by the Year 2100*.



### *The good Dr. Frankenstein*

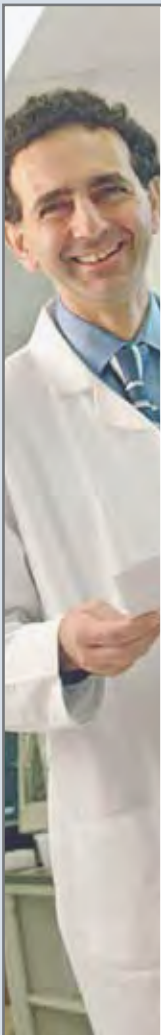
A Wake Forest research center where scientists pioneered lab-grown organs has shown a printing system that could lead in some years to more rapid creation of human organs.

In a demonstration, Dr. Anthony Atala showed the technology, which printed a kidney-shaped mold that is the scaffolding for growing cells and the organ. Here's how the technology works: cells and biomaterials are inserted in the printer cartridges, a CT scan from a patient guides the printer and the printer sprays biomaterials that form a kidney shape.

At the Institute for Regenerative Medicine, scientists and engineers are working on more than 30 replacement tissues and organs and developing healing cell therapies with a goal of curing instead of just treating a disease.

For instance, the team also is developing a printing method for human skin.

It's not far-fetched. An Atala patient with a lab-built bladder has survived more than 10 years.



### Follow his money

Vinod Khosla is the Warren Buffett of technology and green investing. At a recent meeting, the founder of Sun Microsystems revealed three of his promising investments.

**EcoMotors**, which has developed an engine with two pistons per cylinder that produces twice the power, thereby cutting gasoline use by half. The engine weighs half as much, adding to savings. The company wants to enter production by 2013.

**Soraa**, which is working with green lasers to develop cheaper LED lighting.

**Caitin**, which has developed a cooling system that replaces condensers and compressors, reducing air conditioning costs by 80%.

Khosla only invests in high-risk, global-transforming technologies. His failure rate is 90%.



## Bead power

“Hydrogen is the future—it’s always the future,” is the joke about hydrogen-powered vehicles. Hydrogen is expensive to manufacture and store. One firm claims to have a solution to the storage obstacle.

Cella Energy of the U.K. has developed microbeads that can trap hydrogen and release it as fuel when heated. Because they are 30 times smaller than a grain of sand, the beads flow like fluid and can be used in gas tanks.

Cella says the inexpensive hydrogen storage beads can be dispensed at the local petrol pump, eliminating the need for new hydrogen infrastructure. The firm hasn’t given a date for mass production of its beads.



## And they gave us John Candy

Don’t laugh at or dismiss Canada. Three of the most livable cities in the world are located in our northerly neighbor, according to the *Economist’s* annual rankings.

Vancouver retained its top spot, scoring 98 out of 100 in the rankings compiled by the magazine’s Intelligence Unit. Toronto (97.2) was fourth and Calgary (96.6) was fifth.

The ranking scores 140 cities on 30 factors across five areas: stability, health care, infrastructure, education, and culture and environment. “Cities that score best tend to be mid-sized cities in wealthier countries with a relatively low population density. This often fosters a broad range of recreational availability without leading to high crime levels or overburdened infrastructure,” says the *Economist*.

Four of the top 10 cities are in Australia. At the bottom is Harare, the capital of Zimbabwe.

### Most livable cities

Vancouver  
Melbourne  
Vienna  
Toronto  
Calgary  
Helsinki  
Sydney  
Perth  
Adelaide  
Auckland

Source: *Economist* Intelligence Unit

## Beautiful, too

Large and loud, wind turbines are not suited for the city. NL Architects, though, has played with designs that could blend wind power into the urban landscape. The Amsterdam firm’s Power Flowers are sculptural. They resemble trees with turbines spinning vertically on branches.



# monitor briefs

## Walk NOLA

New Orleans is ready for high gas prices. Because it's compact and has mass transit, people in the city drive less than any of the 51 metro areas with more than 1 million people, reports CEOs for Cities.

Motorists drove an average of 13.7 miles per day in New Orleans, followed by New York at 16 miles and Sacramento at 18.4 miles.

CEOs for Cities says places like New Orleans provide opportunities for people to walk instead of use a car, have sidewalks and bike trails that are designed to lure use and have extensive public transportation systems.

**\$29 billion**

*Amount drivers in 51 largest U.S. metro areas would collectively save in gasoline and other costs by driving just 1 mile less per day, says CEOs for Cities.*



### STYLE FILE

A new app lets anyone be a dress designer. Continuum by Mary Huang lets ordinary people draw dresses that are converted by software into a 3D model. The design firm will make the dress or you can download the free cutting patterns and stitch it yourself. The application won't be widely available unless Huang raises money to improve and market it.

## NOW EAT THIS

Bill Gates calls him the smartest man in the world. Nathan Myrhvold, once Microsoft's chief technology officer, has dreamed up lasers that zap wings from mosquitoes and a device that extracts energy from a hurricane by circulating cold water to the surface. The billionaire who studied astrophysics with Stephen Hawking and earned a Ph.D. at 21 has become a writer.



Drawn by his love for the kitchen—he won the Memphis in May barbecue cooking contest—Myrhvold has written a set of cookbooks. The set is 2,438 pages, 48 pounds, artfully photographed and costs \$625. *Modernist Cuisine* focuses on the science of cooking. Many critics panned it, but chefs believe it an incredible feat. David Chang, chef/owner of momofuku, said, “It's the cookbook to end cookbooks.”

## Prime:

# 10

Percent of Middle Eastern and North African mothers who see one of their children die before their 5th birthday, a dramatic decline from 85% in 1960, writes Charles Kenny, senior fellow at the Center for Global Development, in a *Time* magazine article offering a promising future for the planet.





## Light shift

LED lights could become so cheap that even people who embrace the warm glow of incandescent bulbs can't resist them.

Bridgelux, a California startup, announced a breakthrough that drops the cost of manufacturing LED bulbs by 75%. Instead of expensive sapphire, Bridgelux's process uses silicon to manufacture LEDs. Two or three years are needed to improve the manufacturing process and Bridgelux says the LEDs can be produced at older silicon wafer manufacturing facilities.

"In as little as two to three years, even the most price-sensitive markets—commercial and office lighting, residential applications and retrofit lamps—will seamlessly and rapidly convert to solid state lighting," says Bill Watkins, Bridgelux CEO.

LED light bulbs can last for 15 or more years and use just 10% of the power of incandescent bulbs.

## Salad spinner repurposed

The power is out and the laundry is stacked. What to do? Try the new Laundry Pod, a kind of salad spinner for dirty clothes.

The device holds six garments. Add water and soap and agitate with the spinner for two to three minutes, then drain. Repeat with clean water and brisk spinning for the rinse cycle. Dry on the line.

The pod is being plugged as environmentally friendly because it uses human energy and less water. But in Louisiana, it could be sold as a backup during hurricane season.

Cost of the Laundry Pod was not set at press time. See [TheLaundryPod.com](http://TheLaundryPod.com)



## What, me worry?



The mood ring gets connected. Q Sensor by a Massachusetts company measures stress, excitement and other physiological states through electrical wires that pick up changes in skin conductance.

It's more than a mood ring. Researchers are using the Q Sensor to study sleep patterns and eating habits. With information from the Q Sensor, doctors could fashion new treatments for mental disorders.

Anyone can buy Q Sensor to measure stress. At the end of the day, data from the device can be loaded into a computer program to analyze and visualize stress, allowing people to understand and manage their anxieties. Trial versions, though, cost \$2,000.

**S**enior year is jammed with activities. What with graduation dates, college applications and planning the first big move, who would have time to lobby the Louisiana Legislature?

Zack Kopplin.

The Baton Rouge Magnet High School senior has mounted a campaign to repeal the Louisiana Science Education Act.

## Zack Kopplin, political wunderkind

The act allows biology teachers to bring supplemental materials into the classroom that question the theory of evolution. The materials posit that the world began at the hands of a higher being, a theory often referred to as intelligent design.

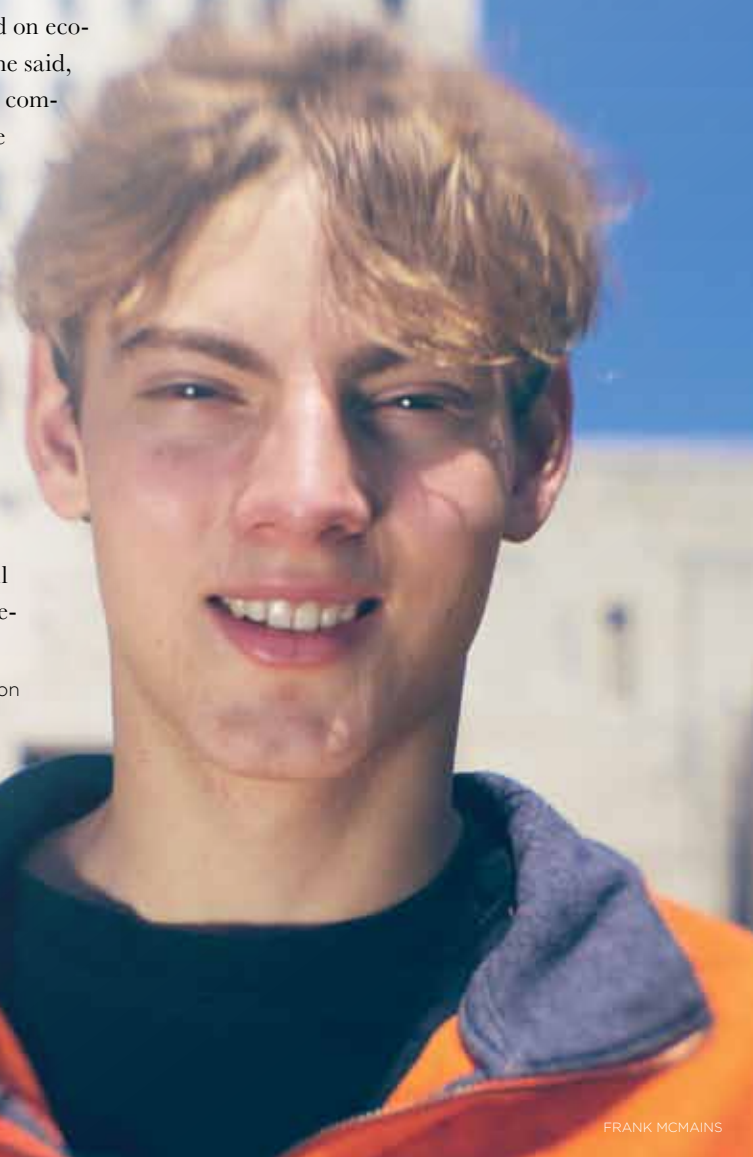
While Kopplin acknowledges that people are entitled to their beliefs, he frames his opposition based on economics. “There are no jobs for creationists,” he said, adding that for students from Louisiana to be competitive in the global economy, “we have to be taught good science.”

With tourism as a major industry and with Louisiana’s efforts to attract science-minded industry, Kopplin says, “this law is just not part of good business” for the state. Louisiana will not be able to progress if viewed as “anti-science.”

At least one legislator agrees. La. Rep. Karen Carter Peterson is sponsoring the legislation in the upcoming session calling for the repeal.

Kopplin says he will continue his work until he starts college this fall. “I hope to find my replacement so this can keep going,” he says.

—Ellen Fargason



FRANK MCMAINS



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