

# CURRENTS

*fourth quarter twenty-fourteen . baton rouge area foundation*

## First, we must plan

*Two master plans will lead to  
destinations for Baton Rouge*





New welcome center at Magnolia Mound—story on page 42

Photo by Tim Mueller

# We thank our 2013 members for underwriting Destination: The Lakes. Join us at BRAF.org.

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# LETTER



**G**ood city planning is like getting the right prescription. It only works when you follow the doctor's orders.

We know that development in Baton Rouge has too often strayed from the plans designed to manage

our parish's growth. Look no further than the region bounded by Essen, Perkins, Bluebonnet and I-10. There, day after day, long lines of cars back up, waiting through several light cycles before finally inching forward through intersections. And inside each of those cars, a frustrated driver sits behind the wheel, fuming over all the time wasted in traffic—time that could have been spent productively at work or enjoying life just a little more.

It's a chronic problem, but it could soon become much, much worse. Health care providers in that area—some of the largest in all of Louisiana—have budgeted more than \$500 million in new facilities there. The addition of more hospital beds at Baton Rouge General is a good thing, of course, and the new Our Lady of the Lake Children's Hospital will be a welcome addition to South Louisiana. But only if drivers can get to them, or get around them, when they need to.

Streets in that area are already rated "F," so no one is quite sure how to accurately assess how much worse road failures in that area are projected to get. We simply don't have a grading scale that goes low enough to account for what's to come.

It's not hard to diagnose the problem. Gazing down at a Google map, you can easily see the causes behind the growing paralysis on that side of Baton Rouge. There are too few entry and exit

points in a neighborhood that numbers millions of square feet of medical offices, homes, apartment complexes and businesses.

Fortunately, hope moves faster than traffic in Baton Rouge.

Responding to a request from local officials, the Baton Rouge Area Foundation is leading and underwriting a \$700,000 plan for retrofitting this district. The firm we hired to do the work, Perkins+Will, first examined mobility within and through the area. After thoughtful conversations with health care chiefs, planners concluded that there was an opportunity to solve the problem by transforming that congested neighborhood into something new: a true Health District designed to be a destination that will draw people, not a part of town that drivers try to avoid.

Marshaled together, the unique medical assets in this area could enable researchers and physicians to collaborate in productive new ways, to offer patients better health care and to conduct clinical trials of the latest innovations. They can work together to challenge chronic illnesses, not only here

at home but also among the sick far outside our city limits and throughout the world.

And it seems only sensible that health care should happen in a healthy place, where sidewalks allow patients room to move around outside, safe paths enable people to bike to work, and parks offer a peaceful retreat for employees taking a break from demanding jobs, like caring for the sick.

Even those who simply wish to travel through the Health District on their way to someplace else will find lots to like about this plan. To free motorists from the growing gridlock, planners will recommend choices for connecting streets and offer methods for reducing road use and easing the strain on those streets.

Perkins+Will is expected to deliver the final plan early next

*Fortunately, hope moves faster  
than traffic in Baton Rouge.*

year. We thank health care leaders for their collaboration in shaping a solution that promises to make the area a great space within our parish and a model for other places throughout the country.

• • •

*“I always felt like LSU landscape architecture graduates could be parachuted out of a plane anywhere in the world and do well, no matter where they landed.”*—Dr. Robert S. Reich

Some of the best have landed back in Baton Rouge. Kinder Baumgardner of SWA Group has come home, having left his mark on the Far East with designs in countries throughout, including India. He is the lead for the master plan now in development for saving and renewing our city’s lakes, an initiative paid for by fund donors of the Foundation and other philanthropists, under the direction of our civic leadership initiatives staff. Working with SWA on this important project is Jeffrey Carbo’s firm. Like Baumgardner, Carbo is also an LSU landscape architecture grad. Both companies employ other LSU graduates assigned to work together on the team.

The designers were in town in late September to tour the lakes and develop a better understanding of their ecology. A long, careful look around is the first step in dreaming up ways to make a place better; now they’re drawing up their initial ideas about how to enhance our lakes’ long shorelines and what to offer in the landscape surrounding them so that more people will benefit from what is already Baton Rouge’s most popular outdoor destination.

You can read an update on the lakes project in this issue. We also encourage you to play your part in the process: Go online to [BatonRougeLakes.org](http://BatonRougeLakes.org) and offer your own ideas and opinions about what the lakes should become. Public meetings will be held this winter, and the plan should be ready by next summer.

When the lakes are remade—not just saved, but remade—Baton Rouge will have an exquisite city commons, worthy of the diverse people who share it.

Sincerely,



C. Kris Kirkpatrick  
Chair

## Baton Rouge Area Foundation

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The Baton Rouge Area Foundation (BRAAF) 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 education reform. Two, BRAAF invests in and manages pivotal projects to improve the region.

For more information, contact Mukul Verma at [mverma@braf.org](mailto:mverma@braf.org).

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*Currents* is published four times a year by the Baton Rouge Area Foundation, 402 N. Fourth Street, Baton Rouge, LA 70802. If you would like to be added to our distribution list, please contact us at 225.387.6126 or email the Foundation at [mverma@braf.org](mailto:mverma@braf.org).

# ABOUT US

## THE BATON ROUGE AREA FOUNDATION ACCOMPLISHES ITS MISSION IN TWO WAYS :

**1** We connect fund donors—philanthropists—to worthwhile projects and nonprofits. Over 50 years, our donors have granted more than \$325 million across South Louisiana and the world.

The Foundation offers several types of charitable funds, including donor-advised funds, which can be opened for a minimum of \$10,000. Contributions to the fund are tax deductible. Donors use these funds to make grants to nonprofits. The Foundation manages the money in the charitable accounts, offers local knowledge about issues and nonprofits, and manages all the necessary paperwork.

### DONATIONS TO FOUNDATION :

**\$22 million**

### GRANTS TO NONPROFITS :

**\$31 million**

} **2013**

**2** We conduct civic leadership initiatives that change the direction of the Baton Rouge region and South Louisiana. Members support these projects, which solve fundamental problems. Tax-deductible memberships range from \$100 to \$10,000.

### KEY CIVIC LEADERSHIP PROJECTS

**NEW SCHOOLS FOR BATON ROUGE :** Created and underwrote startup costs for a nonprofit that will support turnaround schools in Baton Rouge by recruiting the best charters, teachers and staff.

**THE WATER INSTITUTE OF THE GULF :** Launched the scientific institute to offer solutions for coexisting with rising seas and vanishing coastlines. The independent nonprofit has hired several top scientists and expects to grow in coming years as a worldwide resource.

**ARDENDALE :** Supported the EBR Redevelopment Authority in advancing a 200-acre community off Florida Boulevard that will include housing, retail and parks—and be anchored by a career high school operated by EBR schools and an automotive training academy operated by Louisiana Community and Technical College System.

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### MISSION :

The Baton Rouge Area Foundation unites human and financial resources to enhance the quality of life in South Louisiana.

To achieve our mission, we:

- serve our donors to build the assets that drive initiatives and solutions;
- engage community leaders to develop appropriate responses to emerging opportunities and challenges;
- partner with entities from our service area, as well as with other community foundations, in order to leverage our collective resources and create the capacity to be a stimulus of positive regional change; and,
- evaluate our work and share the results with our stakeholders.

### POPULATION OF PRIMARY SERVICE AREA :

**2+ million**

### POPULATION OF SECONDARY SERVICE AREA :

**7+ billion (world)**



COMING THIS SPRING TO MANSHIP THEATRE



GRAMMY WINNER  
**MARC COHN**  
TUESDAY, MARCH 25



MULTIPLE GRAMMY WINNERS  
**LOS LOBOS**  
FRIDAY, MAY 23

**MANSHIP THEATRE**  
SHAW CENTER FOR THE ARTS



**THE MANSHIP FAMILY**



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# LEAD IN



## PREPARING FOR BLUE

Commercial Properties Realty Trust, the Baton Rouge Area Foundation's real estate management firm, is on schedule to deliver a downtown office building to IBM. More than 800 IBM employees will move into the building in May. With 95 apartments and four townhomes, the accompanying residential building—525 Lafayette—will be ready in fourth quarter 2015. The riverfront complex is being constructed in partnership with Louisiana Economic Development, which provided \$30 million in financing for the office building, a lure to draw IBM. The rest of the complex is financed by the Foundation and CPRT.

Also in downtown, CPRT began construction of Onyx Residences, 28 apartments at the corner of Convention and Third streets. The apartments complete the Foundation's commitment to state and local government to build an Arts Block anchored by Shaw Center for the Arts.

The Foundation takes on real estate projects in line with its goal to build in challenged neighborhoods. The late Wilbur Marvin's donation of real estate to the Foundation began our work in this area.

# GOOD THINGS



Current state of the Entergy buildings today, top.  
Concept image of what the Entergy site could be, inset.

**MID CITY COMEBACK** Many people have eyed the brick Entergy buildings on Government Street and imagined what they could become. The dream of putting the buildings back into commerce may be around the corner.

Entergy donated the buildings and the six acres they sit on to the East Baton Rouge Redevelopment Authority, a quasi-public agency created by the Baton Rouge Area Foundation with local leaders. The RDA, in turn, used a federal grant to hire a team led by Andres Duany to master plan the property and about 90 more acres on Government adjacent to downtown.

Duany, the mastermind behind the downtown revival plan, toured the Entergy site in early September and declared it would be a good spot for a train station and transit hub. The Foundation and leaders from Baton Rouge to New Orleans are trying to start passenger train service between the two cities with stops in between, including the New Orleans airport.

In talking about redevelopment planning, Duany has recently touted “lean urbanism,” a new movement that aims to speed the redevelopment of communities by, among other things, work-

ing around burdensome financial, bureaucratic and regulatory processes.

The RDA is removing 50 tons of debris, asbestos and lead paint to prepare the site for private development. The RDA is paying for the Duany master plan with a grant from the Office of Community Development. The Duany Plater-Zyberk team, which includes Chenevert Architects of Baton Rouge, Stantec and the Center for Neighborhood Technology, will submit the plan by March.

*Duany, the mastermind behind the downtown revival plan, toured the Entergy site in early September and declared it would be a good spot for a train station and transit hub.*



**ONE WAY, NO WAY** Come November, two Downtown Development District projects will simplify movement in the city center.

One is converting St. Ferdinand and St. Louis streets from one- to two-way thoroughfares. Recommended in several plans, the \$1.1 million transformation will allow motorists to come directly from Highland Road and Nicholson Drive to the heart of downtown. Reconfiguring entrances of state garages and reorienting traffic signals are underway for the project.

Also at a cost of \$1.1 million with funding from federal grants, downtown is getting a gateway to the Mississippi River, with new bike paths as well as safer and easier entry to the Louisiana Art and Science Museum.

A \$4.2 million project to link City Park with downtown via a bike path through Expressway Park has commenced, with completion due in 18 months.

**NEW SCHOOLS MEETS ENROLLMENT GOAL** Charter schools that were recruited by New Schools for Baton Rouge have surpassed their target enrollment in the first year of operating in North Baton Rouge. In total, four charter schools enrolled more than 1,300 students. They are Celerity Dalton (pre-kindergarten to fifth grade) with 435 students, Celerity Crestworth (K-8) with 350 students, Celerity Lanier (pre-K to 5) with 438 students, and University Prep Academy at Glen Oaks (K) with 95 students.

The schools are adding grades each year.

New Schools, a nonprofit started by the Baton Rouge Area Foundation and underwritten by fund donors and others, was created to find exceptional charter schools to operate in an area where failed public schools were taken over by the state of Louisiana. New Schools has raised money to support the schools.

**MACARTHUR GENIUSES** Each year, an employee of the John D. and Catherine T. MacArthur Foundation makes phone calls that enrich bright people who are doing incredible work. This year, the call was answered by five people who work for nonprofits, with each one receiving \$625,000 to spend any way they like. They are:

**Mary Bonauto**, a lawyer and civil rights project director at Gay & Lesbian Advocates & Defenders, who works to legalize same-sex marriage.

**John Henneberger**, co-director of Texas Low-Income Housing Information Service, who advocates for expanded affordable housing and federal disaster relief.

**Ai-jen Poo**, director of the National Domestic Workers Alliance, who seeks to improve conditions and protections for domestic workers.

**Jonathan Rapping**, a criminal lawyer and president of Gideon's Promise, who works to provide skilled public defenders to people in the South who can't pay for lawyers.

**Rick Lowe**, an artist who founded Project Row Houses, which uses art to transform neglected Houston neighborhoods.

*“Those who think creativity is dying should examine the life’s work of these extraordinary innovators who work in diverse fields and in different ways to improve our lives and better our world. Together, they expand our view of what is possible, and they inspire us to apply our own talents and imagination.”*

—Cecilia Conrad, Vice President, MacArthur Fellows Program

## CIVIC LEADERSHIP INITIATIVES

**ON A ROLL** The U.S. Department of Transportation approved a \$1.8 million grant to study and plan for transportation improvements on Nicholson Drive, where the Foundation is building the Water Campus and developers and LSU are planning new homes, shops and offices.

East Baton Rouge Parish was among 72 of nearly 800 applicants to win a TIGER grant this year. With the grant, local government will develop a detailed transportation plan for Nicholson Drive between LSU and downtown. FutureEBR, the city’s overarching guide to growth across the parish, proposes a modern tram for the stretch, but transportation planners will analyze other choices as well. As proposed, the streetcar would run from the State Capitol to Tiger Stadium, a 7.38 mile loop.

Among reasons Baton Rouge won the grant is to plan for dense growth on Nicholson, where six developments are expected to bring more than 2 million square feet of commercial buildings, thousands of new jobs and 3,200 new, multi-family housing units. The Foundation, for instance, is building the Water Campus, a

35-acre development for science and engineering organizations and construction firms that are preparing the world for higher seas and disappearing wetlands.

U.S. Sen. Mary Landrieu and U.S. Sen. David Vitter advocated for the TIGER grant for Baton Rouge.

**AUTISM PROJECT** The Baton Rouge Area Foundation has begun a project that has a goal of improving services to the growing number of children and adults with autism.

The project was begun in the fall. The Foundation’s civic leadership staff is researching the rise of autism, available services and gaps in services and how to marshal varied programs to provide education, training, care and jobs for people with the disorder.

A consulting firm will collaborate with Foundation staff to build a wide-ranging model for implementation. The final report is expected next year.

# PHILANTHROPY

## **FOUNDATION GIVING OPPORTUNITY: SOWING HOPE**

Several years ago, Dr. Karen Williams began quietly raising funds to send some of her young patients to a unique summer camp in Texas.

Dr. Williams, a pediatric infectious disease specialist at Our Lady of the Lake Regional Medical Center, oversees the care of more than 40 young people living with HIV. Through her own personal generosity and the support of the Our Lady of Lake Foundation, she has raised funds to underwrite the expenses to send several of her patients to Camp Hope, a 200-acre retreat in Burton, Texas. In addition to the usual activities young people enjoy at summer camp, Camp Hope provides its campers with the opportunity to spend time with peers who often struggle with the stigma and challenges of living with HIV.

As she considered how to expand the circle of support for her efforts, Dr. Williams reached out to the Foundation to establish a Field of Interest Fund so donors may make charitable contributions to help send more children to Camp Hope and provide other services to her patients. This summer, she will once again accompany some of her patients to Camp Hope to oversee their care while in Texas, including monitoring their daily medication routine—a critical component to ensuring they remain healthy. Additionally, the Manship Theatre will solicit audience members during its 2014-2015 dance performances to support Dr. Williams' work.

We invite you to make a contribution to the Hope for Positive Youth Fund. You may send a check to the Baton Rouge Area Foundation, 402 N. Fourth Street, Baton Rouge, Louisiana 70802. You can also contribute online with a credit card at [www.braf.org/HopeFund](http://www.braf.org/HopeFund).

We also accept credit card donations by phone. Call the Foundation at 225-387-6126 and ask to speak to any member of the Donor Services team.

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**COMMUNITY FOUNDATIONS HAVE RECORD 2013** Assets held by community foundations rose to a record \$66 billion at year end 2013, an increase from \$58 billion the year before, the Columbus Foundation says in its annual survey of the field.

Rising stocks and more contributions to donor funds were reasons for the growth in assets held at community founda-

tions, which operate like investment banks for philanthropy. Donors place money in charitable accounts at community foundations, and the foundations manage the funds and make grants to nonprofits.

The surveyed foundations account for more than 90% of assets held by community foundations. They granted \$4.9 billion in 2013, up \$400 million from 2012.

The Baton Rouge Area Foundation's \$548 million in assets ranked us No. 32 among the 289 community foundations that replied to the survey. Benefiting from a nearly \$1 billion gift from Facebook's Mark Zuckerberg, Silicon Valley Community Foundation was No. 1 with \$4.7 billion. The Tulsa Community Foundation was second with \$3.9 billion, and the New York Community Trust was third with \$2.4 billion.

**OTHER FINDINGS:** The survey reports that 92% of community foundations have more assets than before the recession in 2008.

Changes in gifts varied depending on the size of the community foundation, with the largest experiencing the greatest increases.

Grants increased by an average of 11% between 2012 and 2013.

Donor advised funds continue to be a driver of growth and grant-making for community foundations, representing on average 40% of a community foundation's total gifts and grants.

## **VERBATIM**

*“Real generosity toward the future lies in giving all to the present.”*

—Albert Camus

# GRANTS

The Foundation's fund donors make thousands of grants each year. Totaling \$6.9 million, grants for the third quarter of this year are listed below. If you wish to learn more about opening a charitable fund at the Foundation, please call John Carpenter, director of donor services, at 225-387-6126.

Academic Distinction Fund \$55,448  
Academy of the Sacred Heart New Orleans Foundation Inc. \$1,500  
Alfred M. Barbe High School \$1,500  
ALS Association Louisiana-Mississippi Chapter \$6,250  
Alzheimer's Association of Louisiana \$500  
Alzheimer's Services of the Capital Area \$4,000  
American National Red Cross - Southwest Louisiana \$4,000  
Arts Council of Greater Baton Rouge Inc. \$31,000  
Arts Council of New Orleans \$21,000  
Ascension Festivals and Cultural Council Inc. \$7,400  
Auckland Communities Foundation \$5,000  
Avodah: The Jewish Service Corps Inc. \$20,000  
Baton Rouge Basketball and Volleyball Association \$125,500  
Baton Rouge Crisis Intervention Center \$3,737  
Baton Rouge Gallery Inc. \$5,000  
Baton Rouge Green Association Inc. \$134  
Baton Rouge Opera Guild Inc. \$1,984  
Baton Rouge Speech and Hearing Foundation Inc. \$3,756  
Baton Rouge Youth Coalition \$10,000  
Bevill State Community College \$2,500  
Big Brothers Big Sisters of Southwest Louisiana Inc. \$1,500  
Bishop Ott Works of Mercy Trust/Catholic Diocese \$204  
BREC Foundation \$10,000  
Camagüeyanos Católicos Inc. \$9,250  
Cancer Services of Greater Baton Rouge Inc. \$9,850  
Capital Area Agency on Aging District II \$1,525  
Capital Area Alliance for the Homeless \$1,000  
Capital Area Animal Welfare Society \$335  
Catholic Charities of the Diocese of Baton Rouge Inc. \$80,500  
Catholic High School Foundation \$9,051  
Catholic Youth Organization of Baton Rouge \$500  
Center for Disaster Philanthropy \$30,000  
Center for Planning Excellence Inc. \$3,500  
Centre for the Arts \$5,000  
Cerebral Palsy Association of Greater Baton Rouge Inc. \$26,000  
Children's Tumor Foundation \$250  
Chinese Christian Church of Baton Rouge \$312  
Christ the King Parish and Catholic Center at LSU \$12,334  
City of Covington \$40,000  
CLIMB Community Development Corporation \$133,333  
Closer Walk Ministries Inc. \$500  
Collegiate Players Tour \$2,000  
Colorado State University \$2,000  
Community Christian Concern of Slidell Inc. \$100

Community Fund for the Arts \$12,600  
Companion Animal Alliance \$5,337  
Congregation B'nai Israel of Baton Rouge \$27,000  
Contemporary Arts Center \$10,000  
Covenant House New Orleans \$500  
Crime Stoppers of Lake Charles Inc. \$500  
Crossfire Church \$20,000  
Cystic Fibrosis Foundation - Baton Rouge \$350  
Delta State University \$2,000  
Dominicans Province of St. Albert the Great \$1,000  
Donna Wright Fund \$100,000  
Douglas Manship Sr. Theatre Complex Holding Inc. \$39,357  
Dream Day Foundation \$10,000  
Ducks Unlimited Inc. \$214  
Dyslexia Association of Greater Baton Rouge \$659  
East Central Community College \$500  
Episcopal High School \$167,500  
Evacutear.org \$10,000  
Family and Youth Counseling Agency Inc. \$44,064  
Family Services of Greater Baton Rouge \$750  
Family Services of Greater New Orleans \$2,500  
First Baptist Church Covington \$35,000  
First Presbyterian Church of Baton Rouge \$600  
Fletcher Community College Foundation Inc. \$94,150  
Foundation for East Baton Rouge School System \$250  
Foundation for Historical Louisiana Inc. \$23,073  
Friends of Louisiana Public Broadcasting Inc. \$11,600  
Friends of the Baton Rouge Zoo \$1,000  
GameDesk Inc. \$75,000  
Greater Baton Rouge Economic Partnership Inc. \$1,000  
Greater Baton Rouge Hope Academy \$500  
Greenbrier Elementary School \$1,500  
Habitat for Humanity of Greater Baton Rouge \$2,000  
Habitat for Humanity, St. Tammany West \$3,000  
Healing Place Church \$1,500  
Health Care Centers in Schools \$2,300  
Heritage Ranch \$5,500  
Highlands-Cashiers Hospital Foundation \$1,000  
Holy Family Catholic Church \$12,629  
HOPE Ministries of Baton Rouge \$6,000  
HOPE Ministry of Pointe Coupee Inc. \$1,250  
Hospice Foundation of Greater Baton Rouge \$2,250  
Houston Baptist University \$100  
Iberville Foundation for Academic Excellence \$6,242  
Indiana State University \$2,000  
International Center for Journalists Inc. \$30,000  
International Hospitality Foundation LSU \$605  
International Rett Syndrome Foundation \$500  
Isidore Newman School \$15,000  
Jackson Medical Mall Foundation \$500  
Jones County Junior College \$2,500  
Junior Achievement of Greater Baton Rouge \$12,124  
Juvenile Diabetes Research Foundation International \$1,500

Knock Knock Children's Museum \$35,000  
 Ladies Leukemia League Inc. \$1,000  
 Leadership St. Tammany Alumni Foundation \$1,100  
 Lighthouse for the Blind in New Orleans Inc. \$1,000  
 Louisiana Art and Science Museum Inc. \$9,330  
 Louisiana Black History Hall of Fame \$3,000  
 Louisiana Capital Area Chapter of the American Red Cross \$335  
 Louisiana International Film Festival \$5,000  
 Louisiana Public Health Institute \$167,552  
 Louisiana Resource Center for Educators \$4,500  
 Louisiana School for the Deaf Foundation \$1,000  
 Louisiana State University and A&M College \$255,534  
 LSU Scholarships  
     Regan Higgins-Lang \$2,500  
     Sarah Whitecotton \$2,000  
     Stephen C. Provenzano \$2,000  
     Taylor Pratt \$2,000  
     Victoria Thu Tran \$1,000  
 Louisiana State University in Shreveport \$500  
 Louisiana Symphony Association/Baton Rouge Symphony  
     Orchestra \$5,000  
 Louisiana Tech University \$2,500  
 Louisiana Trust for Historic Preservation \$100  
 Louisiana Wildlife and Fisheries Foundation \$500  
 Louisiana Workforce Education Initiative \$20,000  
 Louisiana Youth Seminar Inc. \$500  
 Loyola University \$1,431  
 LSU Alumni Association \$3,500  
 LSU Foundation \$165,500  
 LSU Foundation - Burden Horticultural Society \$300  
 LSU Foundation - College of Art & Design \$5,000  
 LSU Foundation - E.J. Ourso College of Business \$5,000  
 LSU Foundation - LSU Museum of Art \$6,000  
 LSU Foundation - Manship School of Mass Communication \$3,500  
 Lycee Prive Maranatha \$16,317  
 Mandeville Soccer Club \$20,000  
 Mary Bird Perkins Cancer Center \$99,500  
 Mayo Clinic Rochester \$2,000  
 Mercy Ships \$75,000  
 Meridian Community College \$1,000  
 Methodist Home for Children \$1,000  
 Michael J. Fox Foundation for Parkinson's Research \$31,450  
 Mid City Redevelopment Alliance Inc. \$2,000  
 Mississippi State University \$500  
 Nashville Zoo at Grassmere \$500  
 National Center for Disaster Preparedness \$263,061  
 National Hurricane Museum and Science Center \$25,000  
 National Multiple Sclerosis Society \$5,000  
 National World War II Museum Inc. \$78,000  
 New Heights Therapy Center Inc. \$5,000  
 New Orleans Opera Association \$4,000  
 New Schools for Baton Rouge \$80,000  
 Nicholls State University \$1,500  
 Nicholls State University Scholarship - Caitlin C. McFarlain \$2,000

Northshore Community Foundation \$15,700  
 O'Brien House Inc. \$8,500  
 Ollie Steele Burden Manor \$382  
 Opera Louisiane \$1,000  
 Our Lady of Mt. Carmel Church \$38,902  
 Our Lady of the Lake College \$500  
 Our Lady of the Lake Foundation \$200,000  
 Parkview Baptist School Inc. \$4,133  
 Particular Council of St. Vincent de Paul of Baton Rouge Louisiana \$1,000  
 Pastoral Center \$27,203  
 Pearl River Community College \$2,500  
 Penniman Family Fund Spenddown \$20,000  
 Pennington Biomedical Research Foundation \$12,625  
 Pensacola State College \$5,000  
 Planned Parenthood of the Gulf Coast \$101,000  
 Pointe Coupee Historical Society Inc. \$200  
 PolitiCraft Fund \$17,500  
 Public Affairs Research Council of Louisiana Inc. \$43,200  
 Rebuilding Together Baton Rouge \$1,500  
 Redemptorist High School \$23,779  
 River City Jazz Coalition Fund \$2,500  
 River Parishes Community College \$1,500  
 River Road African American Museum and Gallery \$1,000  
 Roman Catholic Diocese of Baton Rouge \$114,037  
 Rotary Club of Baton Rouge Inc. Foundation \$16,000  
 Saint Jean Vianney Catholic Church \$2,607  
 Saint Joseph's University \$6,500  
 Savannah Smiles Inc. \$60,000  
 Sexual Trauma Awareness and Response Center \$2,500  
 Shepherd Center Foundation Inc. \$1,500  
 Single Stop USA Inc. \$450,000  
 Sister Dulce Foundation \$1,450  
 Society of St. Vincent de Paul Foundation \$1,000  
 Southeastern Louisiana Area Health Education Center Foundation \$7,500  
 Southeastern Louisiana University \$3,000  
 Southern University and A&M College \$1,250  
 Spring Hill College \$200,000  
 St. Louis Catholic High School \$7,200  
 St. Anna's Episcopal Church \$10,000  
 St. Augustine Church \$970  
 St. Francisville Area Foundation \$242  
 St. Gabriel Catholic Church \$1,000  
 St. Gerard Majella Church \$10,500  
 St. James Episcopal Day School \$300  
 St. John the Baptist Catholic Church \$500,000  
 St. Joseph Cathedral \$193,840  
 St. Joseph the Worker Church \$6,266  
 St. Joseph's Academy \$3,550  
 St. Jude Children's Research Hospital \$500  
 St. Luke's Episcopal Church \$67,700  
 St. Mary's Episcopal Church \$200  
 St. Patrick's Episcopal Church \$1,000  
 St. Paul's Holy Trinity Episcopal Church \$200  
 St. Philip Parish \$3,812



St. Stanislaus College \$500  
 St. Tammany Art Association \$5,000  
 St. Thomas Aquinas Regional Catholic High School \$14,940  
 Stuart Hall School for Boys \$1,500  
 Summerville Baptist Church \$50,000  
 Swine Palace Productions Inc. \$3,000  
 Teach For America-South Louisiana \$60,300  
 The Ascension Fund \$11,784  
 The Children's Health Fund \$187,500  
 The Community Foundation of Western North Carolina \$1,000  
 The Congregation of the Immaculate Conception Roman Catholic Church \$2,600  
 The Dunham School \$2,455  
 The Food Bank of Covington Louisiana, Inc. \$3,000  
 The Friends of the Rural Life Museum Inc. \$3,700  
 The Jason Project \$90,000  
 The Life of a Single Mom \$4,000  
 The National Exchange Club Foundation \$1,000  
 The Nature Conservancy Mississippi Chapter \$87,500  
 The Nature Conservancy of Louisiana \$111,392  
 The Original Richland Library Restoration Society Inc. \$874  
 The Saint Pauls School Foundation \$3,500  
 The Salvation Army \$2,892  
 The University of Mississippi \$1,000  
 Tougaloo College \$1,000  
 Trinity Episcopal Church \$25,000  
 Triumph Kitchen \$20,000  
 Tulane Cancer Center \$500

Tulane University \$311,396  
 United States Fund for UNICEF \$5,000  
 University Lab School Foundation \$3,500  
 University of Alabama at Birmingham \$500  
 University of Arkansas at Little Rock \$1,000  
 University of Georgia and Connor Patrick Mahony \$2,000  
 University of Louisiana at Lafayette \$6,000  
 University of Louisiana at Monroe \$2,000  
 University of Missouri \$9,000  
 University of South Alabama \$146,452  
 University of Southern Mississippi \$8,500  
 University of Southern Mississippi and Kari Ousterhout \$2,500  
 University of West Alabama \$1,000  
 University Presbyterian Church \$20,250  
 Upward Community Services \$12,000  
 U.S. Biennial Inc. \$66,500  
 Veterans Memorial Park Foundation of Pensacola Inc. \$5,000  
 Volunteers In Public Schools Inc. \$50,000  
 Volunteers of America Inc. \$5,000  
 Water Institute of the Gulfs Delta \$311,250  
 West Baton Rouge Foundation for Academic Excellence \$6,587  
 William Carey University \$1,000  
 Woman's Hospital Foundation \$15,473  
 World Connect Inc. \$10,000  
 WRKF Public Radio Inc. \$1,750  
 Yale University \$1,000  
 Youth Service Bureau of St. Tammany \$805

**NOV**  
**01**

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**DEC**  
**06**

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**arts council**  
GREATER BATON ROUGE

# Teen birth rate declining

By Mukul Verma

“Kids today.” That lament, grumbled by some grown-ups, is mostly

wrong. Across America, children smoke, drink and do less drugs than their parents. In 1997, 18% of 10th graders smoked daily, compared to 4% in 2013, CDC figures show.

The most positive—and persistent—change has been in the teen birth rate, which has mostly been declining both across the country and in East Baton Rouge for more than two decades. The rate of 15- to 19-year-olds in EBR having babies dropped from 5.5% in 1993 to 3.37% in 2012. The rate in Louisiana has declined even more dramatically, from 7.6% in 1993 to 4.5% in 2012.

Last month, the Centers for Disease Control reported the national teen birth rate hit a historical low—2.7% in 2013, 10% lower than in 2012, also a record year. In 1960, the good ol’ days to some, the national teen birth rate peaked at 9%.

Rates for teen pregnancy and abortion are declining as well. The national teen abortion rate, for instance, declined 66% between its 1988 peak and 2010, from 43.5 abortions to 14.7 per 1,000 teens, reports the Guttmacher Institute.

CityStats measures the quality of life in East Baton Rouge Parish. For the complete report, visit [braf.org](http://braf.org).

Why is the teen birth rate declining? The National Campaign to Prevent Teen Pregnancy gives us several reasons.

1. More teenage girls are using long-acting reversible contraception, which is more effective. Nearly 5% use IUDs now compared to only 0.3% in 2002.

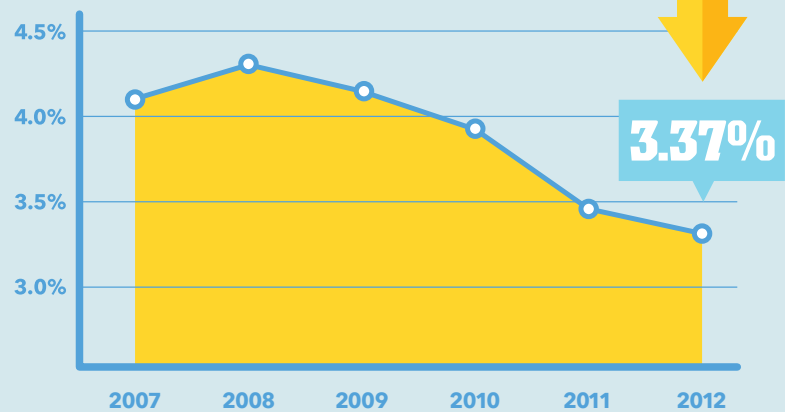
In Colorado, the availability of reversible long-lasting contraception has produced remarkable results. The teen birth rate there plummeted 40% in just four years after an anonymous donor spent \$23 million to offer free long-acting contraceptives, which can cost \$500 to several thousand dollars, according to a release from Colorado Gov. John Hickenlooper’s office. For every dollar spent on the contraceptives, that state saved \$5.68 on Medicaid costs. In tandem, the state’s teen abortion rate dropped 35% between 2009 and 2012.

2. A 2008 report by the Brookings Institution asserts that family planning through Medicaid in 26 states, including Louisiana, has reduced unwanted births. “Increased use of contraception appears to explain the decline. We estimate that the cost of preventing an unwanted birth is around \$6,800. Based on our reading of the evidence regarding the effectiveness of other interventions designed to reduce unwanted births,

## Teen Birth Rate

(Source: U.S. Centers for Disease Control)

For more than 20 years, the teen birth rate has generally been falling across the country, East Baton Rouge included. This trend kept its streak of good news in 2012. The percent of teens—15- to 19-year-olds—having children fell to 3.37%. The rate has been cut almost in half over a decade. The bad news: nearly one-third of children under 12 live in poverty.



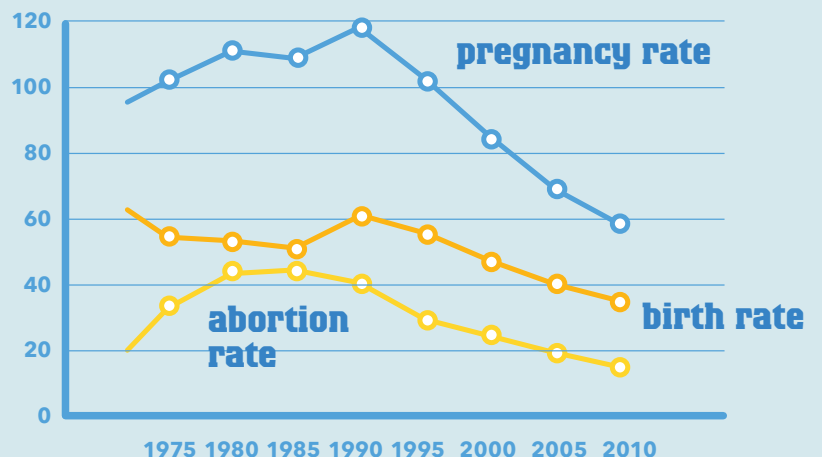
this seems like a relatively cost-effective policy intervention.”

3. The generation effect shows that reducing the number of teen moms reduces the trickle-down effect. Research shows that daughters of teen moms are 22% more likely to become teen mothers themselves.

4. And there's reality TV. When *Teen Mom* and *16 and Pregnant* first appeared, speculation arose that the shows would lead to higher teen birth rates. But research indicates that the opposite may have happened. Economists at the University of Maryland and Wellesley College used data from Net searches, TV ratings and birth statistics to conclude that *16 and Pregnant* led to more searches and tweets regarding birth control and abortion—and ultimately to a 5.7% reduction in teen births in the 18 months following its introduction. “This accounts for around one-third of the overall decline in teen births in the United States during that period,” stated the researchers. •

## U.S. teen pregnancy, birth and abortion rates have reached historic lows

(Source: Guttmacher Institute)



## FIVE QUESTIONS:

# David Winwood

## *Pennington Biomedical Research Center*

By Mukul Verma

**P**ennington Biomedical Research Center has hired its first business development officer, with financial assistance from the Baton Rouge Area Foundation and the Irene W. and C.B. Pennington Foundation. David Winwood is responsible for bringing Pennington research to the commercial market, which is particularly important with tight state and national budgets.

He previously worked at the University of Alabama at Birmingham, where he held dual roles—leading economic development and innovation alliances and CEO of the research foundation. Winwood also spent time at North Carolina State University on commercialization ventures and worked in the Research Triangle and at the University of North Carolina, Chapel Hill.

### **TELL US A LITTLE ABOUT THE SUCCESSES YOU HAVE HAD IN MOVING RESEARCH FROM THE LAB INTO THE MARKETPLACE.**

One person alone doesn't make the move from the lab to the marketplace happen – this is very much a team sport.

Over the years, I have been very fortunate to be involved with a large number of great team players from the various disciplines needed to make the translation to the marketplace: several varieties of lawyers; financiers ranging from angel capital groups all the way to major venture firms; and, of course, the technology manager or licensing officer.

What's key is there must always be a technology champion. That person is sometimes the inventor, sometimes the investor and sometimes the licensee whose firm will commit to developing the product or service. The champion's ability to recruit and retain other team players is crucial.

Since moving into leadership roles, my responsibility has been

to guide licensing officers in navigating discussions with other team members along the way from very early stage discoveries to licensed partnerships with private sector partners who will invest the time and significant financial resources needed to take the discovery to the marketplace.

One of the truly enjoyable aspects of the roles I have had in managing university technologies since the mid-1990s is the sheer diversity of technologies and industries I have encountered. Thinking about my response to this question, I scribbled down a few that stick with me. Many may be memorable because they involved difficult negotiations, but all were worthwhile and exciting opportunities:

A cybersecurity company—hugely topical and important today—unheard of when I began this line of work.

A plant-based biopharmaceutical production company. In the company's 15-year life span, this was a really great story—the company raised over \$190 million in financing, built labs in an abandoned manufacturing facility in an economically deprived area and employed 100 people. They developed partnerships with major pharmaceutical companies and for a number of years seemed poised to change the way biological drugs are manufactured. Ultimately, the company sold its assets to another entity, which is now developing the technology.

A virtual reality technology conceived by a neurosurgeon who wanted to be able to train his residents more effectively. The technology involved ingenious approaches of displaying the hands and voice of the expert into the field of view of the trainee in real time. Although developed with the goal of training surgeons, it soon became clear that the approach was applicable to any situation where an expert could add value—such as when remote equipment is in need of repair. The U.S. military is very interested in applying the technology to allow experts virtually into the field or combat operations to assist in repairs.

A technology using sophisticated chemistry and computing to speed the development of biotechnology products by predicting optimal formulation compositions—the goal being to reduce the time needed to develop therapeutic products for approval.

The very first license I worked on was for a new, environmentally friendly process for the manufacture of large quantities of a well-known brand of polymers. That was an interesting introduction to the world and economics of large-scale manufacturing.

**WILL A GREATER EMPHASIS ON MARKETING OF DISCOVERIES SOMEWHAT DICTATE THE KIND OF RESEARCH PENNINGTON BIOMEDICAL WILL BE DOING?**

No. Pennington Biomedical has a brand and a mission. The role of the new business development and commercialization department is to leverage that brand and help fulfill the center’s mission and vision. This will mean that the outcomes of the research performed here can have a greater impact.

Funding for research and partnerships to leverage resources is a more important driver of the type of research Pennington Biomedical performs, which is not to say that we won’t try to leverage the brand to attract partnerships and funding from additional sources, but the basics remain the same, I believe.

**HOW DO YOU SEE PENNINGTON BIOMEDICAL WORKING WITH THE HOSPITALS AND DOCTORS THAT SURROUND IT?**

We have strong existing relationships with the local medical ecosystem. There is definitely an appetite to engage in more win-win relationships to enhance the potential of this very impressive medical cluster.

**CAN YOU SHARE A FEW IDEAS YOU HAVE FOR MAKING MONEY WITH PENNINGTON BIOMEDICAL’S RESEARCH?**

Several years ago I was recruiting an engineer into a university technology transfer position—a new career path for him. Like all good engineers, he’d analyzed the profession he was considering entering and came up with an assessment. He said of university technology transfer: “It seems to me that if you do it for the money, you’ll do it wrong. If you do it right,

the money will follow.” I think he’s right. If you believe in the mission—which I very much do—then it’s my job to help find and provide the opportunities to build relationships and partner with the private sector entities capable of moving Pennington Biomedical’s research into the marketplace.



The Baton Rouge Area Foundation has granted \$200,000 to underwrite the hiring of David Winwood. We made the grant from the Helen S. Barnes Fund, which was established with a \$1.25 million grant in 1979 from her estate. Since then, the fund has grown to more than \$5 million and granted more than \$3 million, including a 1987 gift to assist Pennington in the hiring of Dr. George Bray, the first director.

**WHAT RESEARCH HAVE YOU FOUND AT PENNINGTON TO BE MOST INTERESTING TO YOU?**

There are a lot of difficult choices here; but, as a long-ago medicinal chemist, I am intrigued by the prospect of finding new drugs derived from natural products. That is an area of real interest and potential, I believe. Pennington Biomedical

is home to a National Institutes of Health-funded Botanical Research Center—one of only five in the country. The goal of the BRC is to provide a comprehensive evaluation of the mechanisms that lead to the development of metabolic dysfunction—obesity, pre-diabetes, diabetes—and determine whether botanicals and natural products play a role in the prevention of disease or in treating underlying diseases. Fascinating. •



# Future Farmers

*A key component of the Eat Local movement is attracting new producers*

By Maggie Heyn Richardson

The Baton Rouge Area Foundation added its hands to the plow to create Big River Economic and Agricultural Development Alliance in 1996. On its own as a nonprofit, BREADA has fostered local agriculture and grown the Main Street Market in downtown. Nearly 20 years old, BREADA has multiple farmers markets weekly in East Baton Rouge, and it is trying to bring healthy foods to underserved areas.

A crowd gathers at Galen Iverstine's pop-up shop at the Red Stick Farmer's Market on most Saturdays. People who love to cook and eat are there for cuts of Berkshire pork, a heritage breed famous for its dark meat and robust flavor. Greeting them are Iverstine and the family he enlists to meet demand—parents Jack and Brenda and wife Angela.

Iverstine's operation, based in Springfield between Baton Rouge and Covington, has the trappings of a generational family farm, and it would be reasonable to guess that it might have recently transitioned to a boutique operation to accommodate modern "buy local" shoppers. But that's not the case at all. Iverstine is part of what agricultural experts hope will become a rising generation that isn't born into farming but chooses to venture into the field.

"The exciting thing is the demand for local foods is higher than ever," says Copper Alvarez, executive director of the Big River Economic and Agricultural Development Alliance, which operates the Red Stick Farmers Market. "The scary thing is that we don't have enough producers to meet the need. But more are understanding that you can make money doing this."

The numbers of farms in the United States decreased sharply in the last century, falling from a peak of 6.8 million in 1935 to 2.2 million in 2007, according to the U.S. Census Bureau. More





farmers will exit the industry soon: About 60% of current farmers are 55 or older.

Farmers are graying, but Americans are demanding more locally grown and produced foods. The question for Alvarez and others: Who will establish farms to meet the demand?

Iverstine decided to go into farming after being inspired by the sustainable agriculture movement in, of all places, an English class at LSU in 2009. There, he was exposed to writings on contemporary food policy.

“At the time, I didn’t know what I wanted to do,” says Iverstine. “I was a political science major trying to answer the age-old question for liberal arts majors, ‘What are you going to do next?’”

Disturbed about the way traditional large-scale farming was depleting soil quality, Iverstine found himself researching apprenticeships in farming. The Central native was comfortable being outside and working with his hands; his father had worked in the construction industry. But he hadn’t grown up around farming and knew nothing about the business of modern, sustainable agriculture.

Meanwhile, Jack Iverstine was looking to invest in rural land. He bought about 60 acres in the Springfield area with the thought that Galen could experiment with farming as the land gained value.

In 2010, Galen Iverstine found an apprenticeship program on a farm in New Boston, N.H., and spent six months learning about growing methods that improved soil quality over time rather than exhausting it, as factory farming methods do.

“There’s always a chemical fix to something, but I wanted to go beyond N-P-K,” says Iverstine, referring to common elements in fertilizer—nitrogen, phosphorus and potassium.

He chose livestock instead of specialty crops because labor was hard to find. Until recently, when he added a full-time farmhand, Iverstine worked his operation alone.

He started gradually by adding heritage breed pigs in response to consumer demand. He bought an \$8,000 retired FEMA trailer to live in and slowly established a thriving business.

Today, Iverstine has about 100 heritage breed pigs, 60 head of grass-fed cattle, hundreds of broiler chickens and, in the fall,

heritage breed turkeys. The animals are tended in a manner that feeds the soil and keeps it healthy. Chickens, for instance, are rotated in pens across pastureland, keeping them safe from predators as they scratch for insects and seeds and drop manure.

Direct sales through the Red Stick Farmers Market represents about 60% of his revenue. He and his father doubled capacity by purchasing land when an adjacent parcel came available.

In addition to farmers market sales, Iverstine sells directly to about 10 restaurants and to consumers through two Baton Rouge-based delivery services, Indie Plate and Country Table. Combined, those distribution channels represent about 40% of his business.

“Baton Rouge is where we’re going to focus, and our goal is to get our product into the kitchens of more consumers,” he says.

Like many specialty farmers, Iverstine acknowledges that he wouldn’t be in business without the chance to sell directly to consumers at the farmers market. Since its founding in 1996, the market has given dozens of farmers the chance to make a higher profit while providing consumers concerned about the provenance of their food a year-round place to shop.

The market’s move in 2000 to a permanent location in front of the Main Street Market at Fifth and Main streets quadrupled sales for farmers, says Alvarez. The 18-year-old market now has about 50 consistent member-producers who bring produce, dairy, meats and other items to three different markets on Tuesdays, Thursdays and Saturdays. Last year, the Red Stick Farmers Market also added mobile markets in which some farmers set up two-hour markets in largely low-income neighborhoods in Baton Rouge.

Increasing sales and helping farmers create a sustainable business is part of BREADA’s mission. Alvarez says that many member farmers are still dependent on a spouse’s second income and benefits, and the organization’s goal is to help more farming families establish lucrative models that will allow them to farm exclusively.

Ponchatoula farmer Eric Morrow is a longtime farmers market vendor who has diligently created a successful business model. He returned to the family farm in the ’90s after years of working on the floor of the Chicago commodities exchange.

*Like many specialty farmers,  
Iverstine...wouldn't be in business  
without the chance to sell directly  
to consumers at Red Stick  
Farmers Market.*

Starting off in commercial strawberry sales, Morrow has slowly phased out of commodity crops and embraced specialty crops sold directly to consumers. He plants a large variety of produce every two weeks to ensure his customers have plenty to choose from at the market—including blueberries, red beans and corn in the summer, fall tomatoes and winter squash. He's known for his variety.

Earlier this year, Morrow added a new dimension to his business. He began a workplace-based CSA, or community supported agriculture program, with Our Lady of the Lake Regional Medical Center. Employees can sign up for 10 weeks of Morrow's seasonal produce, which he delivers each Monday in cardboard boxes. Each one includes about 12 different types of fruits and vegetables. Almost 400 employees signed up earlier this spring for the OLOL "Farm to Work" pilot program, and an even larger number was expected this fall when the program resumed. The cost is \$25 per box, and it's given Morrow an overnight jump in new customers.

"It's allowed me to stop wholesaling," says Morrow. "It's a great program."

According to the Louisiana Department of Agriculture and Forestry, there are 183 farmers markets, including roadside stands, across Louisiana's 52 parishes. Alvarez says she's constantly getting calls from smaller markets whose organizers want advice on starting up. The problem is that there aren't enough farmers across the state to adequately support the sustained growth of markets, she says.

"We're seeing a great first step. Our opportunity is there but the level of encouraging people to go into farming is not at the status that it needs to be," she says. "If we can shift that thinking, then Louisiana really could grow to become a state like California. We have better water, rich soil and a climate where we can grow year round most years."

Commissioner of Agriculture Mike Strain says that access to land is one of the biggest impediments in attracting younger adults to farming.

"It's expensive near cities, but about one-third of land is going



Eric Morrow of Morrow Farms

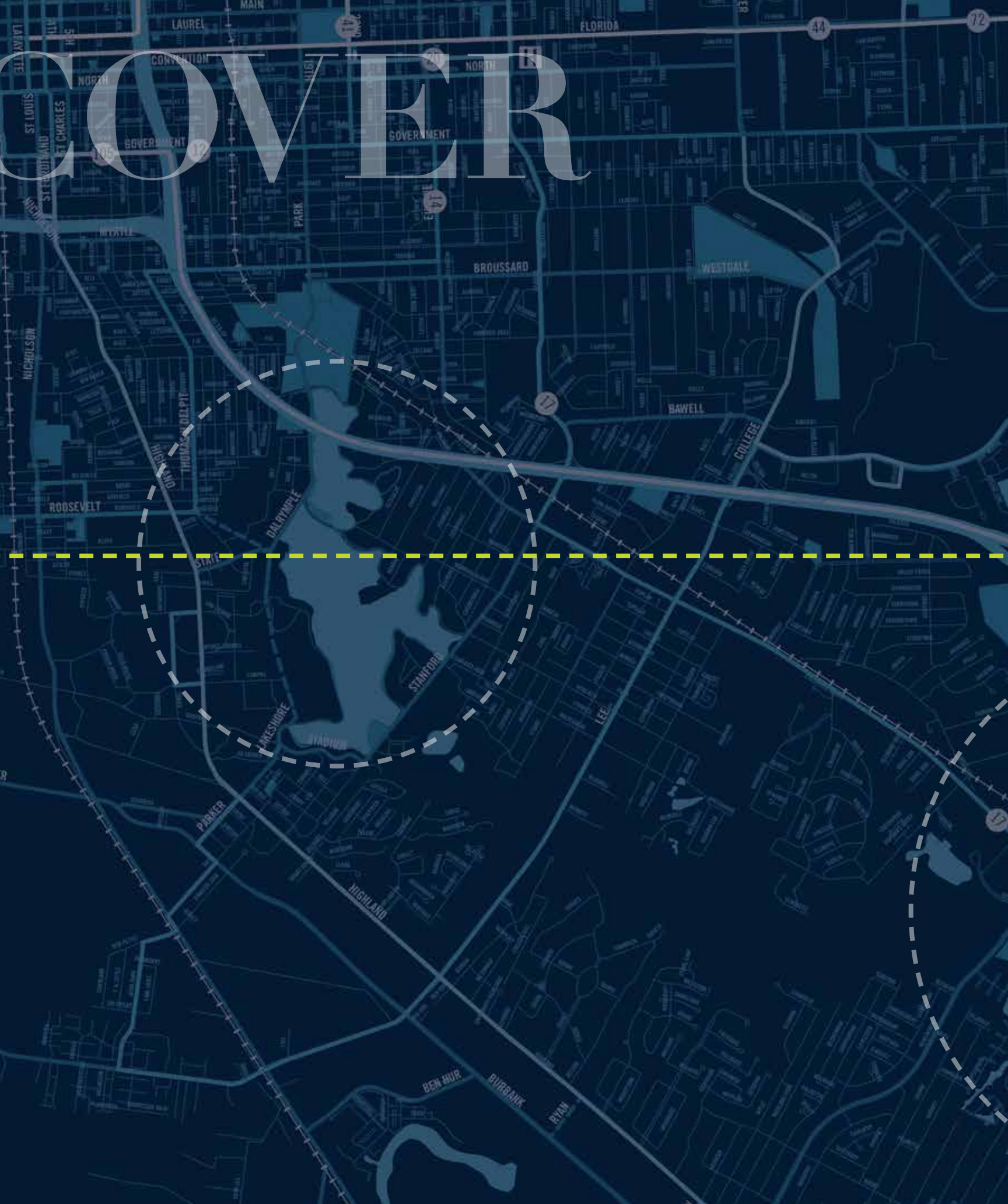
to change hands in the next several years," Strain says. "We want to keep as much of that in farming as we can."

Some states have instituted agricultural land banks, in which sellers give the state the right of first refusal to purchase the land and keep it in farming. So far, Louisiana does not have such a program. The good news, says Strain, is that small farmers can be profitable even on limited acreage.

"Louisiana is still a commodity crop state, but we're seeing a growing trend of up-and-coming farmers making money off of 20 acres or less." •



# COVER



# First, we must plan

The Foundation is developing master plans for two of the most important areas in town—the lakes and the unofficial health corridor. We are doing so in collaboration with government and business leaders. Our work on master plans started with Plan Baton Rouge, the downtown revival strategy that has produced more than \$2 billion in public and private investments. The work is integral to the Foundation’s civic leadership initiatives, which are supported by contributions from more than 600 members. They have our gratitude. You can become a member at [BRAf.org/membership](http://BRAf.org/membership) or by calling donor services at 225-387-6126.

1

# Unclogging arteries

By Mukul Verma

Over the years, you've spent unnumbered hours sitting stuck in traffic on Perkins, Essen or Bluebonnet. You've felt your blood pressure climbing and an aimless anger roaming for someone to blame. How do I know this? You live in Baton Rouge.

The next time you find yourself idling on those paralyzed routes, point your frustrations north toward their source—a tiny town of 1920s Ohio.

Its name is Euclid. People there looked at their local maps and they didn't like what they saw creeping toward them. Neighboring Cleveland, the fifth-largest city in America, was booming and its ragged industrial outskirts were edging closer and closer to Euclid. Round-the-clock assembly lines and pollution pumps were expanding outward to build more cars and heavy equipment, while more coal was moving in by the moun-

tain-load through the region's transportation networks. Unhealthy air, unhealthy water, an unhealthy way of life—these things, we've learned, spread along the same vectors.

Euclid wanted to stay Euclid. In gesture of self-preservation, the people built a legal fence at the edge of town. Rules were written to stop Ambler Realty from turning 68 acres into new factories. Ambler sued, but the U.S. Supreme Court sided with the townspeople of Euclid, declaring in 1926 that their restrictions were both reasonable and constitutional.

It was the beginning of legal zoning.

And for that, at least, we owe little Euclid a debt of gratitude. But empowering communities to manage their own growth does not at all guarantee that they will do so wisely. Like Euclid, cities across America soon wrote zoning codes of their own, isolating

objectionable factories outside the neighborhoods where people lived.

But cities too often used zoning regulations to create dividing lines where they didn't belong. No longer were offices and shops allowed near homes. Neighborhoods were pushed outside of city centers and sterilized of other uses so that, in the end, residential areas became large homogenized swaths of territory where Americans could no longer walk to work or to the shops where they did business with their neighbors day in and day out. Entire communities were geographically oriented to separate working from living, automobiles became a universal necessity at every income level, traffic jammed the roadways, and cities decomposed into sprawl, starting at their core and spreading outward.

This is hardly what the people of Euclid had in mind.

Now, nearly a century after the townspeople cheered their court victory, America is rethinking how cities should work and trying to reverse decades of bad decision-making that has made traveling even short distances an onerous chore.

This retrofitting of urban America is happening in Baton Rouge too, but the challenges here are even more difficult. That's because on top of short-sighted zoning, generations of local

*Empowering communities to manage their own growth does not at all guarantee that they will do so wisely.*

government allowed development to unfold without considering the need for connecting roads. Traffic in Baton Rouge is funneled to just a few major routes where motorists suffer that very special brand of psychological torture that comes from watching traffic signals cycle through their colors—over and over—without moving forward more than a few feet at a time.

We've come a long way since 1920s Euclid, but we've gotten nowhere fast.

It's a lot to think about. On the other hand, you're still sitting in traffic somewhere between Bluebonnet, Essen and Perkins. You've got time.

So allow yourself a little further reflection on the matter. Here, in this part of town, there are just 25 intersections per square

## THE PROJECT

East Baton Rouge's comprehensive master plan – FuturEBR – advised that particular attention be paid to Essen, Perkins and Bluebonnet, where much of Baton Rouge's health care assets are concentrated. In turn, an implementation team for FuturEBR asked the Baton Rouge Area Foundation to lead a more detailed blueprint for the medical corridor. We hired Perkins+Will to do the work. Improving mobility was the original intent. But talks with health care providers within the area inspired consultants to start building a case for a health district, a destination of its own for creating a healthy community and serving the world with research and clinical trials. Perkins+Will will deliver the master plan next year.

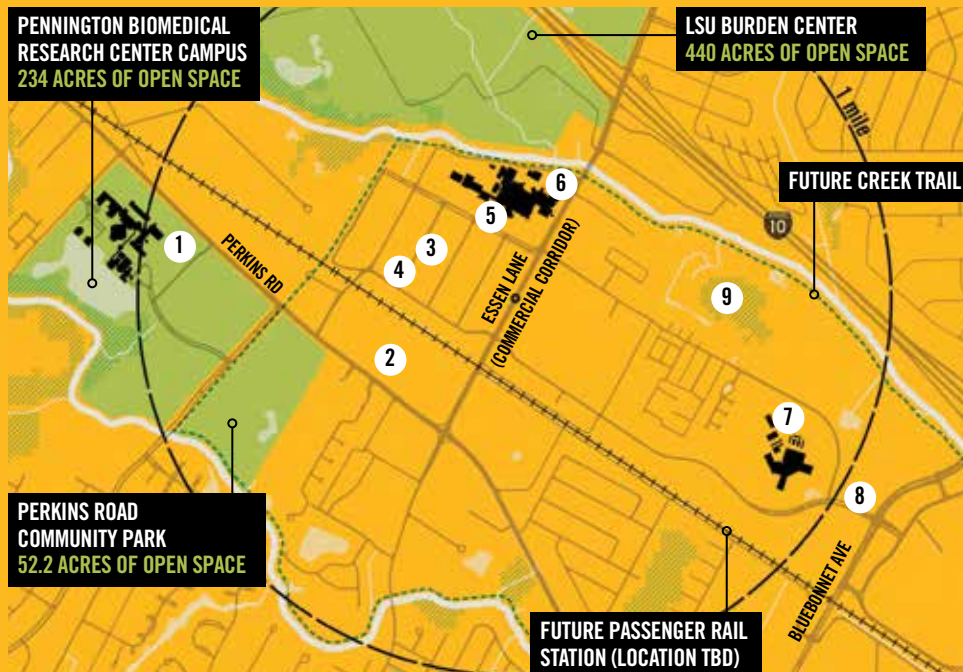
## PARTNERS

The Foundation and planners started the Health District endeavor by talking to leaders of hospitals, clinics, education institutions. We thank them for inspiring us to think big. The partners include Our Lady of the Lake Regional Medical Center, General Health System, Blue Cross and Blue Shield of Louisiana, LSU Health Sciences Center, Baton Rouge Clinic, Mary Bird Perkins Cancer Center, The NeuroMedical Center, Ochsner Health Systems, Pennington Biomedical Research Center, Woman's Hospital and Surgical Specialty Center of Baton Rouge.

# THE DISTRICT CORE /

Priority: The need to connect institutions in a healthy environment.

The District core is car-oriented and suffers from heavy traffic congestion on its main arterials. It lacks sidewalks and pedestrian connections between destinations. There is limited access to the remarkable open spaces amenities located within walking distance.



## MAJOR DESTINATIONS

1. Pennington Biomedical Research Center
2. Baton Rouge Clinic
3. LSU Medical Education and Innovation Center
4. Our Lady of the Lake College
5. Our Lady of the Lake Regional Medical Center
6. Mary Bird Perkins Cancer Center
7. Baton Rouge General Medical Center — Bluebonnet Campus
8. Ochsner Medical Center — Summa / Bluebonnet
9. Future Children's Hospital

## PRELIMINARY INDICATORS

### INTERSECTION DENSITY (WALKABILITY)

**9** INTERSECTIONS are located within a 1/4 mile in the district core.

**25-30** INTERSECTIONS are typically located within a 1/4 mile in a walkable environment that supports transit use.

### AVERAGE DAILY TRAFFIC (ADT)

**42,690** cars per day travel on Essen Lane.

**21,800** cars per day travel on Brookline Ave, the main arterial serving the medical district in Boston, Massachusetts.



mile. Downtown, there are 230. You've undoubtedly noticed, too, that Baton Rouge's worst neighborhood for traffic is also the same place you need to get to fast when you're sick. The dense environs around Bluebonnet, Essen and Perkins comprise an unofficial corridor for health care providers. When you need to see a doctor, the last thing you want to do is wait in traffic.

In 2011, East Baton Rouge's comprehensive plan, FuturEBR, identified a critical need for better planning and coordination in this informal medical corridor. The FuturEBR Implementation Team, in turn, asked the Baton Rouge Area Foundation to create a mobility strategy for the corridor, and we hired Perkins+Will to deliver solutions.

The consultants quickly realized that, with so many health care resources concentrated in one part of town, there is real potential for turning a big problem into an even bigger advantage. If the city is going to take the trouble to untangle its traffic snarl there—which we must—why not also create something new? Something much bigger and better for Baton Rouge. And,

while we're at it, for the world beyond our city-parish borders.

The idea is to transform that part of town into a "Health District," a true destination that will attract people instead of driving them away in search of alternate routes.

The plan for the Health District proposes a place like no other. Marshaled together, the unique medical assets in this area will enable researchers and physicians to collaborate in creative new ways, to offer patients better health care and to conduct clinical trials of the latest innovations. Medical professionals will work together there to challenge chronic illnesses—not only here at home but also among the sick far outside of Baton Rouge and throughout the world.

A unified medical community, brought together within the bounds of a shared Health District, will enable Baton Rouge health care providers to combine their diverse strengths and compete with medical centers nationwide.

And if you're going to create a traffic plan for an area where people already go when they are sick, it only makes sense that

## THE DISTRICT NETWORK /

Priority: The need to build new partnerships and models of care.

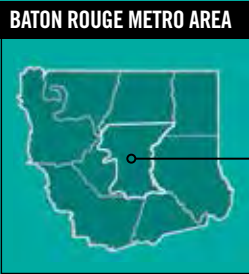
The District core, and the broader area surrounding it, are home to a large number of competing health care providers that operate independently. There is an opportunity for coordination across the continuum of care to reduce costly hospital use, manage population health and improve overall care.



# THE BATON ROUGE METRO AREA /

Priority: The need to improve the health of the community.

Residents in the Baton Rouge Metro Area and East Baton Rouge Parish suffer from high rates of preventable diseases and have unequal access to care. As providers of health care, health education, and employment in the community, health care institutions are critical partners for change.

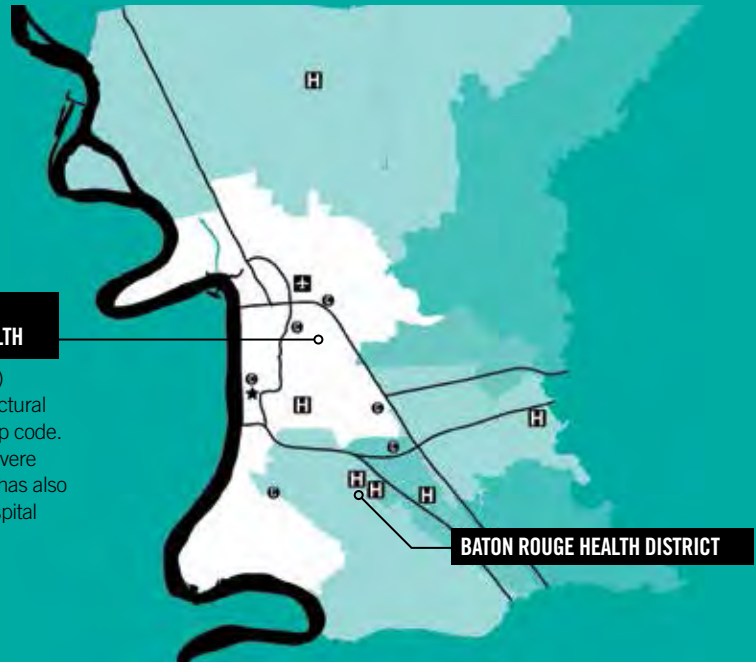


**EAST BATON ROUGE PARISH**

### AREAS WITH HIGHEST SOCIO-ECONOMIC BARRIERS TO HEALTH

Community Need Index (CNI) measures economic and structural barriers to overall health by zip code. A high CNI score indicates severe socio-economic barriers and has also been correlated with high hospital and emergency-room use

- CNI: 4-5
- CNI: 3-4
- CNI: 2-3
- CNI: 1.6-2



## PRELIMINARY INDICATORS

### MEDICARE BENEFICIARIES WITH DIABETES

**29%**

of Medicare patients in Baton Rouge have diabetes.

**24%**

of Medicare patients in Austin (TX) have diabetes.

**16%**

is the lowest rate of diabetes seen among states.

### POTENTIALLY PREVENTABLE MORTALITY

**154**

out of 100,000 deaths in Baton Rouge area are potentially preventable with timely and effective care.

**72**

is the number of preventable deaths per 100,000 in the top ten percent best performing regions.

your plan should work to make it a genuinely healthy place. That's the obvious logic of planners as they identify plots for tranquil new parks, for example, where weary medical personnel treating the sick can also take care of themselves. Or in enabling health care employees to walk or ride bikes to work from nearby homes, sparing them the stress of short-run, stop-and-go traffic in cars. BREC already has plans for creating a "medical walking trail" to link the various health care facilities so that people can move from place to place quickly and easily and in a way to help ensure that they, too, can stay healthy and on the job.

Effective treatment of the sick is based upon good research and instruction. So Perkins+Will will examine the demand for expanding LSU's existing facilities for medical education in Baton Rouge. The fruitful research conducted at Pennington would advance even further, for instance, if tested and applied

in federally funded clinical trials at neighboring hospitals and clinics in Baton Rouge's Health District. Predictably, other exciting new possibilities begin to arise. It's hardly a surprise that a world-class research facility for diabetes is now under consideration for the Health District.

The master plan couldn't come at a better time. More than \$500 million in additional hospitals and clinics are proposed for the area. Growth like that should be welcomed, but it demands farsighted—even visionary—planning to make it feasible in a place that's already choked with traffic and unmanaged development. And if there's anything that cities have learned in the generations since zoning began in Euclid, it's that the health and well-being of a community depends on well-planned, orderly development. •

## 2

# Destination: The Lakes

*Planning starts for restoring and enhancing  
the outdoor gathering places*

**F**rom the overlook outside Lod Cook Alumni Center, Kinder Baumgardner surveys the wide sparkling surface of the lakes. He appreciates the same things we all see; the lakes are undeniably beautiful. But as a landscape architect, his gaze sees what others may not.

"We must catch the monster within the lakes and kill it," he says.

The lakes are in decline. Under their bright surface, the lakes average only three feet in depth. That's at least two feet too shallow to meet the minimum requirements to be classified as "healthy" by the Louisiana Department of Wildlife and Fisheries.

And every day, our lakes grow a little shallower still. Sediments and other run-off from surrounding roadways and homes are washed into the lakes, giving invasive plants and algae a foothold to continue their march across the water. Each generation of vegetation dies off and sinks to the bottom, while new plants replace them on the surface. It's a relentless cycle that, layer by layer, transforms lake water into mudflats and swampland.

Baumgardner is leading landscape architects and engineers working for SWA Group. The firm was hired by the Baton Rouge Area Foundation to deliver a strategy for restoring the lakes and keeping them healthy for decades to come. Dredging will be required to deepen and reshape the lakes, creating a rich ecosys-

tem where fish and native plants can thrive.

SWA is doing the work in association with Jeffrey Carbo Landscape Architects. Baumgardner and Carbo know our lakes well. Both graduated from LSU's Robert Reich School of Landscape Architecture, among the most prestigious in the world.

The Foundation is leading and overseeing the work, but only with support from LSU and the city-parish, which own the lakes, and from BREC, which operates parks around them. In fact, the remaking of our community's lakes involves the collaboration of many, many people.

As the project evolved from just another good idea to actual, on-the-ground planning, local homeowners joined with government leaders and people who use the lakes for recreation. Together, they enthusiastically became a part of the planning process, providing invaluable advice and guidance to ensure that the revival of our lakes is guided by the best possible master plan. Everyone involved recognizes that the city's historic lakes are a shared legacy, and the people of East Baton Rouge all have a stake.

Planners officially launched the work over two days in September. The first step was to acquire a better understanding of the complex relationship between the lakes, roads, paths, public spaces, and neighborhoods that surround them. Planners walked the shoreline, making thoughtful observations.

Here's some of what they saw: Inaccessibly steep banks in some places. An ignored patch of grass that could be put to better use as a launch for kayaks and canoes. Parking lots in prime spaces along the shorelines. Buildings that fronted the streets and ignored the water behind them. Invasive plants behind fraternity houses, including Acacia, where Baumgardner was a member in the 1980s.

And, after noting what they saw at the lakes as they are now, the planners began to imagine better alternatives. For instance, Carbo said the parking lot and surrounding grassy area on May

## MASTER PLAN MEETINGS

### OVERVIEW AND BRAINSTORMING

Thursday, Nov. 6, 6-8 p.m.

LSU E.J. Ourso College of Business School Auditorium

### BUILD YOUR OWN PARK

Thursday, Dec. 11, 6-8 p.m.

LSU Union Cotillion Ballroom

### PRESENTATION OF OVERALL DESIGNS

Thursday, Jan. 29, 6-8 p.m.

LSU E.J. Ourso College of Business School Auditorium

### PRESENTATION OF DRAFT PLAN

Thursday, April 30, 6-8 p.m.

LSU E.J. Ourso College of Business School Auditorium

Street could become a beautiful and useful park; Baumgardner envisioned a tree-lined promenade along Dalrymple.

The team met with Mayor Kip Holden, LSU Chancellor F. King Alexander, officials from BREC, and engineers on the project. Susan Turner, a Foundation board member, provided a history of the lakes. Turner, a landscape architect, is donating her time and expertise on the project.

Baumgardner, Carbo and their teams will return in November. They will meet with residents of Baton Rouge, they will share with them some of the things their trained eyes see when they look at the lakes, and, at public meetings, they will seek the ideas and input of the people who live near and use the lakes every day—people who, in their own right, have a special expertise to offer. They will deliver a full plan by summer 2015.

## LAKE PARTNERS

Foundation fund donors and philanthropists underwriting the master plan, LSU, EBR Government, BREC, Coastal Protection and Restoration Authority, EBR Planning Commission, Louisiana Department of Wildlife and Fisheries, Louisiana Department of Transportation, Louisiana Department of Environmental Quality, Louisiana Department of Natural Resources, Louisiana Department of Agriculture and Forestry, U.S. Army Corps of Engineers, lakeside homeowner associations, recreational users.

## THEN ←

At the edge of LSU, which had relocated from downtown in 1926, was Perkins Swamp. Fishermen would cast at the edge for bass and gar; men and boys would trudge through the Cypress wetlands to shoot small game. To most people, though, the swamp was an undesirable patch in a city that was growing around it. Malaria would not be eradicated from the U.S. until the 1940s, so the swamp was seen as a breeding ground for mosquitoes that could sicken and kill.

The Great Depression had struck Baton Rouge harder than any other Louisiana city. The Chamber saw the conversion of the swamp into University Lake as an opportunity to put nearly 1,000 unemployed men to work. Hired by the Works Progress Administration, the men used hacksaws, shovels and wheelbarrows to cut cypress trees and move mud and dirt. In 1938, Baton Rouge celebrated completing of the project, which also created the roads around the lakes. By then, people had started building houses on the suddenly valuable property.

From the Morning Advocate in October 1938: “No wand was waved. No genie appeared on the scene. Instead, the present lake is a symbol of community leaders’ foresight, and it represents the work of thousands of hands. One of the most impressive projects executed here through the largesse of the federal government, the lake represents an outlay of \$335,800 on the part of the United States taxpayer, all of which went into the pockets of local workers and came out buying rent and clothes and other essentials of life.”



### THE BEGINNING

<b>July 1933</b>	Project begins
<b>Cost</b>	\$335,800 (\$5.7 million today)
<b>Men at work</b>	900 to 1,000
<b>Amount they worked</b>	9,200 man months
<b>Timber cut</b>	1 million square feet
<b>Dirt hauled</b>	70,000 cubic yards
<b>Swamp cleared</b>	285 acres
<b>Depth of new lake</b>	4 to 15 feet
<b>Oct. 1938</b>	Project completed

## NOW



The lakes—University, City Park and the four surrounding lakes—are in decline. University Lake was dredged in the 1980s, but an unexpected number of stumps caused the contractor to do an inadequate job. Now, sediment is flowing into the lakes and making them shallower. On average, the lakes are less than three feet deep; at a minimum, five feet is considered a healthy level by the Louisiana Department of Wildlife and Fisheries.

In 2008, a report by GEC Inc. of Baton Rouge for the The U.S. Army Corps of Engineers recommended the lakes be dredged with the installation of a sediment bypass system of tubes to keep the oxygen levels at a robust level for at least the next five decades.

The Foundation is building on the 2008 report, with LSU and the city-parish, which own the lakes, and BREC, which operates parks on the lakes, as collaborators. The Foundation contracted with SWA Group, which is working in association with Jeffrey Carbo Landscape Architects, on a master plan for the lakes. The plan will include recommended methods for dredging and shoreline improvements, including where to locate paths, gateways and landscaping. Consultants will look for financing as well. They are relying on public input to shape the plan.



Brian Baiamonte



Brian Baiamonte

Kinder Baumgardner, right, of SWA Group and Ed Morgereth of Biohabitats surveyed plant life along the lakes edge near Lod Cook Alumni Center. What they found were invasive plants that have taken hold along the edges and will inch across the lakes if they keep getting shallower.

## NEXT

The Foundation is taking public ideas online at [TheLakes.MindMixer.com](http://TheLakes.MindMixer.com), and public meetings will be held in November, December and January. The final plan is expected in July 2015. In the meantime, on the next page are some ideas posted by people from the project's MindMixer site.



Tim Mueller

Natalie and Jason Maxwell stroll City Park Lake on May Street with their 2-year-old daughter Anna Kate. The Maxwells live near the lakes and walk the area five times a week.



## MOST DANGEROUS SPOTS

On our MindMixer website, a number of people say that running and biking on Stanford is very dangerous. Curbs blend into the road in places, and the traffic whizzes by at 40 miles per hour only a foot or two from people. Also listed as dangerous is the intersection of Morning Glory, East Lakeshore and May streets.

“When I’m out for a run, the stretch of road where Morning Glory intersects East Lakeshore and follows May Street until May Street parking seems pretty hazardous. This is due (often) to heavy traffic and the lack of a path or reliable shoulder which can be used by runners and walkers. As someone who runs extensively in the Lakes area, I believe this relatively small section of road is far and away the most dangerous for pedestrians.”

**IDEAS FROM [TheLakes.MindMixer.com](http://TheLakes.MindMixer.com) ←**

*“Native plants are low maintenance. Consider those plants that attract hummingbirds and butterflies. Consider native milkweed for monarchs!”*

*“Recreation: sailing, fishing, sculling, kayaking, canoeing, sailboarding, running, walking, biking, roller blading, model boat rental and a place to run them. Rest: Quite spaces with maintained, beautiful landscaping.”*

*“More picnic tables and shady alcoves to watch wildlife would be wonderful.”*

*“I have noticed a small citrus grove (8 trees) planted around the new restroom facility at BREC’s Highland Road Park. It would be great to have such trees planted around the lakes in small groves for people to pick after a long day at the lakes. Maybe some blueberry and blackberry bushes planted around the lakes as well?”*

*“The LSU Rowing Club, along with other water lovers, have access to one small, wobbly dock on University Lake, off of Dalrymple Drive. It would be awesome to have a better outlet for launching small kayaks, canoes and the boats for the rowing team.”*

*“I know it’s a refuge but can we allow some limited access to the bird sanctuary? An observation tower to allow visitors viewing opportunities for birds and a nice elevated view of the lake.”*

*“I want the lakes to be a lesson on how to live as a part of nature instead of apart from it; a lesson on how to stop attempting control with chemicals, energy, and effort; a lesson on how to exist without walls and screens; a lesson on where we are.”*

*“Why not take part of the lakes and put the spotlight on some of the unique natural vistas that can’t be found anywhere else. It would be a natural magnet on so many levels: the casual tourist, visitors with a connection to Baton Rouge and, of course, a natural space to love and be proud of for the whole citizenry.”*



Celebrating  
18 years  
FRESH & LOCAL

SATURDAY  
NOVEMBER 1ST

5th and Main Streets Downtown Baton Rouge



Fresh from the Market Cooking Show  
with Special Guest Chef Peter Sclafani  
of Ruffino's Restaurant

Bloody Marys and Mimosas  
Live Music · Kids Activities



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# LEGACY

By Maggie Heyn Richardson

## The Mound Gets Modern

*Turner donation pays  
for visitor's center at  
Magnolia Mound*

Photo by Tim Mueller



**E**

ager to peer into Louisiana's colonial history, more than 15,000 visitors a year tour Magnolia Mound, the former cotton, indigo and sugarcane plantation located on high ground on Nicholson Drive in Baton Rouge. The site holds one of the best examples of French Creole architecture in the country, and its grounds and outbuildings tell the story of plantation life in south Louisiana in the 19th century.

This winter, the popular historic site will unveil a new visitors center meant to enhance the experience of guests and bring new attention to the monument.

More than half of the \$2.1 million public-private project was funded by benefactor Sue Turner and her family. Turner has been a member of the Friends of Magnolia Mound philanthropic organization since the site was saved from demolition in 1966. A longtime preservationist, she was an active participant in selecting the design for the new visitor's center, a modern, channel glass, concrete and steel structure neatly tucked into the hillside toward the rear of the 17-acre property.

Turner embraced the idea of a contemporary design. Like many, she believed it dovetailed better with the existing buildings than an attempt to replicate them would have.

"Magnolia Mound is the real thing, the thing that people are coming to see," she says. "We didn't think it was right to try to copy that."

Indeed, there is national precedent for modern interpretative centers existing alongside historic sites. One of the best known is the Ford Orientation Center and the Donald W. Reynolds Museum and Education Center at George Washington's Mount Vernon. Opened in 2006, the two buildings are tucked into a hillside and serve as a landing area for guests. The modern glassy structures are intentionally distinct from the residence of George Washington and his family. They do not attempt to mimic Mount Vernon; thus, they do not compete with it.

"There is a distinct line between the modern facility and the exhibit, which is really a more truthful way of doing this kind of thing," says John Sykes, Magnolia Mound Plantation director.

Depending on where a guest stands on the Magnolia Mound grounds, the visitor's center is mostly hidden from view. Tourists will see it upon their arrival, but as they wander the grounds and through the house, they'll look back on only the visitor's center's roof, the appearance of which has been softened by a green roof system that features natural vegetation. Grasses that reach about 18 inches in height are planted on the entirety of the roof.

The 4,100-square-foot center includes a gift shop, restrooms and a large meeting or event room that could be used for educational exhibits. The building also holds a 60-seat auditorium where a new instructional film on the plantation will be screened. Guests will transition from the visitor's center to

a sidewalk that leads them up the mound to the house, kitchen, gardens and other sites.

Turner's contribution to the visitor's center is part of a nearly 50-year commitment to Magnolia Mound. She was one of the early members of Friends of Magnolia Mound, the site's philanthropic arm, which helped breathe life back into the plantation after it was saved from demolition.

In the mid-'60s, a Texas developer purchased the property with plans to raze it. But after an outpouring of community support for the plantation, a judge ordered that Magnolia Mound be expropriated because of its historic significance. It was later purchased by BREC. The Friends of Magnolia Mound helped restore accurate period furnishings to the house, which was empty. The group has funded numerous projects over the years, including a recent radar survey that revealed that three structures once existed on the grounds.

Turner says she has always been fascinated by historic buildings and their ability to illuminate the past. She says she hopes the new visitor's center will help draw new generations of guests.

"This was meant to provide visitors a more meaningful experience," Turner says. "I'm just so lucky to be a part of it." •



Tim Mueller

Trahan Architects designed the Magnolia Mound Visitor's Center. This is Trahan's description of the building and how it works with its surroundings: "Situated on high ground adjacent to the Mississippi River, Magnolia Mound was a working plantation established in 1791. Today, Magnolia Mound's mission is to illustrate and interpret the French Creole lifestyle through educational programs, workshops, lectures, festivals and other special events. To reinforce this immersive experience, the design intent is to emphasize the importance of site and topography as it relates to Magnolia Mound.

The design seeks to establish a clear and visible threshold for visitors as they circulate around the base of the mound. As one transitions through the new visitor's center and ascends to the top of the mound, the new visitor's center merges with the landscape to become unobtrusive and imperceptible. Opacity, translucency and transparency are used to prioritize and frame the visitor's experience as one transitions from a contemporary experience to a historic or period experience. The new visitor's center seeks to elevate the existing historic buildings and site through a minimal architectural intervention that will provide a clear threshold for visitors at Magnolia Mound."

*"Magnolia Mound is the real thing, the thing that people are coming to see. We didn't think it was right to try to copy that."*

—Sue Turner, left, with daughter Suzanne Turner



Renderings of the new Magnolia Mound Visitor's Center designed by Trahan Architects.





# LEGACY

## Perpetual motion

*At 87, Louis Curet won't stop improving the world*

By Sara Bongiorno | Photo by Tim Mueller



L

ouis D. Curet retired nine years ago after 55 years as an estate attorney in Baton Rouge, but you wouldn't know it from the pace he keeps in his 87th year on this planet.

Driven by a no-nonsense conviction that the world must get better each day, he raises funds for nonprofits and is a champion of causes.

Since 1952, he's been in charge of selling tickets to the Kiwanis pancake breakfast at LSU's Pete Maravich Assembly Center. Mary Bird Perkins Cancer Center has acquired millions of dollars in life-saving medical equipment with his help. And Curet has assisted in raising millions for the French program at LSU, where he graduated in 1947.

Civic awards in his name reflect more than half a century of volunteer leadership for the region's educational, cultural and medical bulwarks.

His ties to the Baton Rouge Area Foundation run deep. He was president of the Baton Rouge Bar Association in the early '70s, a role that gave him a spot on the Foundation board of directors at the time.

There is no downtime for Curet, a resident of the Garden District most of his life. He works out each day at the gym, sharpens his French at weekly classes and began traveling the

world in his early 70s, taking summer trips 13 years in a row to France, Italy and other European countries.

On weekends, he often drives to his New Roads home, Bonnie Glen, where he regularly hosts fundraisers or opens the house to tours. He is matter-of-fact about a lifetime of community involvement.

“I can’t stand to be idle,” Curet says. “I’m interested in people and I like to be involved with people. I’ve always got something going on.”

Curet’s father, A.B. Curet, was county agricultural agent for Pointe Coupee Parish. His mother, Rose Gosserand Curet, taught school and insisted Louis study piano and elocution.

He is named for a favorite uncle, Louis H. Gosserand, who was a powerful influence. Mr. Gosserand wrote speeches for his nephew, including one on the Great Depression that Curet delivered at the Pointe Coupee Parish Fair. He was 5 years old.

“I talked about the economy,” he recalls.

There was never any question he would be a lawyer. Curet had hoped to go into practice with his uncle Louis, who practiced law in New Orleans but spent weekends in New Roads. Gosserand died in 1948, two years before Curet received his law degree from LSU’s Paul M. Hebert Law Center.

In 1950, Curet went into practice with criminal defense attorney Sam D’Amico.

Their law office was small but well respected, with an informal influence that reached beyond the official caseload of their Third Street location: D’Amico and Curet functioned as an unofficial proving ground for many fledgling attorneys fresh out of law school.

Curet speaks with a distinct clipped, whimsical accent. He describes it as Creole—a remnant of his childhood in Pointe Coupee, when he often heard Creole French.

His gaze is both intense and friendly. He has a cut-to-the-chase directness softened by impeccable manners and an understated charm.

Curet is a student of history—he is member-chairman of the Supreme Court of Louisiana Historical Society and owns every LSU Gumbo yearbook since 1938. Yet he is also enthusiastic about change in Baton Rouge, including the evolution of its downtown skyline and the anticipated arrival of an IBM software development center. He used to ride bikes with his daughter around City Park Lake, and he is thrilled about plans to revive the lakes around LSU.

His charm includes exacting standards for honesty and dress code. Attorney Henry Bernard has firsthand experience with those standards in both areas.

Bernard recalls working through a succession as a young lawyer in Curet’s office and coming up about a nickel off in his calculations. Bernard volunteered to pitch the difference in the sum into the kitty to account for his imperfect calculation, a suggestion Curet summarily rejected.

“He wanted me to do it again so everything came out even,” says Bernard.

Later, Bernard and his wife went to Curet’s home for what he had been told was a “very casual” gathering. Curet opened the door to greet the couple wearing a buttoned-up black suit and a tie.

The next time Bernard was invited to the Curets’ home for

a casual gathering he showed up in his best clothes to sit in the backyard and eat crawfish alongside Curet, who on this occasion wore a sport jacket.

“Louis never had an idea of how to be casual,” Bernard says. “I’ve never seen him in tennis shoes or jeans.”

Charm only partly explains what makes Curet a formidable fundraiser. Friends say he is also deeply but quietly competitive, with a bulldog determination to hold tight to what matters to him.

“He gets hold of something and he does not let loose,” says financier Dudley Coates, a friend and former tennis partner. “He is always polite, but he also wants to get his way because he believes in what he wants to do.”

*“I can’t stand to be idle. I’m interested in people and I like to be involved with people. I’ve always got something going on.”*

—Louis Curet



A pair of yellow boxing gloves that hangs from the back of a chair in the dining room of Curet's home suggests another comparison.

"He's tenacious," says Todd Stevens, president and CEO of Mary Bird Perkins Cancer Center, where Curet is director emeritus. "It's hard for people to say 'no' when this lawyer, scholar and gentleman looks you in the eye and asks for something. I think he knows it is hard for people to say no, and he leverages that for the benefit of the things he believes in."

One of the things Curet believes in is helping Mary Bird Perkins fight cancer. In 2004, he was co-chair of a capital campaign to start an academic and medical physics research program and acquire state-of-the-art radiation therapy equipment.

The boxing gloves in Curet's dining room are a memento from the organization for his role in helping to raise \$2 million in six months. He was later inaugural chair of the cancer center's foundation and a member of its board of directors. An annual philanthropic award at Mary Bird Perkins is named for him.

His work for Mary Bird carries broad community impact, but it is also personal. Both Curet and his wife, Jean Harvey Curet, the longtime society editor for the former *State-Times* newspaper, received treatment for cancer at Mary Bird Perkins, including chemotherapy at the same time.

Curet recovered, but Jean Harvey Curet did not. She died in 2000. The couple had been married for 49 years.

Curet's support of French language and culture at LSU and across Louisiana is likewise tied to personal experience. He loves the sound of the French language, but he also developed an interest in France through his uncle Louis, who spent two years as a student in Paris in the early 1900s.

Exchange students the Curets hosted in Baton Rouge in the 1960s became lifelong friends. French author Maurice Denuziere, whose historical fiction includes several books set in Louisiana, is a close friend who Curet met when the author and his wife were doing research near New Roads.

Curet's best-known effort to promote French language and culture in Louisiana is Friends of French Studies at LSU, which he co-founded in 1998. But he had already been involved in promoting ties between France and Louisiana for nearly 20 years.

Curet says people often ask him about his longevity. He gives them the only kind of answer he knows how to give: a straightforward one.

"To me, age is all relative," he says. "You just keep moving." •



# FILL IT UP.

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## *Whatever happened to* **CAMID?**

*The research center switches its purposes, bends toward marketplace*

By Sara Bongiorno | Photos by Tim Mueller

**R**esearchers at the Center for Advanced Microstructures and Devices may become the first U.S. team to produce a device that reduces radiation from CAT scans and permits physicians to see detailed imagery of soft tissue.

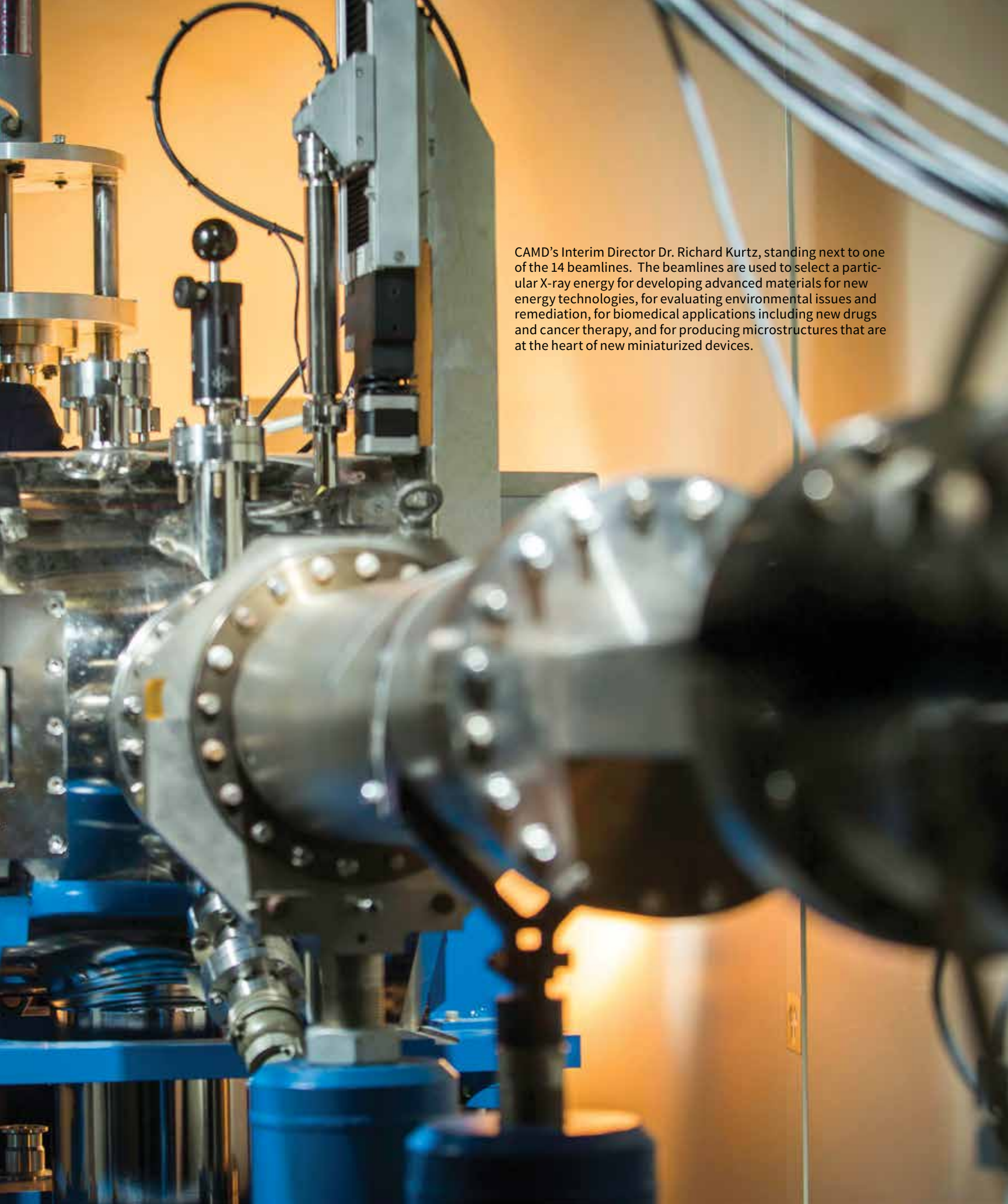
The Baton Rouge team is poised to become just the fourth group in the world making grates that allow X-rays to pass through the body in a manner that reduces patients' exposure to radiation from medical scans.

"There are only three other places in the world that make these grates," said Les Butler, the LSU chemistry professor heading the research team and working in collaboration with a German start-up company to advance the concept.

Technology developed at the Jefferson Highway facility powers Indy 500 race cars, helps Swiss-made watches keep time and enables scientists to build mobile "laboratories" small enough to balance on the end of a finger.

Research at the Louisiana State University-owned complex





CAMD's Interim Director Dr. Richard Kurtz, standing next to one of the 14 beamlines. The beamlines are used to select a particular X-ray energy for developing advanced materials for new energy technologies, for evaluating environmental issues and remediation, for biomedical applications including new drugs and cancer therapy, and for producing microstructures that are at the heart of new miniaturized devices.

is also helping scientists combat resistance to antibiotics and better fight disease. A new Russian-made magnet will advance the work of a team of LSU physicists and Mary Bird Perkins Cancer Center researchers pursuing ways to kill cancer cells with radiation.

In June, Butler formed a start-up focused on the X-ray grates he plans to produce at CAMD. But he also sees potential applications for the technology in flame retardants, 3-D printing and even production of hydrogen-powered cars.

All of which is to say that amazing things happen inside the looming white complex. Nevertheless, for the most part, what happens at CAMD often stays at CAMD when it comes to public understanding of its role in university research—or even what happens there at all.

Here's a simplified lesson: CAMD's massively powerful bending magnets circulate electrons inside its synchrotron storage ring at close to the speed of light. The process produces X-rays that can be used to determine the make-up of substances down to the molecular level.

Experts in CAMD's microfabrication lab develop micro technologies for sectors as varied as green energy and aerospace.

But the Jefferson Highway center also can't shake what amounts to a sin of omission: It never became a hub of semiconductor manufacturing as some early champions of the \$25 million center predicted in the early '90s. Even the vast stretches of grass around its windowless building seem to suggest what has not happened here. And the shopping destination that is Towne Center makes CAMD look like an afterthought.

The idea that CAMD's synchrotron could jumpstart a semiconductor industry in Baton Rouge was always a long shot, according to its interim director, physicist Richard Kurtz. The state's \$25 million investment in the center wasn't big enough to entice makers of semiconductors to establish a plant that might cost as much as \$2 billion, he says.

In time, changes in semiconductor technology rendered moot the idea that CAMD could help create our own version of Silicon Valley in Baton Rouge: The tech industry walked away from the once state-of-the-art idea of using synchrotron radiation to make microchips, an idea once championed by IBM.

It is worth noting that CAMD has helped to launch new ventures, including Baton Rouge-based Mezzo Technologies, whose heat exchangers are used in high-performance auto-racing and aerospace.

Yet the center's clearest promise—and its formal mission—has always been in advancing research and education, and there the facility continues to play a vital role. In 2012, more than \$61 million in major LSU research grants involved research at CAMD, including \$12.7 million in new grants in that year alone, Kurtz notes.

Its researchers also partner with industrial users such as Sasol and Albemarle. Scientists from across the country and the world travel to Baton Rouge to conduct research at the facility.

"It's always been most important as a tool for research," Kurtz says.

That tool is becoming more powerful. Its newly upgraded electron accelerator—paid for with a \$1.26 million National Science Foundation grant—includes a new, Russian-made magnet that will create higher-intensity X-rays to support additional work in medical physics.

Medical research has become an increasingly important focus at CAMD, where other core areas of research are energy, environmental applications and microfabrication.

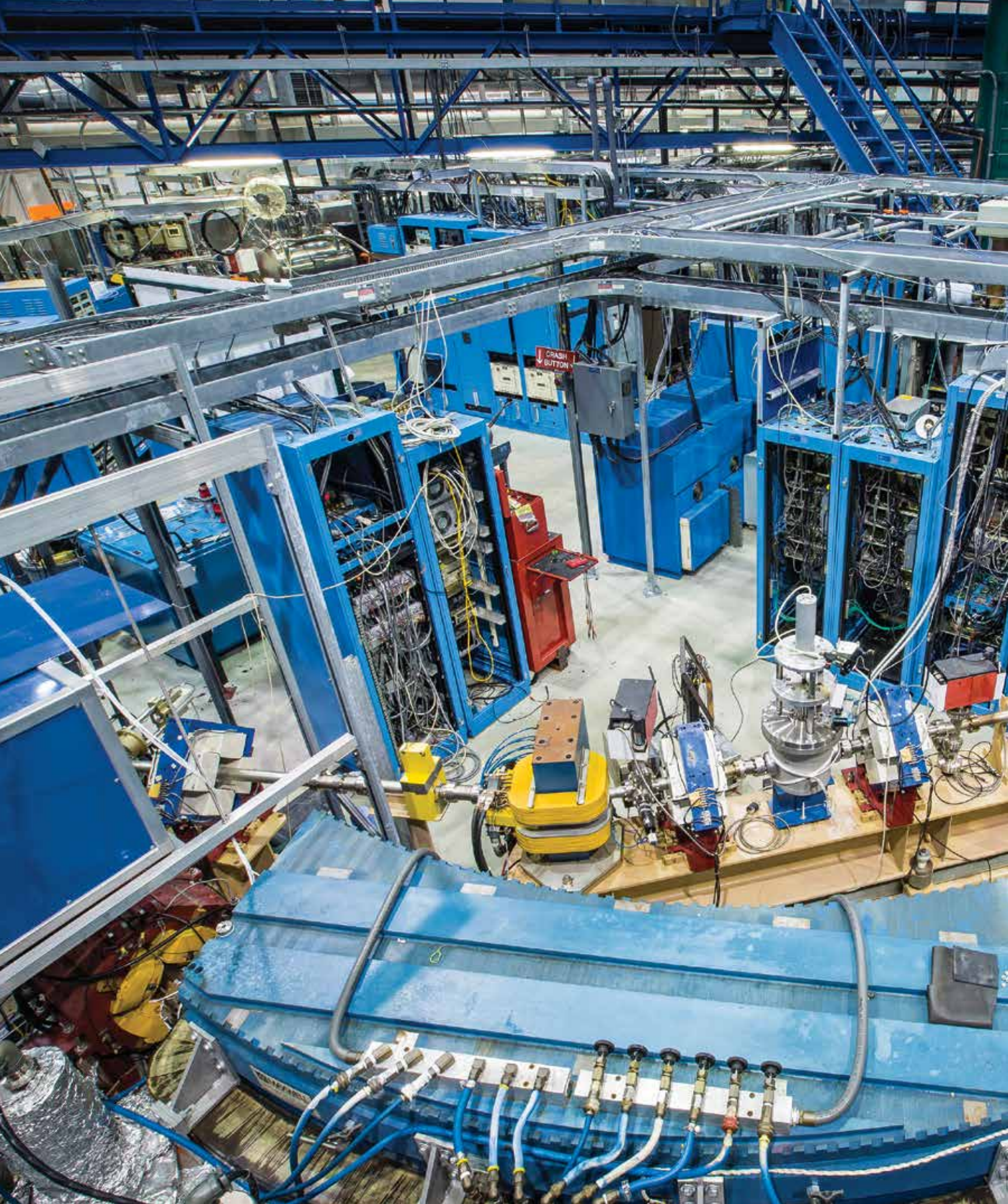
CAMD's synchrotron is becoming more powerful, but it is also becoming more rare: There were only about half a dozen such facilities in the U.S. to begin with, but the number fell by one this summer when the University of Wisconsin shuttered its soft X-ray synchrotron due to budget cuts.

Funding cuts have posed challenges to CAMD, too. It lost about half its staff in 2009 due to state higher-education budget cuts.

So CAMD searches more and more for ways to expand its role in economic development: Kurtz is scanning emerging commercial technologies funded by federal grants to determine if CAMD could help the ventures succeed.

"For us to have a synchrotron (in Baton Rouge) is really a remarkable thing," Kurtz says. "It's really a tool (for scientific research), but we continue to be interested in economic development and look for opportunities there." •

*Technology developed at CAMD powers Indy 500 race cars, helps Swiss-made watches keep time and lets scientists build mobile labs small enough to balance on the end of a finger.*





## LET THE SUN SHINE

# 70%

Decline in the cost of solar panels over five years, attributable to demand from Germany being matched by more efficient production by Chinese manufacturers. Germany is about to reach 30% of total power needs from renewable resources, primarily solar and wind power.

# 480,000

Number of U.S. solar power systems in 2014, delivering enough energy to power 2.4 million homes. The amount has increased 500% since 2010.

54

Good government, the cynics say, is always around the corner. Likewise, the promise of cheap solar energy. But maybe—just maybe—Semprius has turned the corner on inexpensive power from the sun.

The company is stacking semiconducting materials to capture more frequencies of light, a twist that has doubled the efficiency of its solar cells. Semprius' technology—verified by an independent group—converts nearly 45% of

sunlight into energy, compared to 25% for the most efficient solar cells available. Based in Durham, N.C., Semprius' goal is to exceed 50% efficiency in three to five years.

Most important, the company says it has manufacturing technology to scale up production. In large production runs, Semprius asserts its modules would produce power at less than 5 cents per kilowatt hour, compared to 6.4 cents for natural gas power plants.



## DOWN UNDER

The planet's average temperature has not increased in a few years, even as the world produces more carbon-trapping emissions. This pause in warming has provided ammunition to people who argue that global warming is a fabrication, but scientists have theorized that the heat is being trapped underwater instead of in the air.

A new study shows that is probably true. Using data from 3,000 floats that monitor the oceans up to a depth of 2,000 meters, Chen Xianyao of the Ocean University of China and Ka-Kit Tung of the University of Washington say that the Atlantic Ocean—not the Pacific Ocean, as was believed—is trapping heat at 300 meters to 1,500 meters down. Warmer, saltier water from the Tropics circulates to the frigid poles, where it melts ice, cools a little and sinks to trap heat. The water sinks because it becomes lighter than salt water when it mixes with freshwater from the ice.

The research indicates global warming will restart because oceans cannot be warmer than the air that surrounds it.

## WATERWORLD

Rising seas threaten Bangladesh more than almost any other nation. By 2030, 20% of the country—located where three large rivers meet—could be underwater. A nonprofit is countering the threat with a novel strategy, building schools, health clinics and libraries that float.

“Right now in Bangladesh, we can feel the presence of climate change. The water is getting bigger, the rivers are rising,” Mohammed Rezwan, who operates the nonprofit Shidhulai Swanirvar Sangstha, told FastCo.com.

The nonprofit has 111 boats offering services to more than 100,000 people per year. It has recently built floating farms with enough room for 10 families to grow poultry and vegetables.

## BRAVE NEW WORLD

By 2025, the smart use of lighting will end food shortages and food-insecure people, predicts Thomson Reuters: IP and Science in a summer report that takes a shot at predicting the future. Says the report, “In 2025, genetically modified crops will be grown rapidly and safely indoors, with round-the-clock light, using low-energy LEDs that emit specific wavelengths to enhance growth by matching the crop to growth receptors added to the food's DNA. Crops will also be bred to be disease resistant. And they will be bred for high yield at specified wavelengths.”



## THINK IBM

IBM has invented a processor that mimics the brain, using small amounts of energy to make computations. Named TrueNorth, the chip has a web of processors that—like a neural network—recognize patterns. TrueNorth's 5.4 billion transistors consume only 70 milliwatts of power, compared to current chips with 1.4 billion transistors burning through 35 to 140 watts.

But the chip is no match for a human brain. It's as complex as the brain of a bee. One researcher says the new chip is a big advance but that improvements are needed to make it useful.

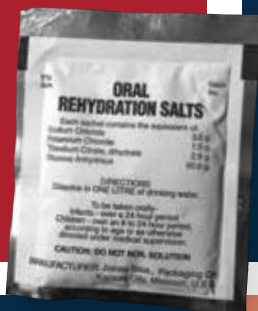
## GOOD INTERFERENCE

Drug firm Alnylam is testing among the first drugs to interfere with the creation of proteins. The company is in advanced human trials on a drug that promises to reduce bad proteins that cause familial amyloid polyneuropathy, or FAP, by 80%. FAP patients lose the ability to walk and typically die 10 to 15 years after onset of symptoms.

The drug works on a Nobel-winning discovery called RNA interference, where RNA, which takes instructions from DNA, can be switched to stop producing malformed proteins. Alnylam's other drugs under development include ones for hemophilia and high cholesterol. Sanofi has invested \$700 million in the pharmaceutical manufacturer.

## DRINK FOR LIFE

An elixir of salt, sugar and water has saved more than 50 million lives, most of them children. Oral rehydration solution was introduced about three decades ago as a drink to treat diarrhea. The British medical journal *Lancet* declared the drink as "potentially the most important medical advance of the 20th century." As evidence, diarrhea caused 2% of deaths in children under 5 from 2007-11, compared to 20% in 1988-93. The recipe for ORS: 6 level teaspoons of sugar and ½ level teaspoon of salt dissolved in a liter of clean water. Be precise, as too much sugar can make matters worse.



## NO VALETS NEEDED

French company Valeo has demonstrated technology that lets a car park itself. Using lasers and a rotating camera, the car travels at three miles per hour to find and park in an open space. The driver calls the car through an app. A self-parking car would reduce the size of parking lots, and valets would be out of work. Valeo says the system will be available within a decade.



## SAMPURN(E)ARTH

There is gold in garbage, and dignity for people who have to pick up waste.

Sampurn(e)arth, a company formed by recent college graduates, is upending the waste management model in large cities, starting in its home base of Mumbai. Instead of gathering the trash into tall mountains, the company has begun to collect it in smaller facilities, where it's converted for useful purposes, such as biogas and compost.

Sampurn(e)arth has 60 customers, including a university campus where 900 pounds of daily food waste is turned into enough gas to cook about half the food. Sampurn(e)arth also pays decent wages to employees, who used to earn meager sums by picking through and recycling garbage.

In 2014, the company won the first prize at the Global Social Venture Competition from Berkeley's Haas Business School.





## CITIES

**UBER** is attempting to make its service invaluable. The on-demand car service has opened its platform to partners, including apps from hotels and airlines. Uber riders can, say, book a room through the Hyatt Hotels & Resorts app and request a ride to the hotel right from the reservation screen. Calendar apps have integrated with Uber to provide cars that match your schedule. “This is really a big moment for Uber,” spokesperson Nairi Hourdajian says in a report. “We’re touching every hour of every day, and we’re bringing the Uber mobile experience to every mobile app.”



### LESS-HASSLE FLYING

Hong Kong has solved one of the irritants of life. Airline passengers can check their luggage at two subway stops that offer direct service to the airport. Check the luggage any time, tour the city, then go directly to airport security before boarding. The next time flyers see their luggage is when they land. The service costs \$13.

### ASPHALT, HEAL THYSELF

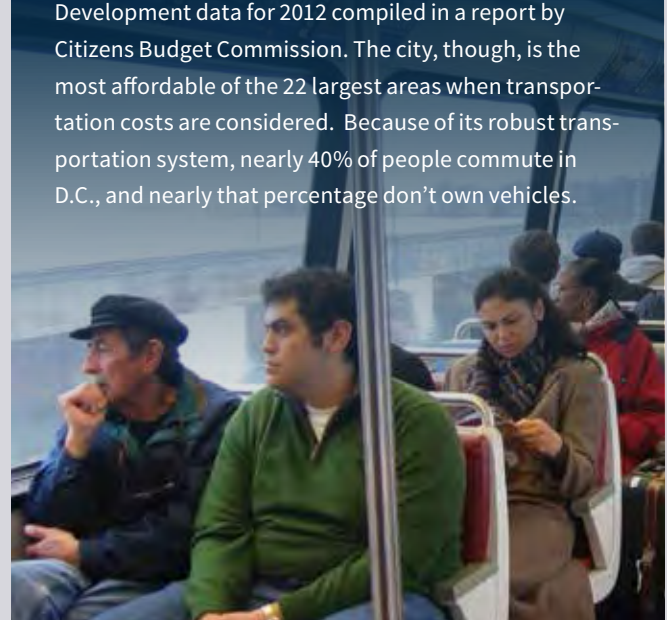
Dutch scientist Erik Schlangen has created an asphalt that heals itself, potentially doubling the time before a road must be replaced. His mix of steel wool and bitumen in asphalt self-repairs when placed in a microwave. In the real world, a heating element would be passed over the road every four years to increase its life. The Dutch government, which funded his research, is testing the asphalt on five roads.

84%

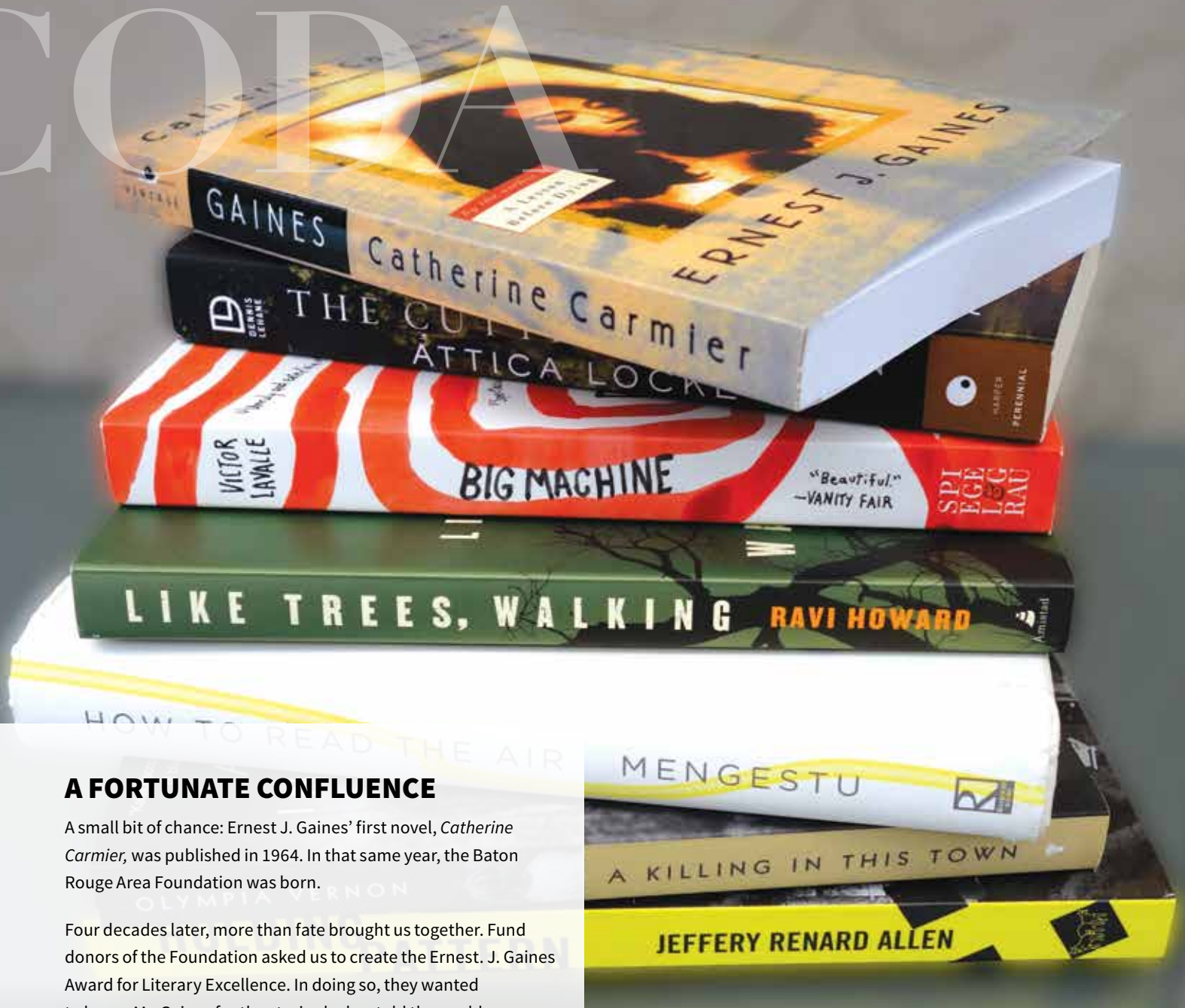
Percentage of people in an Atlantic Media/Siemens State of the City poll who said they drive to work. A total of 5% took the bus, 3% traveled by rail and 3% walked or biked. In New York City, 55% drove to work, the lowest of any large metro area.

### TRANSIT IS CHEAP

Washington, D.C., is among the most expensive large metro areas in America, but not when accounting for cost of transportation. A household would spend, on average, more than \$16,000 to rent in the nation's capital, placing it fourth behind San Jose, San Francisco and San Diego, according to U.S. Housing and Urban Development data for 2012 compiled in a report by Citizens Budget Commission. The city, though, is the most affordable of the 22 largest areas when transportation costs are considered. Because of its robust transportation system, nearly 40% of people commute in D.C., and nearly that percentage don't own vehicles.



# CODA



## A FORTUNATE CONFLUENCE

A small bit of chance: Ernest J. Gaines' first novel, *Catherine Carmier*, was published in 1964. In that same year, the Baton Rouge Area Foundation was born.

Four decades later, more than fate brought us together. Fund donors of the Foundation asked us to create the Ernest. J. Gaines Award for Literary Excellence. In doing so, they wanted to honor Mr. Gaines for the stories he has told the world and to make sure that African-American writers can continue to share the voices that inspire their own stories.

Seven writers have won the annual Gaines book award. More than 30 writers have submitted novels and short story collections to compete for the eighth award this year. The winner will be announced in November and celebrated in January at the Manship Theatre.

Find out more at [ErnestJGainesAward.org](http://ErnestJGainesAward.org).

**GIVING OPPORTUNITY:** You can help the Foundation underwrite the Gaines Award by donating at [ErnestJGainesAward.org](http://ErnestJGainesAward.org) or by calling donor services at 225-387-6126. Donations to the Gaines fund are tax deductible.

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# GREAT MINDS THINK DIFFERENTLY

The Baton Rouge Area Foundation is celebrating its 50th anniversary by thanking the community with a gift—a master plan for the lakes.

The planners need your ideas—no matter how crazy they are—to create a blueprint for restoring our dying lakes and for assuring they remain a great space for all the people who call Baton Rouge home.

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