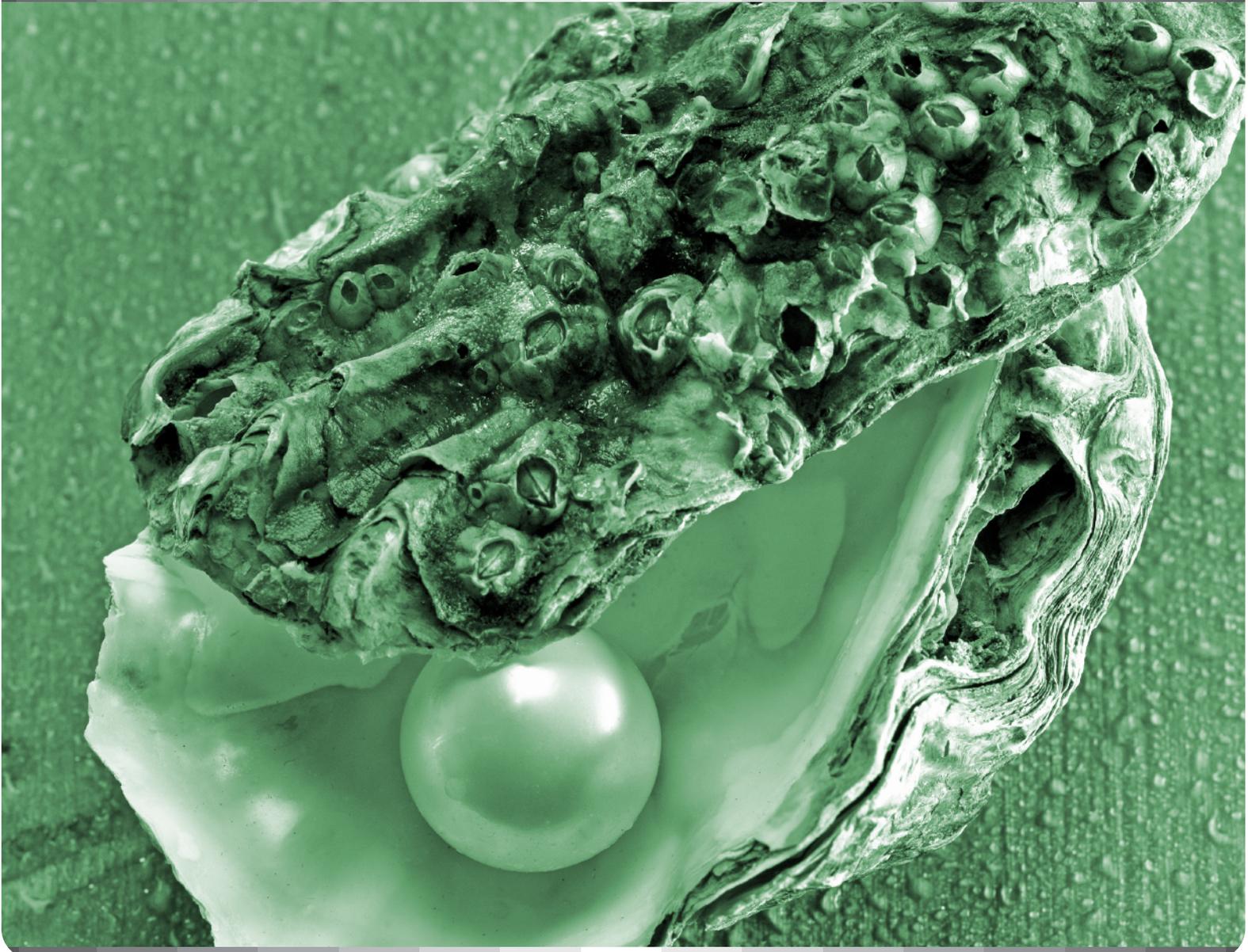


EDA Grant No. 08-83-04836
RPC Contract No. SLE3SU-WOW2

WORKING ON THE WATER WORKSHOP SERIES

Final Report
WOW Summit 2016 and Next Steps

April 2016





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Working on the Water Final Report

Purpose

The purpose of Working on The Water: Strengthening Small Business Opportunities in Coastal Areas Outreach and Coordination EDA Grant No. 08-83-04836 RPC Contract No. SLE3SU-WOW2 was to provide continued education and outreach in support of the individuals and businesses engaged in commercial fishing, coastal restoration, ecotourism, and disaster response in Southeast Louisiana.

This report details the actions Working on the Water (WOW) undertook in 2015 and 2016 to build on the findings of the “Fisheries Moving Forward” study. The Fisheries Moving Forward study researched economic and job opportunities for those whose livelihoods were impacted by the Deepwater Horizon/BP Oil Spill, resulting in three key recommendations and an action plan for economic development and government partners in affected areas in Southeast Louisiana:

1. Create more value and increase profitability to current fisheries’ activities by developing a working waterfront with an open, online marketplace.
2. Develop a workforce for Coastal Restoration projects based upon the skills, resources, and assets of those already familiar with and working on the water.
3. Build a new economic sector in ecotourism to allow those who are interested or already working on the water to generate additional income in their downtime with the skills, assets, and resources they already have at hand.

As these recommendations evolved, the need to connect job opportunities to individuals working on the water became apparent. The purpose of Working on The Water: Strengthening Small Business Opportunities in Coastal Areas Outreach and Coordination EDA Grant No. 08-83-04836 RPC Contract No. SLE3SU-WOW2 was created to help do just that.

This initiative was two-fold: providing outreach and assistance in the continued development of a Coastal Business Contact Database initiated under the first Working on the Water Summit held in October 2014; and the planning, outreach, and facilitation of four educational outreach workshops, held in the regional parishes, developed to assist small coastal business expansion and inform the second Working on the Water Summit.

Advisory Committee

The Working on the Water Advisory committee is a coalition of community stakeholders, scientists, and decision makers; regional, state and federal agencies; and non-profit and philanthropic organizations. The committee works collaboratively with coastal Louisiana communities to support the individuals and businesses engaged in commercial fishing, coastal restoration, ecotourism and disaster response in Southeast Louisiana.





The Working on The Water: Strengthening Small Business Opportunities in Coastal Areas Outreach and Coordination EDA Grant No. 08-83-04836 RPC Contract No. SLE3SU-WOW2 Advisory Committee was comprised of individuals from Callais Ice Service, evanSchmidt design, St. Bernard Parish Government, Greater New Orleans Inc., the Lafourche-Terrebonne Soil & Water Conservation District, Liftfund, Louisiana Economic Development, Louisiana SBDC, the Meraux Foundation, National Wildlife Federation—Vanishing Paradise, NOLAVibe, Nunez Community College, Ragusa Consulting, the Regional Planning Commission, the Small Business Administration, the St. Bernard Chamber of Commerce, the St. Bernard Economic Development Foundation, the St. Bernard Parish Office of Tourism, and TruFund Financial Services. An Advisory Committee Contact Table can be found in the Appendix.

TMG Consulting, along with subconsultant the Mumphrey Law Firm, served as the program manager for this grant cycle. TMG worked with the Advisory Committee to help maintain the coastal business contact database and develop the education outreach initiatives. TMG facilitated the implementation of four workshops and the WOW Summit 2016 detailed herein.

Project Summary

To assist coastal business expansion, the Working on the Water Advisory Committee selected four topics for the 2015 Workshop Series: Grants, Branding and Marketing, Business Expansion, and Regulations. The surveys received at the WOW 2014 Summit were analyzed to inform the Advisory Committee in its selection of these outreach initiative topics, as well as for the location to hold the events. It was determined that workshops should be held in St. Bernard and Plaquemines Parishes.

WOW Workshop 1 *Casting a Wide Net: Hands-On Assistance with State and Federal Grants*

Working on the Water Workshop 1: Casting a Wide Net: Hands-On Assistance with State and Federal Grants was held May 27, 2015, in the Entrepreneurship Center at Nunez Community College, 3710 Paris Rd., Chalmette, LA 70043 from 5pm - 8pm.

Background

The Working on the Water (WOW) Advisory Committee identified a need to assist coastal businesses in identifying and applying for grant funding opportunities. The workshop included grant coordinators from the Louisiana Department of Wildlife and Fisheries (LDWF), the U.S. Department of Agriculture Rural Development (USDA RD), and the U.S. Department of Agriculture Natural Resources Conservation Service (USDA NRCS) explaining current and upcoming grant opportunities. The workshop also aimed to deconstruct and demystify the USDA Rural Development Value Added Producer Grant application process. Participants were guided through the grant application document and its requirements as volunteers assisted one-on-one with project-specific questions.

Purpose

In 2014, few applications from the gulf south were submitted to the USDA Value Added Producer Grant program. The main purpose of this event was to increase exposure of this grant to the Louisiana fishermen community, explain the eligibility requirements, and encourage more applications in 2015. For those not interested in the Value Added Producer Grant, this workshop was designed to provide useful information of support services and other resources available to the Louisiana fisherman community including the fisherman database, easement program grant opportunities, and other local grants such as the LDWF refrigeration grant.





For a detailed event report, please refer to Appendix Page 9. Detailed event reports for each workshop can be found in the appendix.

WOW Workshop 2 *Reeling ‘Em In: Successful Branding and Marketing for Your Coastal Business*

Working on the Water Workshop 2 Reeling ‘Em In: Successful Branding and Marketing for Your Coastal Business was held July 28, 2015, in the Belle Chasse Auditorium, 8398 LA-23, Belle Chasse, LA 70037 from 3pm – 6pm.

Background

The Working on the Water (WOW) Advisory Committee identified a need to assist coastal businesses with branding and marketing. The Louisiana Small Business Development Center (LSBDC) provided a business consultant who created a branding and marketing presentation tailored to small Louisiana coastal businesses.

Purpose

The workshop aimed to assist coastal businesses identify, retain, and increase their customer base through branding, logos, marketing, and customer base expansion. The stated goal of the workshop was to expose participants to new and innovative ways of marketing their business and also explore ways to expand their business offerings to capture new customers or improve brand identity and customer loyalty.

For a detailed event report, please refer to Appendix Page 32. Detailed event reports for each workshop can be found in the appendix.

WOW Workshop 3 *Finding New Pearls in the Oyster Bed: Cultivating Additional Business*

The Working on the Water Workshop 3 Finding New Pearls in the Oyster Bed: Cultivating Additional Business was held September 22nd, 2015, at Charlie’s Restaurant 6129 E St. Bernard Hwy, Violet, LA from 5pm – 8pm.

Background

The Working on the Water (WOW) Advisory Committee identified a need to assist coastal businesses with opportunities to diversify especially during the offseason for fishing, shrimping and oystering. Louisiana Sea Grant’s Louisiana Direct Seafood Program, CompuCast, ExperienceNewOrleans!, TruFund Financial Services, the Louisiana Small Business Development Center, the St. Bernard Parish Office of Tourism, Nunez Community College, Restore the Earth Foundation, and the Louisiana Procurement Technical Assistance Center were featured, either as presenters or exhibitors offering individual counseling, at Working on the Water Workshop 3 Finding New Pearls in the Oyster Bed: Cultivating Additional Business.

Purpose

The workshop aimed to assist coastal businesses identify areas of business diversification during fishing, shrimping and oystering off seasons. The stated goal of the workshop was to expose participants to new and innovative ways of earning additional income during off season periods by incorporating alternative opportunities, including direct to market sales, charters, coastal restoration projects, and wildlife tours.

For a detailed event report, please refer to Appendix Page 66. Detailed event reports for each workshop can be found in the appendix.





WOW Workshop 4 *Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business*

The Working on the Water Workshop 4 *Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business* was held November 10th, 2015, at Mereaux Foundation's Docville Farm, 5124 E. St. Bernard Hwy., Violet, LA from 5pm - 7pm.

Background

The Working on the Water (WOW) Advisory Committee identified a need for coastal businesses to become acquainted with the laws that regulate their operations.

Purpose

The workshop aimed to educate coastal businesses of the regulating agencies overseeing charter, fishing, shrimping, and oystering operations in the Gulf Coast. These agencies, including the Wildlife and Fisheries, US Coast Guard, and the United States Department of Agriculture have set specific insurance, safety, and licensing requirements for coastal businesses, especially charter operations. Fishermen seeking to expand their business to offer charter experiences should consider and implement these requirements, or be subject to fines and penalties.

For a detailed event report, please refer to Appendix Page 115. Detailed event reports for each workshop can be found in the appendix.

Outcomes and Recommendations

The Working on the Water (WOW) brand has earned the respect of the fisheries industry which it serves. For this reason, efforts should continue to support and promote the WOW brand as a trusted source for information and resources related to fishing and seafood in South Louisiana.

The workshops that were most successful promoted grants and ways to make more money, but as a group the fishermen were not interested in attending workshops solely regarding learning new skills or being taught new ways to operate their business. The Summit continues to be a big draw, and fishermen seem to enjoy the presentations, the opportunity to meet each other, and learning from the experiences of other fishermen—especially those who are experimenting with and implementing innovative strategies to increase revenue.

The fishing community's largest need based on feedback from attendees, surveys, and conversations with community members: information. The fisheries are highly regulated, requiring fishermen to maintain hyper-current knowledge on new regulations and the development of new policies prior to implementation. New policies and regulations can greatly impact revenues from year to year as fishermen invest in new equipment and training to implement new processes and stay in compliance. While the current generation of fishermen are experts in their field of commercial fishing, they may not have a base level of traditional education in all cases. The sometimes lower-than-average literacy rate and the complexity of often changing state and federal policies and regulations are major barriers to fishermen advocating for themselves.

Empowering Fishermen with Information

Local trade organizations seem to be very specific focusing on one sub-industry at a time; e.g. Crab Task Force, Shrimp Task Force, Oyster Task Force. While these organizations are useful, most fishermen operate businesses that cross into two or more of these sub-industries, which increases the level of effort fishermen must make to stay current.





The Louisiana Sea Grant has developed the Louisiana Fisheries Forward Initiative. This voluntary educational program targets commercial fishermen to demonstrate best practices regarding new technology, implementation of new regulations, or development of useful business practices. The program also strives to fulfil the role of being a one-stop source of timely information and notification relevant to the seafood industry from environmental changes, to new regulations, or coastal policies under consideration. Fisheries Forward is mostly promoted through its website via regular blog posts announcing events and notifications to fishermen and fact sheets and instructional videos available on demand. The web portal is an excellent source of information, but few seem to be familiar with this resource. Feedback from coastal businesses revealed that **the Internet is not the best means of communicating with the target audience of fishermen who tend to share information through word of mouth.** Additionally, Louisiana Sea Grant is a governmental agency, and, while their work has been commendable, they lack the allegiance of the fishermen.

As a non-governmental entity and a trusted source of information, the WOW brand has an opportunity to fill this gap. The information being compiled by Sea Grant is high-quality, current, and relevant, but the electronic means of dissemination is ineffective for the target base. While the workshop format drew some fishermen already considering business expansion and innovation, the audience of attendees could be expanded if the event style shifted to serve the role of an umbrella organization for the fisheries industry. Instead of instructional workshops, regular meetings on a quarterly basis could present industry news and current events across the sub-industries: shrimp, crab, fish, crawfish, and oysters.

This industry meeting would better serve the target base in three ways:

1. Create a reliable source of information regarding local, state, and federal policies, and regulations of the fisheries industry, seafood processing, coastal protection, and restoration.
2. Promote a regular gathering of fishermen to allow for knowledge transfer, networking, and the creation of a more cohesive community network.
3. Empower the fishing community with notifications of proposed policy and regulatory changes, and create a forum for fishermen to advocate for themselves.

Offering a regular forum for fishermen to share information and innovations and learn about changes that may impact their business operations or environment will create a more powerful industry and more supportive community connections. Many workshop attendees lamented that they wished more fishermen would come out to attend the WOW Workshops, but that it was difficult to convince a fisherman to learn new skills. Time and again, the message was we need to offer “sugar with the medicine.” In this case, the medicine is the business expansion techniques and opportunities Working on the Water is trying to teach and, when pressed, the fishermen disclosed the sugar is new regulations the fishermen must know. This concept of “giving sugar with the medicine” was the most valuable lesson obtained from the Workshop Series. It is not that the fishermen don’t want or need the information provided, but that **WOW needs to offer something coastal small businesses want in order to get them to listen to what they need.** With additional grant funds, the WOW mission could be implemented with increased success.

The Sugar: Quarterly meetings of the fisheries industry to discuss current events, proposed policy and regulatory changes, and environmental updates such as coastal protection and restoration efforts. Presentations from each sub-industry Task Force could be included.

The Medicine: At each quarterly meeting, one educational offering would be highlighted. This may come in the form of financial planning and saving for the future, tax preparation, small business and self-employment strategies, branding and marketing techniques, micro-processing, or ecotourism opportunities. These short promotional presentations





could point fishermen to community resources or educational offerings that already exist in the area, and in many cases, the content for these offerings is already available from Louisiana Sea Grant's Fisheries Forward and other community partners. A list of community partners was compiled and is provided below in Attachment 6 for reference.

Fishermen are actively seeking more information to understand the ever-changing requirements of their industry and often the published notices in the federal register announcing new policy are too dense to understand. **Working on the Water has the potential to serve as the conduit of information, not only to notify fishermen of new policies, but to break down how these new policies impact day-to-day operations.** This service would be appreciated and attended by small coastal businesses. Once gathered, WOW would have the opportunity to provide more targeted instruction in areas of small business advancement and financial solvency that fishermen admit they need, but are not likely to seek out if presented on its own.

Summary of Recommendations for Future Efforts

- Learn from experience
 - Focus on providing financial and regulatory information.
 - High demand for grant and income opportunities
 - Low demand for assistance with marketing or other business operations strategies
 - Apply holistic approach to counter industry, trade group, and community fragmentation.
- Structure
 - Use WOW brand to disseminate important regulatory information without the stigma of direct government involvement.
 - Hold quarterly inter-industry update meetings rather than industry-specific workshops.
- Communication
 - Meet specific needs of the community by cultivating offline "word-of-mouth" information networks.
 - Use high-demand services (such as direct grant assistance) to entice participation in lower-demand but still-vital services (such as planning or business strategy).

Coastal Business Contact Database

The Coastal Business Contact Database includes all participants from the 2014 Summit, and all pre-registrants and participants from Workshops 1-4 and the 2016 Summit. This database has been delivered via Microsoft Excel digital file (CD) to both the Regional Planning Commission and the St. Bernard Economic Development Foundation.





2016 Summit Report

Working on the Water Summit 2016

Held March 22nd, 2016, at the Meraux Foundation's Docville Farm, 5124 E. St. Bernard Hwy, Violet, LA.

Background

In 2014, the Working on the Water (WOW) Advisory Committee hosted the first WOW Summit designed for fishermen, charter boat captains, and other coastal businesses to learn about opportunities in coastal restoration, ecotourism, and business expansion. The first WOW Summit was a resounding success, and in 2015, the Advisory Committee identified the need to host a second Working on the Water Summit in the spring of 2016 to provide support to the individuals and businesses engaged in commercial fishing, coastal restoration, eco-tourism, and disaster response in Southeast Louisiana.

Purpose

The Summit aimed to link fishermen and coastal businesses with government contracting agencies and resource agencies to assist with strengthening coastal businesses. Presentations focused on innovation in the fishing industry, coastal restoration, and business expansion.

Event Promotion

The WOW stakeholder group and management committee members promoted the event through their personal contacts and relationships. The event was advertised on the WOW website, www.workingonthewater.com and WOW's Facebook page. A sponsored social media campaign reached more than 1,100 people¹. TMG Consulting sent two mass emails to participants from the 2014 WOW Summit, attendees from all of the 2015 WOW workshops, as well as to coastal and economic development organizations. Further, TMG Consulting called each participant from the 2014 Summit and 2015 workshops who did not provide an email address to invite them to the 2016 Summit. Andrew Jacques, of the St. Bernard Economic Development Foundation, and Rachael Bauer, of TMG Consulting, distributed over 100 flyers to small coastal businesses on the docks of St. Bernard Parish the weekend before the event. Advisory Committee members passed out flyers for the 2016 WOW Summit at local fishing docks, by boats in the harbors, at local farmers' markets, at Start Up St. Bernard—the local entrepreneurial week event—and at the Louisiana SeaGrant's Fisheries Forward 2016 Summit.

According to sign-in sheet responses, the most effective method of outreach was word of mouth or through a friend; however, direct marketing via phone call, email or flyer was also effective.

¹ Source: Facebook analytics





Event Summary

The program opened with a welcome from St. Bernard Economic Development Executive Director Andrew Jacques thanking everyone for attending the event, elucidating the mission of the WOW partnership. Mr. Jacques explained the free workshop series and 2016 Summit were jointly funded by a U.S. Economic Development Administration (EDA) grant, administered by the Regional Planning Commission, and the St. Bernard Economic Development Foundation.

Continuing the welcome, St. Bernard Parish President Guy McInnis addressed the audience, who again thanked attendees, and stated his commitment to the communities who work and live outside of flood protection. President McInnis acknowledged that coastal businesses are poised to provide educational opportunities for people who don't know about or have access to the wetlands, and stressed the importance of coastal awareness.

Joey Breaux, Agricultural Environmental Specialist of the Office of Soil and Water Conservation in the Louisiana Department of Agriculture and Forestry then welcomed the audience by emphasizing the existing potential for ecotourism opportunities, explaining, "People will pay money to see what coastal communities have access to." Mr. Breaux committed continued support from the Department of Agriculture to advocate for recovery money dedicated to fishing communities in the event of another hurricane or disaster.

St. Bernard Parish Councilmember-at-Large and WOW Advisory Committee member Kerri Callais then spoke to the importance and mission of Working on the Water. Councilmember Callais reiterated that WOW is owned by no one, and was a response to a study on how to help the fishing industry rebound after the BP oil spill. Councilmember Callais stressed that coastal communities need to build partnerships with other people and agencies who can assist with sustaining and expanding small businesses and economic opportunities. She ended by encouraging attendees to engage and visit all the resource agency booths.

Following the opening address, the "Resiliency" block of speakers was introduced by the moderators for the day's event: Grasshopper Mendoza and Steve Picou of the Louisiana Water Network.

Dr. Ioannis Georgiou, Associate Professor of Earth and Environmental Sciences at the University of New Orleans presented his research on the Mississippi River Delta Plain, and the evolution of Louisiana barrier islands and inlets in response to coastal erosion and interior wetland loss.

Erin Brown, Sportsmen Outreach Coordinator for Vanishing Paradise and National Wildlife Federation, spoke about the costs of flooding damage projected over the next 10 years, and how the 2017 coastal master plan amendment process is about to begin. She encouraged coastal individuals and business to participate in this planning process to ensure their voices are heard.

The "Resiliency" block concluded with a presentation by Dr. Alessandra Jerolleman of the Lowlander Center on the HUD-grant-funded, sustainable, resilient resettlement of The Isle de Jean Charles Band of Biloxi Chitimacha Choctaw in Southern Louisiana. This resettlement project aims to create a model for communities driven to resettle due to land loss. The Resiliency Panelists remained on stage for a question and answer segment with the audience.

Summit moderators invited attendees to take a short break between programs to visit the exhibitor fair and network with each other. The 22 exhibitors were stationed at tables around the event space and included representation from resource and government agencies.

After the break, programming resumed with a series of presentations discussing "Government Assistance". The Executive Director of the State of Louisiana Coastal Protection and Restoration Authority, Michael





Ellis, spoke, articulating his commitment to engagement and dialogue with the individuals and businesses of Coastal Louisiana.

Rusty Gaude, Louisiana Sea Grant Area Fishery Extension Agent, spoke about aquaculture in Louisiana. He stressed that aquaculture must be sustainable to succeed, because sustainability goes hand in hand with profitability.

Ben Mitchell, Marketing Director and Program for Louisiana Department of Wildlife and Fisheries' Louisiana Wild Seafood Certification Program, presented on the Louisiana Wild Caught Seafood programs, regulations, and marketing assistance. He encouraged all attendees to get certified by the program, and pointed out that most commercial fishermen are already qualified. These presenters remained on stage for a question and answer segment with the audience.

Following the question and answer session, the second round of "Government Assistance" panelists addressed the audience. Patrick Witty, Director of Small Business and Community Services, Louisiana Economic Development, spoke about Louisiana Economic Development's increased rural focus, procurement opportunities with Hudson Certification, and LED technical assistance. Tom Ketterer, Assistant Director, Office of State Procurement presented on how the Hudson Initiative relates to State procurement and State contracting.

The "Government Assistance" block ended with a presentation from Phillip K. Hand, United States Coast Guard, on new regulations regarding construction requirements and automatic identification systems. He closed with an invitation to come visit the Coast Guard's on-site damage control trainer during lunch for a demonstration.

After the demonstration, attendees were served lunch accompanied by a key note panel discussion organized by Goldman Sachs 10,000 Small Businesses. Program alumni served as panelists and discussed their participation in the program and lessons they learned that impacted the efficiency and sustainability of the future of their business. The key note panel included Jeff Montz, Owner of Seabrook Marina, Mai Dihn, Owner of Star Convenience Store, and Jay Nix, Owner of Parkway Bakery and Tavern. The panel was moderated by Ronnie L. Slone, President of the Slone Group and 10,000 Small Businesses faculty member.

The 2016 Working on the Water Summit culminated with presentations on "Innovation" from commercial fishermen. Each presenter ended with a question and answer segment with the audience. Harlon Pearce, president of Harlon's Louisiana Seafood and former chair of the Louisiana Seafood Promotion and Marketing Board, presented on the market space for wild-caught and farm-raised Louisiana seafood within regional and national markets. Mr. Pearce challenged fishermen to stop considering foreign imports as their main competition and start promoting local, wild-caught seafood as a premium product to consumers.

Marcos and Boris Guerrero, owners of Caminada Bay Premium Oysters presented their new technique of off-bottom oyster cultivation and farming and shared marketing techniques that have helped expand their business. They also clarified that off-bottom oysters are not directly competing with the traditional oyster market, but instead, are building demand for local oysters and creating a year-round supply to feed this demand.

Captain George Barisich, president of the United Commercial Fishermen's Association, presented on the challenges and successes of his shrimp charter business and the efforts that he and the Association have made to increase future eco-tourism opportunities. Christie and Bobby Lovell, of Christie's Dreams Seafood, which was recently named StartUp St. Bernard's 2016 award winner, shared how their small, two-person business recently became a permitted seafood micro-processor, selling their premium packaged vacuum sealed or block frozen shrimp at the St. Bernard Seafood & Farmer's Market and





throughout the New Orleans metro area. They are getting ready to launch a seafood website to sell high quality local wild caught St. Bernard seafood. While describing their business growth, they shared the challenges and successes of creating a St. Bernard-branded seafood company, and how they hope that they have helped pave the way for more fishermen to join the St. Bernard brand.

The final presenter of the 2016 WOW Summit was Lance Nacio, owner and captain of Anna Marie Shrimp. Mr. Nacio explained Anna Marie Shrimp's risk and investment into on-board freezers, wider mesh nets, and modified turtle excluder devices to enable shrimp micro-processing on-board the shrimping vessels and the resulting success.

The 2016 Working on the Water Summit concluded with Andrew Jacques, Executive Director of the St. Bernard Economic Development, thanking attendees, presenters, moderators, exhibitors, advisory board members, and sponsors for attending the event, and encouraging attendees to interface with resource agencies off-line.

Exhibitors

The following exhibitors were represented at the event:

1. Anna Marie Shrimp
2. Caminada Bay Premium Oysters
3. Christie's Dreams Seafood
4. Goldman Sachs 10,000 Small Business Program
5. Harlon's LA Fish
6. Lift Fund
7. Louisiana Economic Development
8. Louisiana Procurement Technical Assistance Center
9. Louisiana Sea Grant
10. Louisiana Small Business Development Center
11. Louisiana Workforce Commission Office of Workforce Development
12. National Wildlife Federation Vanishing Paradise
13. Nunez Community College
14. Restore the Earth Foundation
15. Save Louisiana Coalition
16. St. Bernard Department of Tourism
17. St. Bernard Parish Government
18. State of Louisiana Coastal Protection and Restoration Agency
19. State of Louisiana Department of Wildlife and Fisheries
20. State of Louisiana Procurement Department
21. TruFund
22. United States Coast Guard

Outcomes

A total of 107 people attended the 2016 WOW Summit. Attendees left with a deeper understanding of the resource agencies available to assist them, and were energized by the innovative business growth techniques conveyed by presenters. Highlights from the 2016 WOW Summit include:





1. Participation by the Louisiana Restoration and Protection Agency’s new Executive Director, Michael Ellis who was eager to actively listen to the concerns, frustrations, and ideas of the coastal community in relation to the Louisiana Coastal Master Plan.
2. An enlightening presentation from Harlon Pearce, the former Chair of the Louisiana Seafood Promotion and Marketing Board, with a message to the Fishermen of, “Don’t try to compete with the imported seafood, but instead market and sell your premium, wild caught product at a higher price.” Mr. Pearce communicated that enough demand exists for a better product, wild caught local seafood, and wild caught just needs to be better marketed as the premium seafood product. Mr. Pearce explained the need to drive prices of wild caught seafood higher, while offering aquaculture or “farm-raised” seafood at a lower cost as a local alternative and that this will drive down the demand for imported seafood. Mr. Pearce stressed that the market exists for local and wild catch and that aquaculture is not competing with wild-caught fish as it occupies a totally different market than wild-caught seafood. Mr. Pearce encouraged attendees to think of their products as premium products that should command the highest price, while speaking about driving the market for local fish and differentiating the product between farm-raised (cheaper) and wild-caught (premium).
3. An additional highlight to the 2016 Working on the Water Summit was the networking connections made between small businesses among one another and with resource agencies. Only two days after the Summit, TMG Consulting received an email detailing how an oyster fishermen had made a connection and joined a Louisiana Sea Grant Seafood and Farmers market in a neighboring parish. A survey was also distributed to attendees at the end of the event requesting feedback on the summit.

Feedback

Event surveys were distributed at the registration as well as at the end of the Summit. The feedback was very positive, with all respondents saying they would recommend this event to others. Attendees stated that they appreciated that the knowledge and quality of the presenters, and that “everyone was so full of ideas which were helpful.” The categories of “networking,” “location,” “staff,” “issues discussed,” and “overall event satisfaction” received the highest responses.





Working on the Water Summit 2016 Attachments

WOW Summit 2016 Event Promotion

WOW Summit 2016 Agenda

WOW Summit 2016 Program

WOW Summit 2016 Sign-in Sheet

WOW Summit 2016 Pictures





WOW Summit 2016 Event Promotion





WORKING ON THE WATER

2016 SUMMIT

TUESDAY, MARCH 22, 2016
9:00 AM - 3:00 PM
Lunch will be provided

Meraux Foundation's Docville Farm
5124 E. St. Bernard Hwy, Violet, LA

An Initiative of



Attention All Louisiana Fishermen, Oystermen, Shrimpers, Charter Boat Captains:
Are you interested in expanding your business? In learning about new opportunities in Disaster Recovery? Tourism? Coastal Restoration? Government Contracts?



Hear from successful coastal businesses and how they overcame major challenges.
Find out about government contracts and government assistance.
Learn new ways to grow your business to earn more money in the down season.
Get advice from fisherman who expanded their business to make more money.

Captain Sponsor



Presenting Sponsor



Deck Hand Sponsors



Learn about our sponsors and more at: workingonthewater.com

Like us on Facebook! facebook.com/WorkingOnTheWater	Register Online: workingonthewater.com	Questions? Call Rachael Bauer: (504) 569-9239 Ex. 24
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WORKING ON THE WATER

2016 SUMMIT

Tuesday, March 22nd 9AM - 3PM

FREE EVENT
For Fishermen & Coastal Businesses

MAKE MORE MONEY

EXPAND YOUR BUSINESS

CREATE NEW OPPORTUNITIES

Hear from successful coastal businesses and how to **overcome major challenges**.
Find out about **government contracts** and **government assistance**.
Learn new ways to **grow your business** to earn more money in the down season.
Get advice from fishermen who expanded their business to **make more money**.




An Initiative of:





WORKING ON THE WATER

2016 SUMMIT

TUESDAY, MARCH 22, 2016
9:00 AM - 3:00 PM
(Lunch will be provided)

Meraux Foundation Docville Farm
5124 E. St. Bernard Hwy, Violet, LA

Presenting Sponsor



Captain Sponsor



Deck Hand Sponsors








WORKING ON THE WATER 2016 SUMMIT

TUESDAY, MARCH 22, 2016
9:00 AM - 3:00 PM
Lunch will be provided
Meraux Foundation's Docville Farm
5124 E. St. Bernard Hwy, Violet, LA

MAR 22 Working on the Water Summit 2016

Public · Family · Hosted by Working on the Water

Going In Invite Edit

Tuesday, March 22 at 9 AM - 3 PM
about 1 week ago

Meraux Foundation Docville Farms 5124 E. St. Bernard Hwy, Violet, La

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

RECENT ACTIVITY

Bretta Chaplinski feeling frustrated.
March 9 at 3:51pm · 🌐

Just flying in around 4 so we won't be able to make it

Like Comment Share

Working on the Water

Write a comment...

Barry Dennis
March 4 at 9:31am · 🌐

Unable to get off work to attend.

Like Comment Share

Working on the Water
February 25 · 🌐

Please Register **HERE** online to reserve your spot to this **FREE** Event!
<http://goo.gl/forms/UAnejDfcfD>

WOW 2016 Summit

Registration form for the Working on the Water Summit to be held at the Meraux Foundation's Docville Farms on March 22, 2016 from 9am - 3pm.

[DOCS.GOOGLE.COM](https://docs.google.com)

Yes, Michael Sizer and Bobby Lovell

EVENT TIPS

Use Short Event Names

A short name that represents your event will perform better because important info won't get cut off in News Feed.

Edit Name

Andrew, Keri and 3 other friends went

11 Interested 15 went 69 invited

INSIGHTS

1.1K reached

90 viewed

25 engaged

All counts are final as of 03/22/2016 3:00pm

RELATED EVENTS

Pothmann Crawfish Cook-Off
Sat Apr 9 at Louisiana Museum
Keri Collins is going
Interested Going





3/21/2016

'Working On The Water' To Introduce Opportunities To LA Fishermen, Coastal Businesses - Biz New Orleans - March 2016

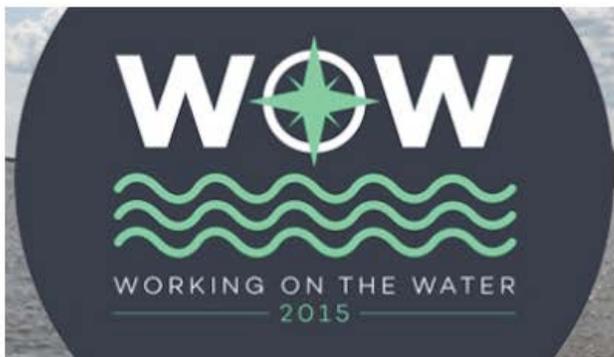


Main Services

'Working On The Water' To Introduce Opportunities To LA Fishermen, Coastal Businesses

BY 3-3-16

2



CHALMETTE, LA – This month, fishermen, coastal businesses, and government contracting agencies will share their skills and first-hand experiences when the Working on the Water Summit and Expo returns to St. Bernard Parish on Tuesday, March 22, 2016, at the Meraux Foundation's Docville Farm, 5124 E.

St. Bernard Hwy, in Violet, LA.

Working on the Water is an organization created after the 2010 BP oil spill. Its mission is to support coastal businesses and improve the resiliency of the coastal economy.

Presentations will focus on innovation in the fishing industry, coastal restoration, and business expansion.

The event is designed for fishermen, charter boat captains, and other coastal businesses to learn about opportunities in coastal restoration, ecotourism, and innovations in the fishing industry. Coastal business owners will have an opportunity to speak to government contracting agencies directly and learn new ways to make more money in the down season.

The Summit is the culmination of an initiative to expand the scope of Working on the Water by the St. Bernard Economic Development Foundation, the Regional Planning





3/21/2016 "Working On The Water" To Introduce Opportunities To LA Fishermen, Coastal Businesses - Biz New Orleans - March 2016

Commission, and the Economic Development Administration. The expanded programming included four hands-on workshops held in Southeast Louisiana in 2015.

The 2016 Working on the Water summit is presented by the Meraux Foundation. Goldman Sachs 10,000 Small Businesses serves as the captain sponsor. The St. Bernard Port, Harbor and Terminal District and the St. Bernard Parish Government are deck hand sponsors.

Partners include Louisiana Economic Development, Nunez Community College, the Meraux Foundation, St. Bernard Chamber of Commerce, U.S. Small Business Administration, Louisiana Small Business Development Center, TruFund, Leadership St. Bernard, LiftFund, St. Bernard Parish Office of Tourism, GNO, Inc., National Wildlife Federation's Vanishing Paradise Program, NOLA and the LA Water Network.

Though free, participants should register online, in advance, [here](#)

Add your comment:

Characters remaining:

Please enter the letters from the image below:





3/21/2016

2nd Annual Working on the Water Summit - Meraux Foundation

MENU 



2ND ANNUAL WORKING ON THE WATER SUMMIT

<http://merauxfoundation.org/events/event/2nd-annual-working-on-the-water-summit/#sthash.VrgtoLRq.dpbs>

1/2





Event Details

Start: March 22, 2016

End: March 22, 2016

Venue:

WOW was conceived following the Deepwater Horizon BP Oil Spill. With coastal communities unsure of their economic and business futures, the St. Bernard Economic Development Foundation proactively commissioned a study to research economic and job opportunities for those whose livelihoods were impacted by the oil spill. That study resulted in three key recommendations and an action plan for economic development and government partners in affected areas in Southeast Louisiana. They were: to create more value and increase profitability to current fisheries' activities by developing a working waterfront with an open, online marketplace; develop a workforce for coastal restoration projects based upon the skills, resources, and assets of those already familiar with and working on the water; and build a new economic sector in eco-tourism to allow those who are interested or already working on the water to generate additional income in their down time with the skills, assets, and resources they already have at hand.

The first WOW Summit was held in October 2014 to inform those who work on the water on how they can use their unique skills to explore new work opportunities in three key areas: coastal restoration, disaster recovery, and ecotourism. In 2015, WOW expanded to include a series of workshops held throughout the year.



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3/21/2016

Louisiana Water Network News

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Louisiana Water Network News

formerly the Horizon Initiative Water Committee

WOW: Working on the Water Summit: Tues. March 22, 9am, Docville Farm, FREE, Resilience, Innovation, Opportunities, & More!

Join us for the Working on the Water Summit Tuesday March 22 in St. Bernard at [Docville Farm](#) in Violet. Aimed at professionals in fisheries and water-related businesses seeking to grow in changing times. Speakers and panels will focus on resilience, government programs, and innovation. Learn from industry leaders, researchers, and peers about how to adapt and thrive. 9am to 3pm, free!

Register at <http://workingonthewater.com>





3/21/2016

Louisiana Water Network News

WOW SUMMIT SNAPSHOT

9:00-9:30 AM	<p>SUMMIT WELCOME AND OPENING ADDRESS Maggie Woodruff, Director of Economic Development and Contract Administrator, Regional Planning Commission Andrew Jacques, Executive Director, St. Bernard Economic Development Foundation Honorable Guy McInnis, President, St. Bernard Parish Joey Breaux, Agriculture Environmental Specialist and Administrative Coordinator, Office of Soil & Water Conservation, LA Dept. of Agriculture & Forestry Honorable Kerri Callais, Councilwoman-at-large, East</p>
9:30-10:00 AM	<p>RESILIENCY Ioannis Y. Georgiou, PhD, Associate Professor of Earth and Environmental Sciences, University of New Orleans Erin Brown, Sportsmen Outreach Coordinator, Vanishing Paradise, National Wildlife Federation Alessandra Jerolleman, PhD, MPA, CFM, Treasurer, The Lowlander Center</p>
10:00-10:30 AM	<p>EXHIBITOR FAIR & BREAK</p>
10:30-12:15 PM	<p>GOVERNMENT ASSISTANCE Louisiana Coastal Protection and Restoration Authority Albert "Rusty" Gaudé, Southshore Area Fishery Extension Agent, Louisiana Sea Grant Ben Mitchell, Marketing Director and Manager, Louisiana Wild Seafood Certification Program, Louisiana Department of Wildlife and Fisheries Patrick Witty, Director of Small Business and Community Services, Louisiana Department of Economic Development Paul Holmes, State Procurement Director, Louisiana Office of State Procurement Phillip K. Hand, Commercial Fishing Vessel Safety Examiner, Sector New Orleans, United States Coast Guard</p>
12:15-1:30 PM	<p>LUNCH & GOLDMAN SACHS 10,000 SMALL BUSINESSES PANEL DISCUSSION <i>Moderator</i> Ronnie L. Slone, President of the Slone Group</p>

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[2016 SBIR Gulf Coast Conference, New Orleans, April 4th, 2016](#)





3/21/2016

We Set Things In Motion! - News

News

NOLAVibe Supports Working on the Water Summit 2016 (<http://www.nolavibe.com/-news/nolavibe-supports-working-on-the-water-summit-2016>)

3/21/2016 [0 Comments \(http://www.nolavibe.com/-news/nolavibe-supports-working-on-the-water-summit-2016#comments\)](http://www.nolavibe.com/-news/nolavibe-supports-working-on-the-water-summit-2016#comments)

Join us for the [Working on the Water \(http://workingonthewater.com\)](http://workingonthewater.com) Summit Tuesday March 22 in St. Bernard at [Docville Farm \(http://merauxfoundation.org\)](http://merauxfoundation.org) in Violet. Aimed at professionals in fisheries and water-related businesses seeking to grow in changing times. Speakers and panels will focus on resilience, government programs, and innovation. Learn from industry leaders, researchers, and peers about how to adapt and thrive. 9am to 3pm, free! NOLAVibe's Grasshopper Mendoza and Steve Picou will serve as MCs for the event.



<http://www.nolavibe.com/-news>

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3/21/2016

We Set Things In Motion - News

WOW SUMMIT SNAPSHOT

9:00-9:30 AM	<p>SUMMIT WELCOME AND OPENING ADDRESS Maggie Woodruff, Director of Economic Development and Contract Administrator, Regional Planning Commission Andrew Jacques, Executive Director, St. Bernard Economic Development Foundation Honorable Guy McInnis, President, St. Bernard Parish Joey Breaux, Agriculture Environmental Specialist and Administrative Coordinator, Office of Soil & Water Conservation, LA Dept. of Agriculture & Forestry Honorable Kerri Callais, Councilwoman-at-large, East</p>
9:30-10:00 AM	<p>RESILIENCY Ioannis Y. Georgiou, PhD, Associate Professor of Earth and Environmental Sciences, University of New Orleans Erin Brown, Sportsmen Outreach Coordinator, Vanishing Paradise, National Wildlife Federation Alessandra Jerolleman, PhD, MPA, CFM, Treasurer, The Lowlander Center</p>
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12:15-1:30 PM	<p>LUNCH & GOLDMAN SACHS 10,000 SMALL BUSINESSES PANEL DISCUSSION <i>Moderator</i> Ronnie L. Slone, President of the Slone Group <i>Panelists</i> Jeff Montz, Owner of Seabrook Marina Mai Dihn, Owner of Star Convenience Store Jay Nix, Owner of Parkway Bakery and Tavern</p>
1:30-3:00 PM	<p>INNOVATION Harlon Pearce, President, Harlon's Louisiana Seafood Marcos and Boris Guerrero, Owners, Caminada Bay Premium Oysters Captain George Barisich, United Commercial Fishermen's Association Christie and Bobby Lovell, Christie's Dreams Seafood Captain Lance Nacio, Owner, Anna Marie Shrimp</p>

Special thanks to our Summit moderators Grasshopper Mendoza & Steve Picou of the Louisiana Water Network

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0 Comments (<http://www.nolavibe.com/-news/nolavibe-supports-working-on-the-water-summit-2016#comments>)

<http://www.nolavibe.com/-news>

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3/21/2016

WOW Summit | St. Bernard Parish Economic Development Foundation

St. Bernard
Economic
Development
Foundation

[About SBEDF](#) [Projects](#) [Site Selection](#) [Incentives](#) [Workforce](#) [Quality of Life](#)



WOW Summit

[Register Now](/working-water/wow-2016-summit-registration)

WORKING ON THE WATER
2016 SUMMIT
 Tuesday, March 22nd 9AM - 3PM

FREE Event for Fishermen & Coastal Businesses

MAKE MORE MONEY
EXPAND YOUR BUSINESS
CREATE NEW OPPORTUNITIES

Hear from successful coastal businesses and how to **overcome major challenges**.
 Find out about **government contracts** and **government assistance**.
 Learn new ways to **grow your business** to earn more money in the down season.
 Get advice from fishermen who expanded their business to **make more money**.

[\(/working-water/wow-2016-summit-registration\)](/working-water/wow-2016-summit-registration)

[Register Now](/working-water/wow-2016-summit-registration)





3/21/2016

WOW Summit | St. Bernard Parish Economic Development Foundation

An Initiative of:





WORKING ON THE WATER
2016 SUMMIT

TUESDAY, MARCH 22, 2016
9:00 AM - 3:00 PM
(Lunch will be provided)

Meraux Foundation Docville Farm
5124 E. St. Bernard Hwy, Violet, LA

Presenting Sponsor Captain Sponsor Deck Hand Sponsors



March 16, 2016 (St. Bernard, Louisiana): The Working on the Water Summit and Expo returns to St. Bernard Parish March 22nd at the Meraux Foundation's Docville Farm (5124 E. St. Bernard Hwy, Violet, LA) with a dynamic line up of fishermen and resource agencies. A keynote presentation will include a panel of alumni from the Goldman Sachs 10,000 Small Business program. Newly added guest speakers include Christie Lovell of White Boot Warriors, Lance Nacio of Anna Marie Shrimp, and Marcos and Boris Guerrero of Caminada Bay Premium Oysters.

Fisherman, coastal businesses, tourism professionals, and public officials will assemble to discuss the health of the coastal economy and solutions to build resiliency to the coastal community through business expansion and diversification. The expo will feature TruFund, Nunez Community College, Louisiana Economic Development, Louisiana State Procurement, Restore the Earth, Vanishing Paradises, Louisiana Small Business Development Center, and more.

The event will be held on March 22, 2016 from 9am-3pm at the Meraux Foundation's Docville Farm at 5124 E. St. Bernard Hwy in Violet, LA. Though free, participants should register online,

<http://www.sbedf.org/working-water>





3/21/2016

WOW Summit | St. Bernard Parish Economic Development Foundation

in advance, at www.workingonthewater.com (<http://www.workingonthewater.com/>) to secure a seat and lunch ticket.

The Summit is the culmination of an initiative to expand the scope of Working on the Water by the St. Bernard Economic Development Foundation, the Regional Planning Commission, and the Economic Development Administration. The expanded programming included four hands-on workshops held in Southeast Louisiana in 2015.

The 2016 Working on the Water summit is presented by the Meraux Foundation. Goldman Sachs 10,000 Small Businesses serves as the captain sponsor. The St. Bernard Port, Harbor and Terminal District and the St. Bernard Parish Government are deck hand sponsors.

Partners include Louisiana Economic Development, Nunez Community College, the Meraux Foundation, St. Bernard Chamber of Commerce, U.S. Small Business Administration, Louisiana Small Business Development Center, TruFund, Leadership St. Bernard, LiftFund, St. Bernard Parish Office of Tourism, GNO, Inc., National Wildlife Federation's Vanishing Paradise Program, NOLA Vibe and the Louisiana Water Network.

About Working on the Water

Working on the Water is an organization created after the 2010 BP oil spill. Its mission is to support coastal businesses and improve the resiliency of the coastal economy. To learn more visit www.workingonthewater.com (<http://www.workingonthewater.com/>).

an evanSchmidt design

About St. Bernard Economic Development Foundation

St. Bernard Economic Development Foundation is 501(c)(3) nonprofit organization founded in 2005 to promote economic development and commercial growth of St. Bernard Parish. The mission of SBEDF is to retain and create jobs, build wealth, and improve the quality of life in St. Bernard Parish. The Board of Directors consists of 28 voting members and 8 non-voting honorary members and public officials, all of which serve as volunteers to the organization. SBEDF's work is made possible through the general support of its investors, St. Bernard Parish Government, St. Bernard Port, Harbor and Terminal District, the Arlene and Joseph Meraux Charitable Foundation and Cox Communications at the Champion Level and the Law Offices of Sidney Torres, III and Associated Terminals at the Pillars Level.

About the Regional Planning Commission

<http://www.sbedf.org/working-water>

3/4





The Regional Planning Commission (RPC) serves as the Metropolitan Planning Organization (MPO) for Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, St. Charles, and St. John Parishes. The RPC is also the designated Economic Development District for Jefferson, Orleans, Plaquemines, St. Bernard and St. Tammany Parishes. This regional body is comprised of a 31 voting member board with representation from each of the six core parishes and supported by a staff of planning professionals. This board, which consists of elected officials and citizen members, meets on a monthly basis to discuss issues that are regional in nature.

About the U.S. Economic Development Administration

The Economic Development Administration marks 50 years of public service, leading the federal economic development agenda by promoting competitiveness and preparing the nation's regions for growth and success in the worldwide economy. An agency within the U.S. Department of Commerce, EDA makes investments in economically distressed communities in order to create jobs for U.S. workers, promote American innovation, and accelerate long-term sustainable economic growth.





WOW Summit 2016 Agenda





WOW SUMMIT SNAPSHOT

9:00-9:30 AM

SUMMIT WELCOME AND OPENING ADDRESS

Maggie Woodruff, Director of Economic Development and Contract Administrator, Regional Planning Commission
Andrew Jacques, Executive Director, St. Bernard Economic Development Foundation
Honorable Guy McInnis, President, St. Bernard Parish
Joey Breaux, Agriculture Environmental Specialist and Administrative Coordinator, Office of Soil & Water Conservation, LA Dept. of Agriculture & Forestry
Honorable Kerri Callais, Councilwoman-at-large, East

9:30-10:00 AM

RESILIENCY

Ioannis Y. Georgiou, PhD, Associate Professor of Earth and Environmental Sciences, University of New Orleans
Erin Brown, Sportsmen Outreach Coordinator, Vanishing Paradise, National Wildlife Federation
Alessandra Jerolleman, PhD, MPA, CFM, Treasurer, The Lowlander Center

10:00-10:30 AM

EXHIBITOR FAIR & BREAK

10:30-12:15 PM

GOVERNMENT ASSISTANCE

Louisiana Coastal Protection and Restoration Authority
Albert "Rusty" Gaudé, Southshore Area Fishery Extension Agent, Louisiana Sea Grant
Ben Mitchell, Marketing Director and Manager, Louisiana Wild Seafood Certification Program, Louisiana Department of Wildlife and Fisheries
Patrick Witty, Director of Small Business and Community Services, Louisiana Department of Economic Development
Paul Holmes, State Procurement Director, Louisiana Office of State Procurement
Phillip K. Hand, Commercial Fishing Vessel Safety Examiner, Sector New Orleans, United States Coast Guard

12:15-1:30 PM

LUNCH & GOLDMAN SACHS 10,000 SMALL BUSINESSES PANEL DISCUSSION

Moderator

Ronnie L. Slone, President of the Slone Group

Panelists

Jeff Montz, Owner of Seabrook Marina
Mai Dihn, Owner of Star Convenience Store
Jay Nix, Owner of Parkway Bakery and Tavern

1:30-3:00 PM

INNOVATION

Harlon Pearce, President, Harlon's Louisiana Seafood
Marcos and Boris Guerrero, Owners, Caminada Bay Premium Oysters
Captain George Barisich, United Commercial Fishermen's Association
Christie and Bobby Lovell, Christie's Dreams Seafood
Captain Lance Nacio, Owner, Anna Marie Shrimp

Special thanks to our Summit moderators Grasshopper Mendoza & Steve Picou of the Louisiana Water Network





WOW Summit 2016 Program





WORKING ON THE WATER SUMMIT 2016

Broadening Opportunities for Fishermen



MARCH 22nd, 2016

**MERAUX FOUNDATION'S
DOCVILLE FARM**

5128 E. St. Bernard Hwy.
Violet, LA 70092

www.WorkingOnTheWater.com





WOW SUMMIT 2016

AN INITIATIVE OF:



In Louisiana, there is a long tradition of working on the water—the water is part of who we are. Given the volatility of the economy and the hurdles we have had to overcome – from oil spills and hurricanes, to coastal erosion and changing ecosystems – it is important that our people are able to adapt and prosper.

Working on the Water (WOW) has been designed to do just that. This year’s summit is designed for fishermen, charter boat captains, and other coastal businesses to learn about opportunities in coastal restoration, ecotourism, and innovations in the fishing industry. Coastal business owners will have an opportunity to speak to government contracting agencies directly and learn new ways to make more money in the down season.

WOW has gathered fishermen, coastal businesses, and government contracting agencies from across the region to share their experiences and insights into how fishermen can take advantage of opportunities, and expand their business.

PRESENTING SPONSOR

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WOW SUMMIT SNAPSHOT

9:00-9:30 AM

SUMMIT WELCOME AND OPENING ADDRESS

Maggie Woodruff, Director of Economic Development and Contract Administrator, Regional Planning Commission
Andrew Jacques, Executive Director, St. Bernard Economic Development Foundation
Honorable Guy McInnis, President, St. Bernard Parish
Joey Breaux, Agriculture Environmental Specialist, Office of Soil & Water Conservation, Louisiana Department of Agriculture & Forestry
Honorable Kerri Callais, Councilwoman-at-large, East

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10:30-12:15 PM

GOVERNMENT ASSISTANCE

Louisiana Coastal Protection and Restoration Authority
Albert "Rusty" Gaudé, Louisiana Sea Grant Area Fishery Extension Agent SouthShore
Ben Mitchell, Louisiana Department of Wildlife and Fisheries
Patrick Witty, Director of Small Business and Community Services, Louisiana Department of Economic Development
Paul Holmes, State Procurement Director, Louisiana Office of State Procurement
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Captain George Barisich, United Commercial Fishermen's Association
Christie and Bobby Lovell, Christie's Dreams Seafood
Captain Lance Nacio, Owner, Anna Marie Shrimp

Special thanks to our Summit moderators Grasshopper Mendoza & Steve Picou of the Louisiana Water Network





WOW SUMMIT 2016



About Working on the Water

In April 2010, the Deepwater Horizon / BP Oil Spill created the single largest environmental disaster in U.S. history. With coastal communities unsure of their economic and business futures, the St. Bernard Economic Development Foundation proactively contracted a study, funded by the U.S. Economic Development Administration, to research economic and job opportunities for those whose livelihoods were impacted by the oil spill. The study resulted in three key recommendations and an action plan for economic development and government partners in affected areas in Southeast Louisiana:

1. Create more value and increase profitability to current fisheries' activities by developing a working water front with an open, online marketplace.
2. Develop a workforce for Coastal Restoration projects based upon the skills, resources, and assets of those already familiar with and working on the water.
3. Build a new economic sector in ecotourism to allow those who are interested or already working on the water to generate additional income in their down time with the skills, assets, and resources they already have at hand.

As these recommendations evolved, the need to connect job opportunities to individuals working on the water became apparent. WOW was created to help do just that.

Why It Matters

Success in business comes from hard work, experience, knowledge, and opportunity. WOW matters because it creates the opportunity for those working on the water to learn more about coastal restoration and ecotourism and what's required to do business in these fields. Those attending will also have the chance to input their information into a database that will be used to help provide a workforce for coastal restoration and disaster recovery work as it becomes available.





WOW SUMMIT 2016

After the success of the Working on the Water Summit in 2014, WOW was awarded a grant funded by the U.S. Economic Development Administration and the St. Bernard Economic Development Foundation to host a series of workshops and this year's summit. The Regional Planning Commission is the local entity that administers this grant.

About the U.S. Economic Development Administration

The Economic Development Administration (EDA) marks 50 years of public service, leading the federal economic development agenda by promoting competitiveness and preparing the nation's regions for growth and success in the worldwide economy. An agency within the U.S. Department of Commerce, EDA makes investments in economically distressed communities in order to create jobs for U.S. workers, promote American innovation, and accelerate long-term sustainable economic growth.

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Regional Planning Commission
St. Bernard Economic Development Foundation

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Louisiana Water Network
Meraux Foundation
National Wildlife Federation's Vanishing Paradise Program
NOLA Vibe
Nunez Community College
St. Bernard Chamber of Commerce
St. Bernard Parish Government
St. Bernard Parish Office of Tourism
St. Bernard Port, Harbor, and Terminal District
TruFund
U.S. Small Business Administration

ORGANIZERS

WOW Advisory Committee
TMG Consulting

www.WorkingOnTheWater.com





WOW Summit 2016 Sign-in Sheet





First Name	Last Name	Type of Business or Organization	Email Address	Phone Number	Parish
John	Albrecht	Shrimper	Farmerbedicojohn@aol.com	(985)974-6359	St. Bernard
Chris	Alfonso	Commercial Fisherman	americanboysshrimping@gmail.com	(985)718-6249	Fi. Bernard
Ernie	Alphonso	Capt. Ernie's charters	w.alphonso@yahoo.com	(504)495-1545	St. Bernard
Jerry	Alphonso	Commercial Fisherman	w.alphonso@yahoo.com	(504)583-1042	St. Bernard
Sonny	Averett	Kayak-iti-yat	kayakityat@yahoo.com	(985)778-5034	
Michael	Bailey	Convenant General/Tea mnmca	Michaelbailey@teamnmca.org	(281)652-7267	St. Bernard
Hal	Baillie	TMG Consulting	halbaillie@tmgconsulting.net	(504)569-9239	Orleans
George	Barisich	United Commercial Fishermen's Association	nonetsnoseafood@aol.com	(504)439-2013	
Dr. Mary	Bartholomew	Nunez Community College	mbartholomew@nunez.edu	(504)278-6313	Jefferson
Rachael	Bauer	TMG Consulting	rachaelbauer@tmg-consulting.net	(504)569-9239	Orleans
Stephanie	Bell	Goldman Sachs 1000k Small Businesses	sgbell@dcc.edu	(504)252-5982	Orleans
Jonn	Blatty		jt@jtblatty.com	(912)224-7440	
Regina	Bracy	LSU AGCENTER	rbracy@agcenter.lsu.edu	(985)543-4129	St. Bernard
Joey	Breaux	Office of Soil & Water Conservation Louisiana Department of Agriculture & Forestry	joey_b@ldaf.state.la.us	(225)922-1269	
Erin	Brown	National Wildlife Federation	BrownE@nwf.org	(985)373-6567	
Wyne	Bugess	LSU AGCENTER	wbugess@agctr.lsu.edu	(504)908-9709	St. Bernard
David	Buggage	TruFund Financial	kjohnson@trufund.org	(504)392-2454	Orleans





First Name	Last Name	Type of Business or Organization	Email Address	Phone Number	Parish
Kerri	Callais	St. Bernard Parish Councilmember-at-Large, East	kerricallais@gmail.com	(504)416-9853	
Mike	Cusack	Louisiana Small Business Development Center	mcusack@lsbdc.org	(504)352-0230	
Joey	Defatta	Economic Development Commission	ajacques@sbedf.org	(504)277-4009	
Abigail	Degenhart	TMG Consulting	abigaildegenhart@tmgconsulting.net	(303)653-1008	Orleans
Devin	Denman	Louisiana Fishing Blog	devin@lafishblog.com	(985)788-4963	St. Bernard
Mia	Dihn				
Nic	Dixon	Coalition to Restore Coastal Louisiana	nicd@crcl.org	(504)264-6749	Orleans
Calvin	Duvalle	Duvalle's Cajun Charters Llc	CaptainCal@duvallescajuncharters.com	(504)957-4549	St. Bernard
Michael	Ellis	State of Louisiana Coastal Protection and Restoration Authority	michael.ellis@la.gov	(225)342-5362	East Baton Rouge
Pat	Fitzpatrick	Weather CSI	drpjfitz@yahoo.com	(985)788-9486	St. Tammany
Lisa	Fitzpatrick	Weather CSI	lbothman@yahoo.com	(504)458-2922	St. Tammany
Rusty	Gaude	Louisiana Sea Grant	AGaude@agcenter.lsu.edu	(504)908-9713	
Ioannis	Georgiouis	University of New Orleans	igeorgio@uno.edu	(504)280-1373	
Cindy	Graf	LA WKTE Comm.	wiastbernard@yahoo.com	(504)278-4265	
Jerry	Graves	Graves Public Services, LLC.	jgraves@sbsp.net	(504)343-4041	St. Bernard
Anthony	Greco	Commercial Fisherman	buddysboats@aol.com	(504)421-2203	St. Bernard





First Name	Last Name	Type of Business or Organization	Email Address	Phone Number	Parish
Marcos	Guerrero	Caminada Bay Premium Oysters	grandisleseafarms@gmail.com	(225)284-3811	
Mrs.	Guerrero	Caminada Bay Premium Oysters	grandisleseafarms@gmail.com	(225)284-3811	
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Bill	Haines	Meraux Foundation	billhaines@merauxfoundation.org	(504)415-3694	
Tom	Halko	Goose Bayou, Lafitte/Bayou des Oies	thalko1@cox.net	(504)487-1161	Jefferson
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Thomas	Hymel	LSU AgCenter/Louisiana Sea Grant	thymel@agcenter.lsu.edu	(337)296-6133	Iberia
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Brandon	Jackson	Commercial Fisherman	plj228@yahoo.com	(504)281-0655	St. Bernard
Andrew	Jacques	St. Bernard Economic Development Foundation	ajacques@sbedf.org	(504)277-4009	St. Bernard





First Name	Last Name	Type of Business or Organization	Email Address	Phone Number	Parish
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Robert	Maloney	St. Bernard Parish Government	rsmaloneyjr@gmail.com	(504)460-7499	
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First Name	Last Name	Type of Business or Organization	Email Address	Phone Number	Parish
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Zach	Monroe	Sabistan Consultants	zach@sabistanconsultants.com	(504)508-0783	Orleans
Jeff	Montz	Goldman Sachs 10000k Small Businesses	sgbell@dcc.edu	(504)252-5982	
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Jay	Nix	Parkway Bakery			
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George	Ricks	St. Bernard Parish Government	gricks@sbsp.net	(985)630-2923	





First Name	Last Name	Type of Business or Organization	Email Address	Phone Number	Parish
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Van	Robin	Oyster Fisheries Inc.	oysterfisheries@aol.com	(504)583-1717	St. Bernard
Brad	Robin	Robin Seafood	bradrobin64@gmail.com	(504)296-8912	
Chad	Rogers	Commercial Fishing / Shrimp	Lrogers196@yahoo.com	(504)214-7248	Jefferson
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Penny	Zar	Commercial Fishing	pzar@cox.net	(504)689-4394	Jefferson





First Name	Last Name	Type of Business or Organization	Email Address	Phone Number	Parish
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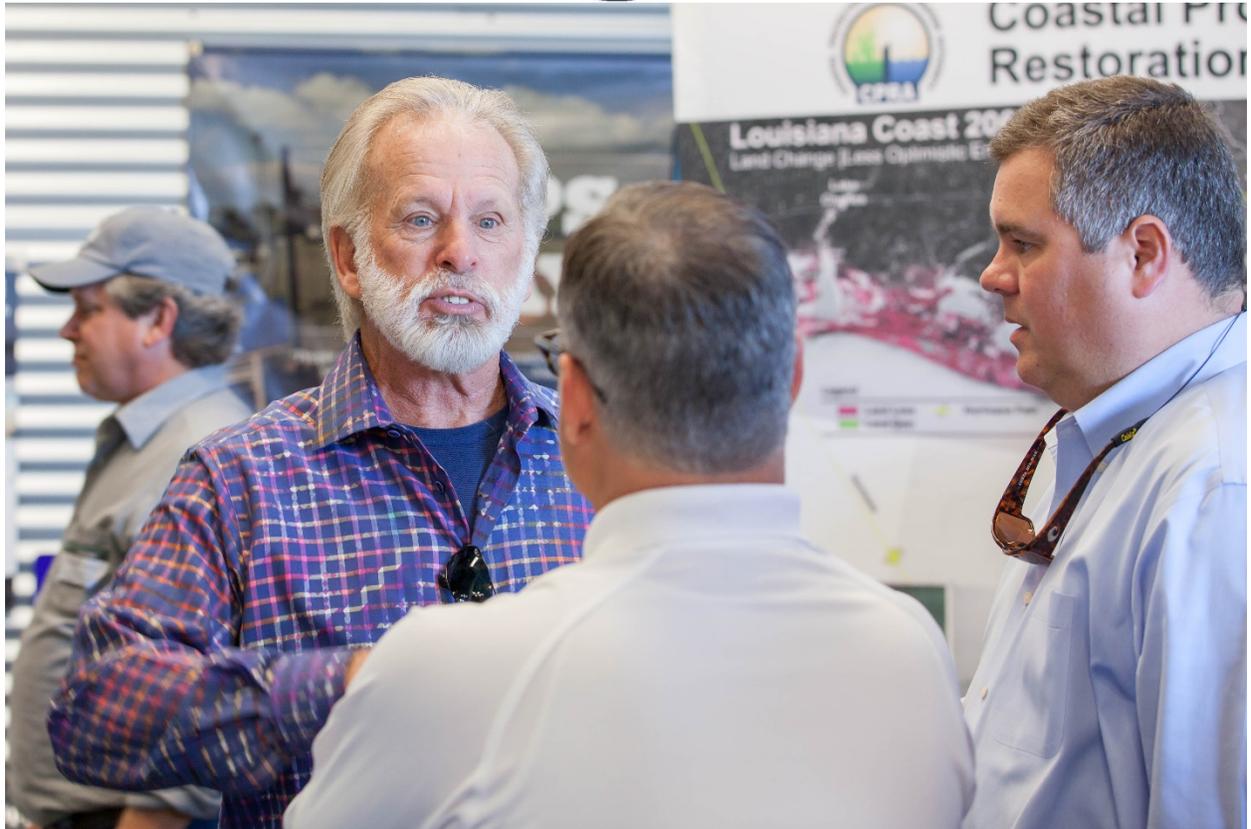
WOW Summit 2016 Pictures

























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Working on the Water 2014-2015 Advisory Committee



Working on the Water 2014-2015 Advisory Committee

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**LOCAL PARTNERS FOR
COASTAL CONNECTION**



Coalition to Restore Coastal Louisiana

Address: 3801 Canal Blvd., Ste. 325, New Orleans, LA 70119
Email: coalition@crcl.org
Description: The CRCL is dedicated to the responsible stewardship and conservation of Louisiana's coastal wetlands. CRCL facilitates and funds restoration projects, promotes awareness and education about the importance of preserving and restoring coastal Louisiana, and works at the state, local and federal level to ensure restoring and protecting coastal Louisiana is a top priority.



Coastal Communities Consulting Inc.

Address: 925 Behrman Hwy., Ste. 15, Gretna, LA 70056
Email: ccc-nola@att.net
Description: CCC is a non-profit organization which assists rural entrepreneurs, commercial fishermen, and families of Southeast Louisiana start new businesses, provide computer and financial trainings, encourage economic development, enhance literacy, and provide meaningful social services support.



Coastal Protection and Restoration Authority

Address: P.O. Box 44027, Baton Rouge, LA 70804
Email: Jenny.Pettiss@la.gov
Description: The CPRA implements projects relative to the protection, conservation, enhancement, and restoration of the coastal area of the Louisiana. It also oversees the administration of all matters related to the study, planning, engineering, design, construction, extension, improvement, repair, and regulation of integrated coastal protection.



Ducks Unlimited

Address: 3912 Delery Dr., Marrero, LA 70072
Email: mcallais@epiccompanies.com
Description: Ducks Unlimited is associated with the Louisiana Conservation Projects seeking to conserve more than 377,000 acres of waterfowl habitat throughout Louisiana.



Goldman Sachs 10,000 Small Businesses Program

Address: Delgado Community College, Building 2, Room 222, 615 City Park Ave., New Orleans, LA 70119
Email: sgbell@dcc.edu
Description: Goldman Sachs 10,000 Small Businesses is a \$500 million investment into the United States to help entrepreneurs create jobs and economic opportunity by providing them with greater access to education, financial capital and business support services.



LOCAL PARTNERS FOR COASTAL CONNECTION

Greater New Orleans Inc., Regional Economic Development

Address: 1100 Poydras St., Ste. 3475, New Orleans, LA 70163
Phone: (504) 527-6900
Description: GNO, Inc. serves as a regional economic development alliance serving the 10-parish region of Southeast Louisiana. GNO, Inc. pursues an aggressive agenda of business development by marketing the region and improving regional business conditions through policy, workforce, and research initiatives.



GREATER NEW ORLEANS
INC.
REGIONAL ECONOMIC DEVELOPMENT

Gulf Restoration Network

Address: 541 Julia St, Ste., 300 New Orleans, LA 70176
Email: info@healthygulf.org
Description: The GRN organizes the public, builds broad coalitions of groups, individuals, watchdogs, governments and corporations to prevent pollution and destruction, advocates for policies to improve the health of the Gulf, and takes legal action to protect the Gulf. GRN provides technical support, information, mentoring and sharing to grassroots groups and individuals.



LiftFund

Address: 2007 W. Martin St., San Antonio, TX 78207
Email: mmanzanares@liftfund.com
Description: LiftFund is a non-profit organization that provides small business loans to those who do not have access to capital from typical lending sources, such as traditional banks. LiftFund also provides no cost educational services to borrowers.



Louisiana Department of Agriculture and Forestry

Address: 5825 Florida Blvd., Baton Rouge, LA 70806
Email: commissioner@daf.state.la.us
Description: The Louisiana Department of Agriculture and Forestry is responsible for administering programs and enforcing regulations that impact every aspect of the state's agriculture and forestry. At the farm and forest level, these industries contribute \$10 billion annually to the state's economy.





LOCAL PARTNERS FOR COASTAL CONNECTION



Louisiana Economic Development Association (LED)

Address: 1051 North Third St., Baton Rouge, LA 70802
Email: stephanie.hartman@la.gov
Description: Louisiana Economic Development is responsible for strengthening the state's business environment and creating a more vibrant Louisiana economy. LED seeks to cultivate jobs and economic opportunity for the people of Louisiana.



Louisiana Procurement Technical Assistance Center

Address: 700 Churchill Parkway, Avondale, LA 70094
Email: erl5735@louisiana.edu
Description: LA PTAC provides marketing and procurement assistance, outreach, and training to LA-based companies and individuals. Procurement specialists determine if businesses can compete in the government marketplace, guide companies through the marketing and bidding process, and assist with contract management.



Louisiana Shrimp Association

Address: P.O. Box 1088 Grand Isle, LA 70358
Email: info@louisianashrimp.org
Description: The LSA is a non-profit organization formed by commercial shrimpers of Louisiana. The membership consists of commercial fishermen and individuals interested in preserving the culture and heritage of the Louisiana Shrimper.



Louisiana Small Business Development Center

Address: UNO Jefferson Center, 3330 N. Causeway Blvd., Ste. 447, Metairie, LA 70002
Phone: (504) 831-3730
Description: The Louisiana Small Business Development Center provides no cost business consulting to entrepreneurs. The LSBDC provides high quality one-on-one consulting, training, and information resources to help businesses start, grow, and succeed.



Louisiana Water Network

Web: <http://www.louisianawater.net/>
Email: info@louisianawater.net
Description: The LWN is an inclusive, multidisciplinary social innovation network designed to discover, nurture, and share best practices that support integrated watershed management. LWN seeks to study and understand LA's water-related natural and social resources and how the state might build a stronger environment, economy, and society.



Louisiana Wildlife and Fisheries Crab Task Force

Address: 2000 Quail Dr. Baton Rouge, LA 70898
Email: awest@wlf.la.gov
Description: The Crab Task Force is responsible for advising LA Department of Wildlife and Fisheries and the Commission on the management and development of the crab industry in LA. Membership includes representatives from the industry and related state agencies.



Louisiana Wildlife and Fisheries Oyster Task Force

Address: 2000 Quail Dr., Baton Rouge, LA 70898
Email: awest@wlf.la.gov
Description: The Oyster Task Force monitors the oyster industry and makes recommendations to maximize benefits to LA and its citizens. The Oyster Task Force coordinates efforts to increase oyster production and saleability, studies declines in oyster saleability, and makes recommendations to the State to resolve issues.



Louisiana Wildlife and Fisheries Shrimp Task Force

Address: 2000 Quail Dr., Baton Rouge, LA 70898
Email: awest@wlf.la.gov
Description: The Shrimp Task Force includes representatives from the shrimp industry and State agencies. It is responsible for studying and monitoring the shrimp industry and making recommendations on improving production and the economic sustainability of the industry.



Louisiana Wildlife and Fisheries Wild Seafood Certification Program

Address: 2000 Quail Dr., Baton Rouge, LA 70898
Email: bmitchell@wlf.la.gov
Description: The LWSCP ensures seafood bearing the certified logo is caught in the Gulf or LA waters and landed, processed, and packed in LA. This increases buyers' confidence in the source of their seafood and helps fishermen and processors receive a premium price for their product, ensuring LA's seafood industry remains competitive in the global marketplace.



Louisiana Workforce Commission

Address: 1001 N. 23rd St. Baton Rouge, LA 70802
Email: owd@lwc.la.gov
Description: The LWC is Louisiana's workforce agency and is structured to support and serve Louisiana's employers, job seekers, and workforce partners.



LOCAL PARTNERS FOR COASTAL CONNECTION

Louisiana Oystermen Association

Web: louisianaoyster.org
Email: encaladetrucking@yahoo.com
Description: The association aims to strengthen the LA oyster industry by helping its members optimize returns on the oyster seafood harvest by developing innovative, value-added seafood and marine products that utilize and extract optimum value from every part of the oyster.



NOLA Vibe Consulting

Web: www.nolavibe.com
Email: vibe@nolavibe.com
Description: NOLA Vibe pioneers multidisciplinary, social innovation and network-building focused on water programming in LA. NOLA Vibe researches the socioeconomic development opportunities in water, resilience, real estate development, and positive aging.

The Lowlander Center

Address: 106 Sandalwood Dr., Gray, LA 70359
Email: Kristina@lowlandercenter.org
Description: The work of the Lowlander Center is to help create solutions to living with an ever-changing coastline and land loss while envisioning a future that builds capacity and resilience for places and people.



Nunez Community College

Address: 3710 Paris Road, Chalmette, LA 70043
Phone: (504) 278-6467
Description: Nunez Community College is a comprehensive community college in St. Bernard Parish offering a general education and occupational technologies curriculum that blends the arts, sciences, and humanities leading to associate degrees, certificates, and workforce development.

Meaux Foundation

Address: 5124 E. St. Bernard Hwy., Violet, LA 70092
Email: todd@ragusaconsulting.com
Description: The Meaux Foundation is implementing a dynamic strategy to ensure that the development of the Foundation's vast land holdings have lasting improvements to various aspects of the community – including seniors' issues, children, education, culture, heritage, economic development, and ecological development and protection.



Pontchartrain Institute for Environmental Sciences (PIES)

Address: 2000 Lakeshore Dr., New Orleans, LA 70148
Email: pies@uno.edu
Description: PIES is a partnership of Louisiana scientists and educators who seek to combine rigorous scientific analysis with education, outreach, and planning. This partnership is focused on the development of practical solutions to environmental challenges along the Gulf of Mexico.



National Oceanic and Atmospheric Administration (NOAA)

Address: 62300 Airport Rd., Slidell, LA 70460
Email: sr-lix.webmaster@noaa.gov
Description: NOAA provides weather, water, and climate data; forecasts and warnings for the protection of life and property; and enhancement of the national economy. NOAA promotes and funds the development of research that seeks to understand environments and current impacts.



Regional Planning Commission

Address: 10 Veterans Mem. Blvd., New Orleans, LA 70124
Email: mwoodruff@norpc.org
Description: The RPC serves as the Metropolitan Planning Organization (MPO) for Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa, St. Charles, and St. John Parishes. The RPC is also the designated Economic Development District for Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes.





LOCAL PARTNERS FOR COASTAL CONNECTION



St. Bernard Chamber of Commerce

Address: 100 Port Blvd., Ste. 10, Chalmette, Louisiana 70043

Email: csreuther@StBernardChamber.org

Description: In addition to hosting over 22 networking and membership events annually, the chamber provides the resources and support to help businesses grow and prosper.



Resilient Communities Projects (funded by the US Sea Grant)

Address: 205 Sea Grant Bldg. LSU, Baton Rouge, LA 70803
Email: mitrosc2@lsu.edu

Description: The Resilient Communities Projects seek to build community resilience on the changing Louisiana coastline through the restoration of key ecosystem components. The objective of these projects is to develop a suite of resources to inform a broader range of community stakeholders, scientists, and decision makers.

Restore the Earth Foundation

Address: 95 Brown Rd., Ste. 139, Ithaca, NY 14850
Email: tam@restoretheearth.org

Description: The REF works alongside federal and state agencies and private, philanthropic, and community organizations to initiate large-scale forest restoration. REF is working to restore one million acres of degraded land in the Mississippi River Basin to its natural state.



Restore the Mississippi River Delta

Address: 8222 Maple St., New Orleans, LA 70118
Email: Powells@nwf.org

Description: RMRD is a coalition of non-profit agencies working collaboratively with communities, scientists, economists, and policy makers. RMRD seeks to establish a joint state and federal governance team to secure funding and implement restoration projects that will reverse the Mississippi River Delta's decline.



Sea Grant at the LSU Agricultural Center

Address: LSU Campus, Baton Rouge, Louisiana 70803
Email: mitrosc2@tigers.lsu.edu

Description: Louisiana Sea Grant, based at Louisiana State University, is part of the National Sea Grant Program, a network made up of 33 programs located in each of the coastal and Great Lakes states and Puerto Rico. Sea Grant Programs work individually and in partnership to address major marine and coastal challenges.

St. Bernard Economic Development Foundation

Address: 100 Port Blvd., Ste. 10, Chalmette, LA 70043
Email: ajacques@sbedf.org

Description: The SBEDF is a non-profit organization dedicated to promoting the economic development and commercial growth of St. Bernard Parish. The SBEDF engages in business attraction, retention, and expansion to retain and create jobs and build wealth in St. Bernard Parish.



St. Bernard Parish Office of Coastal Management

Address: 8201 W. Judge Perez Dr., Chalmette, LA 70043
Email: jlane@sbsp.net

Description: The Office of Coastal Zone Management processes applications for Coastal Use Permits and serves as a liaison between St. Bernard Parish and all state and federal coastal wetlands regulatory agencies.



St. Bernard Tourism

Address: 409 Aycock St., Arabi, LA 70032
Email: kpellegrini@sbsp.net

Description: The St. Bernard Tourism Department seeks to promote the history and culture of St. Bernard. St. Bernard Tourism hosts a local farmers market and manages a public access boardwalk.



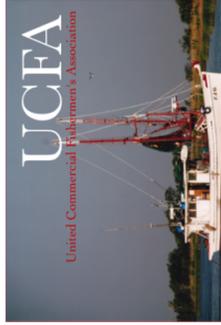
TruFund

Address: New Orleans, 935 Gravier St, Ste. 1120, 70112
Email: Louisiana@trufund.org

Description: TruFund Financial Services, Inc. is an independent, national, non-profit Community Development Financial Institution (CDFI). TruFund is a hands-on not-for-profit lender committed to growing underserved small businesses and helping their communities prosper.



More than a loan. An opportunity.



United Commercial Fisherman's Association

Address: 3413 Don Redden Ct., Baton Rouge, LA 70820
Email: noneatnoseafood@aol.com
Description: The UCFA has been working to preserve the heritage and business of the commercial fishing industry. UCFA is focused on advocating for the rights of commercial fishermen and keeping fresh, domestic, chemical-free seafood on the plates of consumers.



U.S. Coast Guard

Address: 1790 Saturn Blvd., New Orleans, LA 70129
Email: phillip.k.hand@uscg.mil
Description: The USCG works to increase safety awareness and enforce safety regulations aboard commercial fishing vessels. All commercial fishing vessels that operate more than three nautical miles offshore require a safety decal.



U.S. Economic Development Administration

Address: 903 San Jacinto, Ste. 206, Austin, Texas 78701
Email: www.eda.gov
Description: The EDA is leading the federal economic development agenda by promoting competitiveness and preparing the nation's regions for growth and success in the worldwide economy. The EDA makes investments in economically distressed communities in order to create jobs for U.S. workers, promote American innovation, and accelerate long-term sustainable economic growth.

U.S. Small Business Administration



U.S. Small Business Administration

Address: 365 Canal St., New Orleans, LA 70119
Email: hubzone@sba.gov
Description: The Small Business Administration is a United States government agency that provides support to entrepreneurs and small businesses. The Historically Underutilized Business Zones (HUBZone) program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities.



Vanishing Paradise

Address: 3801 Canal St, Ste. 325, New Orleans, LA 70119
Email: mcdaniels@nwf.org
Description: Vanishing Paradise advocates for the restoration of the Mississippi River Delta by nationalizing the issue and educating members of Congress. Vanishing Paradise works with businesses and organizations to restore Louisiana's waterfowl and fishing habitats by reconnecting the Mississippi River with its wetlands.



LOCAL PARTNERS FOR COASTAL CONNECTION



EDA Grant No. 08-83-04836

WORKING ON THE WATER WORKSHOP SERIES

Event Report

CASTING A WIDE NET:

HANDS-ON ASSISTANCE WITH STATE AND FEDERAL GRANTS

Wednesday, May 27th, 2015





Workshop Report

EDA Grant No. 08-83-04836

“Casting a Wide Net: Hands on Assistance with State and Federal Grants”
Held May 27, 2015, in the Entrepreneurship Center at Nunez Community College

Background

The Working on the Water (WOW) Advisory Committee identified a need to assist coastal businesses in identifying and applying for grant funding opportunities. The workshop included grant coordinators from the Louisiana Department of Wildlife and Fisheries (LDWF), the U.S. Department of Agriculture Rural Development (USDA RD), and the U.S. Department of Agriculture Natural Resources Conservation Service (USDA NRCS) explaining current and upcoming grant opportunities. The workshop also aimed to deconstruct and demystify the USDA Rural Development Value Added Producer Grant application process. Participants were guided through the grant application document and its requirements as volunteers assisted one-on-one with project-specific questions.

Purpose

In 2014, few applications from the gulf south were submitted to the USDA Value Added Producer Grant program. The main purpose of this event was to increase exposure of this grant to the Louisiana fisherman community, explain the eligibility requirements, and encourage more applications in 2015. For those not interested in the Value Added Producer Grant, this workshop was designed to provide useful information of support services and other resources available to the Louisiana fisherman community including the fisherman database, easement program grant opportunities, and other local grants such as the LDWF refrigeration grant.

Event Promotion

The WOW stakeholder group and management committee members promoted the event through their personal contacts and relationships. The event was advertised on the WOW website, www.workingonthewater.org and the WOW Facebook page. TMG Consulting sent an e-blast to participants from the 2013 WOW Summit as well as to coastal and economic development organizations. TMG Consulting attended coastal community meetings and distributed paper flyers. A social media campaign was able to reach more than 690 people¹. According to the after-event survey, the most effective method of outreach was word-of-mouth.

- 58% of the respondents heard about the event through word-of-mouth
- 33% through the Internet (including website and social media such as Facebook)

¹ According to Facebook analytics



Event Summary

The Regional Planning Commission (RPC) and the St. Bernard Economic Development Foundation (SBEDF) made opening statements welcoming the participants and explaining the mission of the WOW partnership and the free workshop series funded by a U.S. Economic Development Administration (EDA) grant.

Ms. Erin Brown discussed upcoming LDWF grant opportunities, including the possible re-introduction of the popular refrigeration grant and how to be notified of future grant opportunities. Mr. John Boatman covered the USDA NRCS's conservation easement programs. Ms. Mary Kirk, the USDA grant administrator for Louisiana, provided information on the Value Added Producer Grant and the types of projects eligible for the grant.

The second half of the session was facilitated by TMG Consulting. Participants were led through each section of the USDA Value Added Producer Grant and received instruction and individualized support from volunteers. RPC and SBEDF made closing remarks thanking attendees for their participation and promoting the future workshops offered in the series.

Attendees left with a general understanding of the grant's components and additional requirements and specific tips and tools for a successful application. A survey was distributed to attendees at the end of the event requesting feedback on today's events and suggestions for topics and formats of future events.

Outcomes

More than 65 people attended the workshop. Most were fishermen interested in qualifying for grant funds to improve their boat, rigs, or refrigeration equipment.

The Value Added Produce Grant application deadline was July 7th. A total of 2 applicants from Louisiana submitted applications. Follow-up with attendees at the conference indicate that the 45 day period between the day the grant was released and the day the grant applications were due was not enough time for potential applicants to prepare the required documentation. However, many applicants stated that they would work to get their documents ready throughout the year and apply for the grant next year if the funds are renewed.

Feedback

Event surveys were distributed at the end of the workshop. A total of 13 surveys were returned. In general, feedback was very positive. Attendees cited the usefulness of the workshop as an opportunity to ask questions of subject matter experts.

Negative feedback included a frustration that the USDA grant does not consider the specific needs of fisherman, instead focusing on the general needs of traditional agricultural farmers. Additionally, one commenter noted that the organizers should have a deeper understanding of the commercial fishing industry and the process of catching product and selling to a processor.



Satisfaction Survey

- 100% of the respondents report they would attend the event again.
- 91.7% of the respondents were either Satisfied (41.7%) or Very Satisfied (50%) with the Event Overall; 8.3% were neutral.
- 100% of the respondents were either Satisfied (33.3%) or Very Satisfied (66.7%) with the quality of the speakers.
- 83.3% of the respondents were either Satisfied (50%) or Very Satisfied (33.3%) with the usefulness of the information; 16.7% were neutral.
- 58.3% of the respondents were either Satisfied (33.3%) or Very Satisfied (25%) with the opportunity to network; 41.7% were neutral.
- 58.3% of the respondents were either Satisfied (8.3%) or Very Satisfied (50%) with the location of the workshop; 41.7% were neutral.
- 83.3% of the respondents were either Satisfied (58.3%) or Very Satisfied (25%) with the length of the event agenda; 16.7% were neutral.
- 100% of the respondents were either Satisfied (33.3%) or Very Satisfied (66.7%) with the event staff and volunteers.
- 75% of the respondents were either Satisfied (33.3%) or Very Satisfied (41.7%) with the issues discussed; 16.7% were neutral, and 8.3% were unsatisfied.

Attachments

1. Event Promotion
2. Agenda
3. Sign-in Sheet
4. Presentation
5. Pictures



Workshop 1 Event Promotion



WORKING ON THE WATER

FREE WORKSHOP SERIES

WEDNESDAY, MAY 27TH, 2015 • 5:00 PM - 8:00 PM

Refreshments will be provided.

In the Entrepreneurship Center at Nunez Community College

2nd floor of the AST Building

3710 Paris Road • Chalmette, LA 70043

Casting a Wide Net: Hands-On Assistance with State and Federal Grants



Assistance with the USDA Value Added Producer Grant which offers matching funds of **50% up to \$200,000**.



**MAJOR COMPONENTS OF THE GRANT APPLICATION
WILL BE COMPLETED DURING THE WORKSHOP.**



State and Federal representatives will also be available to introduce other upcoming grant opportunities.

SAVE THE DATE! - Upcoming WOW Events:

JULY 28, 2015:

Reeling 'Em In: Successful Branding and Marketing for Your Coastal Business

SEPTEMBER 22, 2015:

Finding New Pearls in the Oyster Bed: Cultivating Additional Business

NOVEMBER 10, 2015:

Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business

*** MARCH 22, 2016: WOW SUMMIT 2016 ***

Learn about our sponsors and more at: workingonthewater.com

 Like us on Facebook!
facebook.com/WorkingOnTheWater

Register Online:
workingonthewater.com

Questions? Call Rachael Bauer:
(504) 569-9239 Ex. 24
Appendix Page 14 of 124

St. Bernard expands education for coastal industries

By: Tegan Wendland, Reporter May 21, 2015 0

The St. Bernard Economic Development Foundation is expanding a "Working on Water" program that aims to provide continuing education and outreach for those involved in commercial fishing, coastal restoration, ecotourism and disaster response.

The first of a series of free educational events will be held on May 27 to inform fishermen of state and federal grant opportunities, such as the USDA Value Added Producer Grant.

In a statement provided by the SBEDF, WOW executive director Andrew Jacques said, "Anyone fishing in our region should come to learn about the USDA Grant; otherwise they could be leaving free money on the table."

The event was first held last October. Through a new partnership with the Regional Planning Commission, the program has grown to include services and outreach throughout the year. Future events focus on branding, oystering and laws and regulations. It is funded in part by the U.S. Department of Commerce's Economic Development Administration's locally designated Economic Development District.

To sign up for free CityBusiness Daily Updates, click [here](#).

Tagged with: [ANDREW JAQUES](#) [FISHING](#) [ST. BERNARD ECONOMIC DEVELOPMENT FOUNDATION](#) [ST. BERNARD PARISH](#) [USDA](#) [WORKING ON WATER](#)



Working on the Water Organization

Water Culture
Shrimping
New Customer
Paddling
Fishing
Resources
Disaster-Recovery
Takeholders
Discovery
Networking
Eco-Tourism
Coastal-Awareness

Opportunities
Added-Income
Native-Plants
Oystering
Industries

Create Call to Action
Liked
Message

What have you been up to?

Status Photo / Video Offer, Event +

Boost Post Publish

Answered 0% and in more than a day
Respond faster to turn on the icon

171 likes +3 this week
Chris Haines and 3 other friends

29 post reach this week

Invite friends to like this Page

Working on the Water shared Nunez Community College's event.

Published by Bonnie Garrigan (7) · May 19 ·

Free hands-on grants workshop next week, Wednesday, May 27th from 5-8. Representatives from Louisiana Wildlife and Fisheries and the USDA will be available to discuss grant opportunities and walk you through the grant process step-by-step. Please register online so that we have an accurate head count to order food: <http://goo.gl/forms/1KcEnS3AWB>.

ABOUT

Add a brief description about your Page...

<http://www.workingonthewater.com/>

UPCOMING EVENTS

FREE WORKSHOP: Reeling 'Em In: S...
Tuesday, July 28, 2015 at 3:00pm
Chris Haines is going

Subscribe

Working on the Water shared Nunez Community College's event.

Published by Bonnie Garrigan (7) · May 19 ·

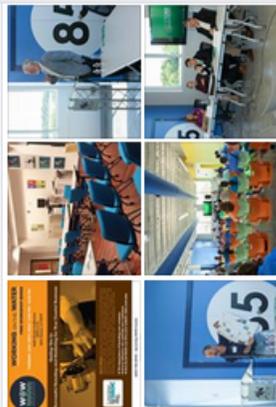
Free hands-on grants workshop next week, Wednesday, May 27th from 5-8. Representatives from Louisiana Wildlife and Fisheries and the USDA will be available to discuss grant opportunities and walk you through the grant process step-by-step. Please register online so that we have an accurate head count to order food: <http://goo.gl/forms/1KcEnS3AWB>.

In the Entrepreneurship Center at Nunez Community College
2nd floor of the AST Building
3710 Perle Road · Chalmette, LA 70043

**Crafting a Wide Net:
Hands-On Assistance with State and Federal Grants**

Working on the Water Workshop: Casting a Wide Net:
Hands-On Assistance with State and Federal Grants
Wednesday, May 27 at 5:00pm
Nunez Community College in Chalmette, Louisiana
75 people went

PHOTOS



53 people reached

Boost Post

Like Comment Share

Working on the Water, Rachy Bee, Lauren Bankston Canny, TMG Consulting and 2 others like this.

Share your thoughts and comment on this post.
First Enter to post.

Recent

2015

2014

See Your Ad Here

Working on the Water
Announcing the 2015 Louisiana Seafood Festival. Proceeds benefit the Louisiana Hospitality...

Boost Post



Workshop 1 Agenda

Working on the Water Workshop Series
Casting a Wide Net: Hands-On Assistance with State and Federal Grants
Wednesday, May 27th, 2015
Entrepreneurship Center at Nunez Community College

5:00 - 6:00pm State and Federal Opportunities for Coastal Businesses

- **Welcome:** Joseph DiFatta, Chairman, St. Bernard Economic Development Foundation
- **Upcoming State Grant Opportunities:** Erin Brown, LA Dept. of Wildlife and Fisheries
- **Federal Opportunities through U.S. Department of Agriculture (USDA):**
 - John Boatman, USDA Natural Resource Conservation Services (NRCS)
 - Mary Kirk, USDA Rural Development (RD)

6:00 - 8:00pm Preparing USDA Rural Development Value Added Producer Grant Application

- Discussion on grant components as participants draft applications with assistance from volunteers
 - Dun and Bradstreet (DUNS) Registration
 - System for Award Management (SAM) Registration (at the end you will get your CAGE code)
 - Completion of Budget
 - Completion of Business Description
 - Market Description

Important Links:

DUNS Number <https://iupdate.dnb.com/iUpdate/viewiUpdateHome.htm>

SAM Number <https://www.sam.gov/portal/SAM/##11>

USDA Grant <http://www.grants.gov/web/grants/view-opportunity.html?oppId=276435>

LA Congressional Districts <https://www.legis.la.gov/maps/Congress/01.pdf>



Workshop 1 Sign-In Sheet



First Name	Last Name	Company Name	Type of Business or Organization	Phone Number	Parish	How did you hear about the event?
1 Danny	Russell	daniel russell	Commercial	5043827716	Orleans	
2 Jesse	Vandenbourre	Just Jesse	Commercial	9859603349	St. Tammany	Friends
3 Gavin	Parría	Miss Melissa	Commercial	5042756494		
4 Jack	Hill Jr.	BWF Charters, LLC	Commercial Charters	5048813474	St. Bernard	St. Bernard News
5 Daphne	Brown	Casey Russell	Commercial fisherman	985-640-6395	St Tammany	word of mouth
6 Danny	Gros	Danny Gros	Commercial Fisherman	504-234-1891	Jefferson	word of mouth
7 Kris	Bourgeois	Self	Commercial fisherman	504-329-0704	Orleans	website
8 John	Canty	None	Commercial fishermen	985-960-9754	St Tammany	word of mouth
9 Connor	Green	None	Commercial Fishermen	225-726-0052	Livingston	word of mouth
10 Kelly	Robin	Captain mono seafood	Commercial fishing	504-982-7100	St. Bernard	Facebook
11 Renee	Robin	Captain mono seafood	Commercial fishing	985-259-0218	St. Bernard	Facebook
12 Michael	Russell	Michael Russell	Commercial Fishing	504-382-8840	Orleans	website
13 Mary	Russell	Michael Russell	Commercial Fishing	504-237-3817	Orleans	website
14 Keith	Matherne	Miss Kayleigh LLC	Commercial fishing	5042351272	Jefferson	word of mouth
15 Chad	Rogers	Miss Pam	Commercial fishing	5042342681	Jefferson	posted flyer
16 Pamela	Rogers	Miss Pam	Commercial Fishing	5042147248	Jefferson	posted flyer
17 Gareth	Leblanc	Miss Trisha, Inc.	Commercial Fishing	504914086	Jefferson	word of mouth
18 Carolyn	Russell	Nick russell	Commercial fishing	5044161815	Orleans	website
19 Nick	Russell	Nick russell	Commercial fishing	5044161815	Orleans	website
20 Kay	Brandhurst	Self	Commercial Fishing	5042288038		
21 Gregory	Haydel	Sheena Greg LLC	Commercial Fishing	5049154092	Jefferson	Friend
22 Penny	Zar	Troy & Penny Zar LLC	commercial fishing	-504	Jefferson	word of mouth
23 Tommy	Warner	Nunez	Education	5042786468		
24 Louis	Parría	Parría Bros LLC	Fisherman	504-329-1146	Jefferson	word of mouth
25 Danny	russell	daniel russell	fishermen	9859606642	Orleans	word of mouth
26 Amanda	russell	Danny russell	Fishing	9859606642	Orleans	word of mouth
27 Louis	Parría III	Miss Destiny	Fishing	5044161708		
28 Ross	Parría	Ross A. Parría LLC	Fishing	5044077069		
29 Denny	Guerry	Self	Fishing	5046507136		
30 Phillip	Mones	Self	Fishing	5049126915		
31 Chad	Rogers Jr.	Self	Fishing	5046164024		
32 David and cara	bordelon	Beaus seafood	LLC	(504)390-7914	Orleans	Facebook
33 David and cara	bordelon	Beaus seafood	LLC	(504)390-7914	Orleans	Facebook
34 Devin	Cheremie	d&d trawlers llc	LLC	9853090155	Jefferson	
35 Cheryl	Skolnick	CCC	Non-Profit	3930066	Jefferson	
36 Kimberly	Johnson	TruFund Fin.	Non-Profit	5043922454	Jefferson	Partner
37 Stephen	martin	Stephen&Henry LTD.	oyster boat And farmer	5045541123	St. Bernard	word of mouth
38 Jennifer	Manino	Manino's Seafood	Oysters/Wholesale	5048131499		
39 Scott	Manino	Manino's Seafood	Oysters/Wholesale	5046824793		
40 Bonnie	Gros	Danny & Bonnie Seafood	Retail Seafood Sales Market	504-234-1894	Jefferson	word of mouth



Workshop 1 Presentation

Working on the Water Workshop Series

Casting a Wide Net:
Hands-On Assistance with State and Federal Grants



Wednesday, May 27th, 2015
5 pm – 8 pm

Working on the Water Sponsors and Partners



WORKING ON THE WATER
FREE WORKSHOP SERIES



WORKING ON THE WATER
FREE WORKSHOP SERIES

These free workshops are funded by:




Joseph DiFatta

Chairman, Board of Directors

St. Bernard
Economic Development Foundation



Erin Brown

State of Louisiana

Department of Wildlife and Fisheries

Program Changes to Future Grants

- New Equipment Only**
 - All equipment must be purchased and installed **new**
 - If requesting reimbursement for used equipment—must be certified pre-owned
- Require Certified Licensed Installer**
 - All Equipment must be purchased and installed by a certified licensed installer
- Cap on Grants Received**
 - If you received an LDWF grant in the last four years you will not be eligible for participation



Program Changes to Future Grants



Voluntary Follow-up Survey

All Applicants that receive funding may be asked to participate in a survey to gage impacts

Photo Credit: © iStockphoto.com/PA, Sandy Seaford on iStock



Program Changes to Future Grants



Online Application Process

- Helps to steam line the entire application process
- Saves or postage



Online Application

Contact Information

Provide the name on your current L200F Wholesale Retail Dealer License or L200F Resident Commercial/Vessel License below:

* Applicant/Business Name:

Provide your current mailing address below in case we need to contact you regarding your application:

* Mailing Address (Street): * Mailing Address (City):

* Mailing Address (State): * Mailing Address (Zip Code): * Mailing Address (Phone):

* License:

Provide your primary phone # and alternate phone number if applicable to the required format (504, 504, 0000) and valid email address below in case we need to contact you regarding your application. If you do not have a residential or personal email address, there are many free email services available. The only one chosen to give for email service through your internet service provider or other email service provider.

* Primary Phone: * Alternate Phone: * Email Address:

Click the submit button below to submit your contact information. After you click the submit button you will shortly receive an email with a link to finish the application.

Exit L200F Internal Use Only.

* Program Name: * Program Amount:

* Indicates Response Required



Online Application

Application Document Upload

Browse for the copy of your current L200F Wholesale/Retail Dealer license then click the upload button below:

* Wholesale Retail Dealer License:

No file selected

Your driver's license/photo of should correspond with person that is completing regarding the application. Browse for the file first then click the upload button below:

* Driver's License/Photo ID:

No file selected

Click the download W & F form link first to download the form. W & F forms must be completed, signed and dated. Once W & F forms is completed browse for the file then click upload.

[Download W & F form here](#)

* W & F form:

No file selected

The Vendor Location form is required to allow the department to establish a vendor profile in order to issue awarded funds. The requested information must match what was submitted on the application. Follow the instructions attached to the Vendor Location form. Payments cannot be made without submitting the form. Click the vendor location form link to download the form. Once form is completed, browse for the file then click upload.



Online Application

Vendor

Submit each individual form and appears on your dashboard. For example, if your license for one piece of equipment you will need one file.

If there are three different pieces of equipment you will need three files.

Line #	* Equipment Number	* Equipment Make	* Equipment Year	* Equipment Model #	* Description of Individual Item	* Equipment Serial #
1	<input type="text"/>	<input type="text"/>				

Vendor Serial #

* Indicates Response Required



Commercial Fisheries Notifications System

- Grant Program Release
- Season Opening and Closings
- Regulation Changes
- Taskforce and Commission Meetings



Contact Info

Fisheries Oversight

OversightPrograms@wlf.la.gov

(855)262-1764





John Boatman

District Conservationist

U.S. Department of Agriculture
Natural Resource Conservation Services
(NRCS)

33



Farm Bill Programs

Three Major Programs

- Environmental Quality Incentives Program
- Conservation Stewardship Program
- Agricultural Conservation Easement Program – Wetlands Reserve Easements

EQUIP

CSP

ACEP

Natural Resources Conservation Service



Farm Bill Programs

Environmental Quality Incentives Program



These contracts provide financial assistance to help plan and implement conservation practices that address natural resource concerns for opportunities to improve soil, water, plant, animal, air and related resources on agricultural land and non-industrial private forestland.

Natural Resources Conservation Service



Farm Bill Programs

Environmental Quality Incentives Program

Can be used on:

- Cropland
- Pastureland
- Rangeland
- Forestland
- Other Farm land




Natural Resources Conservation Service



Seasonal High Tunnel Initiative

The main practice for this initiative is a "Hoop House" or Seasonal High Tunnel:

- Polyethylene covered structure, at least 6 ft. in height, which modifies the climate to create more favorable growing conditions for vegetable and other specialty crops grown in natural soil within a covered space.
- This is NOT a green house.

Natural Resources Conservation Service



Seasonal High Tunnel



Natural Resources Conservation Service



Farm Bill Programs



Conservation Stewardship Program

CSP provides technical and financial assistance to farmers and ranchers to actively manage and maintain existing conservation systems and to implement additional conservation activities on land in agricultural production.




Economic Incentives

Field Research

Program Education

Natural Resources Conservation Service



Conservation Stewardship Program

Eligible Lands:

- Cropland
- Pastureland
- Non-Industrial Private Forestland

Economic Incentives

Field Research

Program Education

Natural Resources Conservation Service



CSP Enhancements

- Grazing Management
- Hay harvesting
- Manage Calving
- Extend Riparian Buffers
- Patch Burning
- Shallow Water Habitat
- Establish Pollinator Habitat
- Forest Stand Improvement
- Pest Management
- Biological Weed Suppression
- Create Forest Openings
- Drift Reduction Technology
- Native Grass Planting






Economic Incentives

Field Research

Program Education

Natural Resources Conservation Service



Agricultural Conservation Easement Program

- Provides financial assistance to conserve agricultural lands and wetlands and their related benefits.
- For working farms and ranches, the program helps farmers and ranchers keep their land in agriculture.
- For wetlands, the program restores, protects, and enhances wetlands.

Economic Incentives

Field Research

Program Education

Natural Resources Conservation Service



Agricultural Conservation Easement Program

- Under the Agricultural Land component, NRCS may contribute up to 50 percent of the fair market value of the agricultural land easement. Where NRCS determines that grasslands of special environmental significance will be protected, NRCS may contribute up to 75 percent of the fair market value of the agricultural land easement.

Economic Incentives

Field Research

Program Education

Natural Resources Conservation Service



Agricultural Conservation Easement Program

Through the wetland reserve enrollment options, NRCS may enroll eligible land through:

- Permanent Easements
- 30-year Easements

Economic Incentives

Field Research

Program Education

Natural Resources Conservation Service



Mary Kirk
Business and Cooperative Programs Specialist
 USDA Rural Development (RA)

USDA Value Added Producer Grant

How may funds be used?

Grant and matching funds can be used for planning activities or for working capital expenses related to producing and marketing a value-added agricultural product.

Planning Activities	Working Capital Expenses
Conducting feasibility studies	Processing costs
Developing business plans for processing	Marketing and advertising expenses
Marketing the proposed value-added product	Some inventory and salary expenses
Marketing plans	

USDA Value Added Producer Grant

Priority goes to:

- A beginning farmer* or rancher
- A socially-disadvantaged farmer or rancher
- A small or medium-sized farm or ranch structured as a family farm
- A farmer or rancher cooperative
- An individual proposing a mid-tier value chain.

*farmers, ranchers, and aquatic producers or harvesters

USDA Value Added Producer Grant

1. DUNS (Data Universal Number System) number
2. SAM (System for Award Management) registration
3. An SF 424
4. A grant toolkit worksheet
5. Supporting documentation

DUNS



- Request a Data Universal Number System (DUNS) number if your organization doesn't already have one.
- Takes a few business days to get your number.
- Need DUNS to request SAM registration number.

<https://iupdate.dnb.com/iUpdate/viewiUpdateHome.htm>

SAM



- Register for a System for Award Management (SAM) Registration
- Create an account with User ID and Password
- Need your DUNS number to complete your registration.
- At the end you will get your CAGE code.
- Make a note of your CAGE code and expiration date because you'll need those for your application.

<https://www.sam.gov/portal/SAM/#11>

Section 5.3

Expansion of Customer Base

Describe the impact to your customer base:

- Current baseline of customers _____
- Anticipated expansion of customer base as a result of the project _____
- Current baseline of revenue to producers _____
- Anticipated increase in revenue to producers as a result of the project _____

(This same information is then re-entered in section 6.1)

Section 4.2

Summary of Harvester Rights and Responsibilities

List everything you know about why it is legal for you to operate your business.

Draft list as a narrative

- Example: "I have a fishing license which allows me to..."
- Example: "My oyster lease states ... which allows me to..."

Section 2

Executive Summary of Project

- 1) Legal name of applicant entity
- 2) Application type (planning or working capital)
- 3) Applicant type
- 4) Amount of grant request
- 5) A summary of your project
- 6) Project goals
- 7) How you intend to use the grant funds

Executive Summary is limited to one page.

Brief Summary of Project

Use the Executive Summary just created to create:

1. Brief Summary of Proposed Project, Section 2
2. On SF 424, question 15: "Descriptive Title of Applicant's Project"

Section 6.2 Evaluation Criteria (a)

Describe the technological feasibility of the project

- Is the product currently being manufactured somewhere?
- What is the size constraint?
- Is product in test phase versus full capacity?
- Is recipe formulated?
- What is the existing versus new technology?

Demonstrate the potential for expanding the customer base and the expected increase in revenue returns

Discuss the value-added process you are proposing

- Potential markets and distribution channels
- The value to be added to the raw commodity through the value-added process
- Cost and availability of inputs
- Your experience in marketing the proposed or similar product
- Business financial statements (Supporting Documents)
- Any other relevant information that supports the viability of your project

Section 6.2 Evaluation Criteria (b)

Describe the operational efficiency of the project

- Sufficient raw commodity?
- Do you use own facility or toll processing?
- Share a processing space?
- Are there any energy efficiency aspects?

What is your waste management plan?

Describe your sufficient labor or expertise.

What are your logistics for storage or distribution of value-added product?

Section 6.2 Evaluation Criteria (c)

Describe the expected profitability of the Working Capital project

- Utilize pro forma financial projection summaries or other relevant sources of authority
- Cost and availability of inputs
- Cost of processing the commodity, etc.

Section 6.2 Evaluation Criteria (d)

- How is your project going to survive after the grant funds have been used?
- Will your project reach or exceed the break-even point after the awarding of funds?
- What is the potential for market expansion?
- What are the known risk factors?



Thank you!



WORKING ON THE WATER FREE WORKSHOP SERIES

These free workshops are funded by:





Workshop 1 Pictures





EDA Grant No. 08-83-04836

WORKING ON THE WATER WORKSHOP SERIES

Event Report

REELING 'EM IN:

SUCCESSFUL BRANDING AND MARKETING
FOR YOUR COASTAL BUSINESS

July 28th, 2015





Workshop Report

EDA Grant No. 08-83-04836

“Reeling ‘Em In: Successful Branding and Marketing for Your Coastal Business”

Held July 28, 2015, in the Belle Chasse Auditorium, 8398 LA-23, Belle Chasse, LA 70037

Background

The Working on the Water (WOW) Advisory Committee identified a need to assist coastal businesses with branding and marketing. The Louisiana Small Business Development Center (LSBDC) provided a business consultant who created a branding and marketing presentation tailored to small Louisiana coastal businesses.

Purpose

The workshop aimed to assist coastal businesses identify, retain, and increase their customer base through branding, logos, marketing, and customer base expansion. The stated goal of the workshop was to expose participants to new and innovative ways of marketing their business and also explore ways to expand their business offerings to capture new customers or improve brand identity and customer loyalty.

Event Promotion

The WOW stakeholder group and management committee members promoted the event through their personal contacts and relationships. The event was advertised on the WOW website, www.workingonthewater.org and the WOW Facebook page. TMG Consulting sent an e-blast to participants from the 2013 WOW Summit, participants from the first Working on the Water Workshop, as well as to coastal and economic development organizations. TMG Consulting called each participant from the first Working on the Water workshop who did not provide an email address. A social media campaign was able to reach more than 588 people¹. According to the after-event survey, the most effective method of outreach was equally split between word-of-mouth and through the internet.

- 50% of the respondents heard about the event through word-of-mouth
- 50% through the Internet (including website and social media such as Facebook)

Event Summary

Maggie Woodruff, of the Regional Planning Commission (RPC), made opening statements welcoming the participants and explaining the mission of the WOW partnership and the free workshop series jointly funded by a U.S. Economic Development Administration (EDA) grant and the St. Bernard Economic Development Foundation.

Mr. Erik Waters, Business Consultant at the Louisiana Small Business Development Center, presented marketing techniques for small businesses. His presentation covered the importance of branding for

¹ According to Facebook analytics



coastal businesses, what makes a successful logo, ideas for coastal business expansion and development and how social media can drive website visits and sales. Mr. Waters detailed which social media sites exist, the demographics of each site's users, and how to utilize each site for successful business promotion. A question and answer period allowed participants to voice their individual needs. Mr. Waters provided one-on-one business development advice to participants. The event concluded with a presentation on how to influence, win, and keep customers.

Andrew Jacques, of the St. Bernard Economic Development Foundation (SBEDF), made closing remarks, thanking everyone for their attendance, and restating the mission of the WOW partnership and the joint funding of the free workshop series by the SBEDF and the U.S. Economic Development Administration (EDA) grant. Participants were encouraged to attend the LSBDC Business Plan Workshop which was specifically created for coastal businesses based on the observed demand at the first WOW workshop in the series. SBEDF also announced the dates and topics of the next two upcoming workshops and the WOW Summit.

Outcomes

A total of 14 people attended the workshop. Attendees left with a deeper understanding of successful branding and marketing practices specific to their coastal business. A survey was distributed to attendees at the end of the event requesting feedback on the event and suggestions for topics and formats of future events.

Feedback

Event surveys were distributed at the end of the workshop. In general, feedback was very positive. Attendees stated that they appreciated that the presentation specifically targeted coastal businesses, and were very satisfied with the quality and expertise of subject matter expert presenter.

Negative feedback included a desire for an in-depth explanation of legal regulations small businesses face, which is a topic to be covered in an upcoming WOW workshop, as well as a sentiment that what was presented was very dense and perhaps more workshops on this topic would be helpful.

Attachments

1. Event Promotion
2. Sign-in Sheet
3. Presentation
4. Pictures



Workshop 2

Event Promotion



WORKING ON THE WATER

FREE WORKSHOP SERIES

TUESDAY, JULY 28TH, 2015 • 3:00 PM - 6:00 PM

Belle Chasse Auditorium
8398 LA-23
Belle Chasse, LA 70037

Reeling 'Em In: Successful Branding and Marketing for Your Coastal Business



Erik D. Waters, Business Consultant at the Louisiana Small Business Development Center, will present marketing techniques for small businesses. His areas of service expertise include: Internet Marketing, Social Media, Branding, Business Start-Ups, Loan Packaging, and Business Expansion and Development. His presentation will cover:

- The importance of branding your company
- How to influence, win, and keep your customers
- Using the Internet to increase customer awareness and sales



SAVE THE DATE! - Upcoming WOW Events:

SEPTEMBER 22, 2015:

Finding New Pearls in the Oyster Bed: Cultivating Additional Business

NOVEMBER 10, 2015:

Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business

*** MARCH 22, 2016: WOW SUMMIT 2016 ***

Learn about our sponsors and more at: workingonthewater.com

 Like us on Facebook!
facebook.com/WorkingOnTheWater

Register Online:
workingonthewater.com

Questions? Call Rachael Bauer:
(504) 569-9239 Ex. 24
Appendix Page 36 of 124

KARATE

Photo Courtesy of Darrell Goodyear

Continued from page 1

The martial art focuses on building discipline, integrity, commitment, and dedication. While the competitive season only lasts from January through July, Karate is a year round activity that is a great way for kids to develop many important skills. "I'm proud of all the kids who participated," Goodyear said. "They worked really hard over the summer, sacrificing their summer activities to come train two times a day, and I look forward to seeing this young team develop into the future."

For more information about the St. Bernard Karate Program, contact Darrell Goodyear at 301-9601.



Anthony Perez won the silver medal.



Frankie Padilla took home the National Championship metal in the 10-year-old Novice Division.



DEAR FRIENDS,

I wanted to share with you some big news!

Last month, the Arlene and Joseph Meraux Charitable Foundation dedicated our event barn to honor Dave Thompson for his 65 years of service to the Meraux family and to the St. Bernard community.



The emotional ceremony brought Mr. Thompson, 83, his wife of 47 years, Rose, and dozens of family and friends for a heartfelt celebration and tribute to this beloved man. Dave is more than just a wonderful guy. He is a part of our family, and I am honored to know him and call him my friend.

We dedicated this historic building in his name -

The Dave Thompson Event Barn - as a small gesture of our gratitude and deep affection for him. It is our sincere hope that all those who pass through these doors will be inspired by his hard work and integrity.

Thank you, Dave Thompson for your commitment and your great example of parish pride. We love and appreciate you and all of the unsung heroes in the parish, who make St. Bernard a great place to live, work, and visit.

Sincerely,
Rita Gue, President of the Meraux Foundation

VISIT US AT merauxfoundation.org LIKE US facebook.com/docville.farm

Get discounts up to 40% Being there is why I'm here. I'm always looking for ways to make your car insurance dollars work harder. Like a good neighbor, State Farm is there. Call For A Quote 24/7 Cindi Meyer, Agent 1002 W Judge Perez Drive • Chalmette, LA 70043 Bus: 504-252-9800 • www.cindimeyer.com State Farm

Free Working on The Water Workshop

The St. Bernard Economic Development Foundation (SBEDF) and the Regional Planning Commission (RPC) will be hosting a free workshop entitled "Reeling 'Em In: Successful Branding and Marketing for Your Coastal Business" on Tuesday, July 28 from 3 p.m. to 6 p.m. at the Belle Chasse Auditorium.

Erik D. Waters, a business consultant at the Louisiana Small Business Development Center, will present marketing techniques for small businesses. His presentation will cover: the importance of branding, how to influence, win, and keep customers and how social media can drive website traffic and sales.

Reeling 'Em In is the second in the 2015 Working on the Water (WOW) event series, which provides resources to commercial fishing, coastal restoration, eco-tourism, and disaster response businesses in St. Bernard Parish and other communities in southeast Louisiana.

"Working on Water events offer information and assistance to help people start new businesses and grow established ones," said Andrew Jacques, SBEDF's executive director. "Tuesday's free workshop will provide tools for fishermen and other coastal businesses to connect with customers and increase revenues."

Reeling 'Em In is taking place on the heels of the highly-successful workshop "Casting a Wide Net: Hands-On Assistance with State and Federal Grants," which took place in May. There, experts shared information on grant opportunities with more than 65 people.

Additional upcoming WOW events include: "Finding New Pearls in the Oyster Bed: Cultivating Additional Business" set for Sept. 22 and "Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business" scheduled for Nov. 10. The second annual WOW Summit will be held on March 22, 2016. More information on these events and other WOW programs can be found at workingonthewater.com or by calling 504-569-9239, Ext. 24.

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The St. Bernard News

“Service St. Bernard Parish since 1967”

Home **News** ▾ Sports ▾ Events Crime Classifieds
Education Photos Community ▾

Free WOW Workshop Tuesday in Belle Chasse

📌 Category: [Local News](#) 📅 Published: Friday, 24 July 2015

From The Meraux Foundation

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Working on Water is made possible through a partnership with the RPC, which has allowed SBEDF to expand the initiative and offer programming throughout the year. Tuesday's workshop is being held in Belle Chasse in an effort to reach more people.

In addition to SBEDF and RPC, WOW activities are guided by an advisory committee with representatives from Nunez Community College, the Meraux Foundation, St. Bernard Chamber of Commerce, U.S. Small Business Administration, Louisiana Small Business Development Center, TruFund, Leadership St. Bernard, LiftFund, St. Bernard Parish Office of Tourism, GNO, Inc., and National Wildlife Federation's Vanishing Paradise Program.

About Working on the Water

WOW was conceived following the Deepwater Horizon BP Oil Spill. With coastal communities unsure of their economic and business futures, the St. Bernard Economic Development Foundation proactively commissioned a study to research economic and job opportunities for those whose livelihoods were impacted by the oil spill. That study resulted in three key recommendations and an action plan for economic development and government partners in affected areas in Southeast Louisiana. They were: to create more value and increase profitability to current fisheries' activities by developing a working waterfront with an open, online marketplace; develop a workforce for coastal restoration projects based upon the skills, resources, and assets of those already familiar with and working on the water; and build a new economic sector in eco-tourism to allow those who are interested or already working on the water to generate additional income in their down time with the skills, assets, and resources they already have at hand.

The first WOW Summit was held in October 2014 to inform those who work on the water on how they can use their unique skills to explore new work opportunities in three key areas: coastal restoration, disaster recovery, and ecotourism. In 2015, WOW expanded to include a series of workshops held throughout the year.

..ll Hits: 23

Next >

WHO'S WHO & WHAT'S WHAT
by Edwin M. Roy Jr.



JULY

**Now through end of July
Knights of Nemesis Social Club
Special Membership Fee**

The Knights of Nemesis Social Club and Parade is celebrating their 11th anniversary of parading in the streets of St. Bernard Parish with a special membership fee of \$100 per person for the January 30, 2016 date. The \$100 membership fee includes riding on a float and costume. This special membership fee will run through the month of July 2015. Anyone with 16 paid members can obtain their own float. We have men's only floats, women only floats or mixed floats available. This offer will expire on July 31, 2015. Contact Billy Showalter at 504.583.3998 or e-mail at billyshowalter@aol.com for applications.

July 11

**The Chalmette High School Alumni
Association Golf Tournament**

The Alumni Association of Chalmette High School will hold its annual golf tournament on Saturday, July 11 at the Oak Harbor Golf Course. Sign-in will be at 11:30 a.m. Putting contest qualifying will be from 11:30 a.m. till 12:40 p.m. and finish for putting will be at 12:40 p.m. The shotgun start is set for 1 p.m. Tournament fees and sponsorships: Cost per golfer (1 player) - \$100, one-hole sponsorship - \$100, two-hole sponsor \$180, three-hole sponsor \$280, cost per foursome (4 players) - \$160 and corporate sponsorship includes a foursome and 2 hole sponsor \$500. Checks should be made payable to Chalmette High School Alumni Association, 200 E. St. Bernard Hwy., Chalmette, LA 70043. For additional information contact Gail Toomey-Chalmette, Paul Goussery at 504.818.8952 or paulgoussery@yahpsh.org or David Fernandez at 504.818.8953 or dfernandez@yahpsh.org. All proceeds to benefit The Chalmette High School Alumni Association.

July 13

Knights of Nemesis Social

The Knights of Nemesis Social Club and Parade is holding its monthly Social Meeting Monday, July 13, at 6:30 p.m. at Cy's Bar, 817 E. St. Bernard Hwy, Chalmette. All members and prospective members are invited to attend. Food will be provided. The Knights of Nemesis organization was formed in 2004 and has paraded in the parish for the past ten years. The 11th Annual Knights of Nemesis Parade is scheduled for Saturday, January 30, 2016 at 1 p.m. For information about the social or parade, contact Billy Showalter at 504.583.3998 or visit www.knightsofnemesis.org

July 18

Stitch In Time Club Meeting

The Stitch In Time Club, an organization under the St. Bernard Volunteers for Family & Community, that is sponsored by the LSU Art Center, will hold their next meeting on Thursday, July 16, at 10:30 a.m. at Rocky in Carls.

July 17

St. Bernard Parish Night at Zephyr Field

Join the St. Bernard Chamber of Commerce for St. Bernard Parish Night at Zephyr Field on Friday, July 17, for the New Orleans Zephyrs vs. Colorado Springs Sky Sox game at 7 p.m. Exclusive rates for residents and businesses in St. Bernard Parish! Enjoy a great night of baseball and post-game fireworks! The Zephyr Field is located at 6000 Airline Drive, Metairie. For tickets or more information, contact Rachel Whitley at 504.734.5155 extension 296 or email rachelw@zephyrsbaseball.com

July 28

WOW Workshop: Feeling 'Em In: Successful Branding and Marketing for Your Coastal Business

A free workshop, entitled "Feeling 'Em In: Successful Branding and Marketing for Your Coastal Business" as a part of the Working on the Water (WOW) workshop series, will be held on Tuesday, July 28 from 3 to 6 p.m. at the Belle Chasse Auditorium, located at 8398 Highway 23, Belle Chasse.

Erik D. Waters, Business Consultant at the Louisiana Small Business Development Center, will present marketing techniques for small businesses. His areas of service expertise include Internet Marketing, Social Media, Branding, Business Start-Ups, Loan Packaging, and Business Expansion and Development. His presentation will cover:

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- How Social Media can drive your website visits and sales

Working on the Water empowers fishermen to use their unique skills to explore new opportunities in three key areas: coastal restoration, disaster recovery and ec-

Louisiana Notary & Insurance, Inc.

education, which is conducted through partnerships among many local and state organizations. Additional workshops will be held at other locations in September and November.

For questions, call Rachel Bower at 504.583.9229 extension 24, for more information or to register, visit www.workingonwater.com.

WEEKLY

**Tuesdays - Veterans
Bible of N.O. Lecture Series**

Discover SA's's Bible of New Orleans with a ramp-up talk at 8:45 p.m. Tuesdays through Saturdays at Chalmette Natistional of Jean Leger National Historical Park and Preserve located at 1000 West St. Bernard Highway, Chalmette. The talks are free. For more information, call 504.281.0210 or www.epa.gov/jda.

**Thursdays
AA Meetings**

Open AA meetings will be held on Thursday evenings at the Community Center of St. Bernard, 1111 Lallou St. Aub. The meetings will begin at 7:30 p.m. and last approximately one hour. For more information, please phone Mike G. at 504.512.5141.

Gamblers Anonymous

"Gambling problem" affects thousands of people throughout the world who have serious problems due to excessive gambling. If gambling is destroying you or someone you care about, you are invited to attend. We now have a GA meeting in "St. Parish." Meetings are held at 6:30 p.m. at First Baptist Church, 305 E. St. Bernard Hwy. in Chalmette. (Park across back by school board building) For further information, call 504.431.5300. There is no cost to attend GA.

NEWS TO NOTE

Waterlines To Be Replaced

The Louisiana Department of Health and Hospitals has granted St. Bernard Parish Government approval for a waterline replacement which is part of the 2015 drinking water infrastructure improvement project. Waterlines to be replaced include Mobile Avenue from N. Parish to St. Bernard Hwy., Mobile Avenue from Judge Penn Dr. to Marling Dr.; Jeanville Avenue from N. Parish to St. Bernard Hwy.; Rowley Avenue from Judge Penn Dr. to Patricia St.; Patricia St. from Mobile Avenue to Sprick St., and Whiting Ln. from Mobile Avenue to Estaline St.

Low Income Energy Assistance Available

The St. Bernard Parish Housing Office has announced that Low Income Energy Assistance is now available. Applications will be seen by appointment only. Call 278.6405 option 3, and leave a detailed voicemail (full name and a cell back number) between 9:30 a.m. and 4:30 p.m.

MICHAEL B. CHUTZ
DIGITAL PHOTOGRAPHY

PHONE 504.650-0291 • FAX 504.304-4851
EMAIL mchutzb@gmail.com

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FEATURED ITEMS

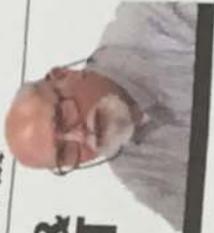
<p>2 LBS. PEPSI PRODUCTS ASSORTED 99¢</p> <p>SANDERSON FARM BONELESS CHICKEN BREASTS \$1.99 LB</p>	<p>RENEWOOD PURIFIED WATER 24 PACK 5 LITER BOTTLES \$3.99</p> <p>COPIES SUN JUICE DRINKS 10 PACK ASSORTED \$1.89</p>
<p>EARL CHOC YOGURT 5.3 OZ ASSORTED 99¢</p> <p>SHARPEST THICK GRILL-UP BONELESS CENTER CUT PORK CHOPS \$2.99 LB</p>	<p>TROPICANA ORANGE JUICE 99 OZ ASSORTED \$4.99</p> <p>BETTY CROCKER HAMBURGER HELPER 5.5 OZ 6 OZ ASSORTED 89¢</p>
<p>BREAUX TO GO CHICKEN SALAD NEARLY \$6.99 LB</p> <p>RES. WEAVER PIMENTO BREAD 12 OZ \$2.79</p>	<p>SANDERSON COLBY CHEESE BILLY-FRESH \$4.49 LB</p> <p>WILCOX'S GRAPES 7 LB \$2.20</p>

AVOCADO MASS **\$2.39**

(see close up below)

WHO'S WHO & WHAT'S WHAT

by Edwin M. Roy Jr.
edroy@thebernardvoice.com



JULY

Now there's...

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For questions, call gachaelbauer at 504.569.9239 extension 24. For more information or to register, visit www.workingonthewater.com

WEEKLY
NEWS - Sat

July 28

WOW Workshop: Reeling 'Em In: Successful Branding and Marketing for Your Coastal Business"

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Erik D. Waters, Business Consultant at the Louisiana Small Business Development Center, will present marketing techniques for small businesses. His areas of service expertise include Internet Marketing, Social Media, Branding, Business Start-Ups, Loan Packaging, and Business Expansion and Development. His presentation will cover:

- The importance of branding your company
- How to influence, win, and keep your customers
- How Social Media can drive your website visits and sales

Working on the Water empowers fishermen to use their unique skills to explore new opportunities in three key areas: coastal restoration, disaster recovery and ec-

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Reeling 'Em In: Successful Branding and Marketing for Your Coastal Business



JUL
28

FREE WORKSHOP: Reeling 'Em In: Successful Branding and Marketing for Your Coastal Business

Public · Workshop · Hosted by Working on the Water

Going ↕

Invite

Edit

...

Tuesday, July 28 at 3:00pm - 6:00pm
6 days ago

Belle Chasse Auditorium
8398 Highway 23, Belle Chasse, Louisiana 70037

Show Map

Invited by Rachael Bauer



Rachael, Rachy and 2 other friends went

13
went

0
maybe

1
invited

Erik D. Waters, Business Consultant at the Louisiana Small Business Development Center, will present marketing techniques for small businesses. His areas of service expertise include: Internet Marketing, Social Media, Branding, Business Start-Ups, Loan Packaging, and Business Expansion and Development. His presentation will cover:

- The importance of branding your company
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- How Social Media can drive your website visits and sales

Please register here: <http://goo.gl/forms/nHIJm3ssZF>

This event is part of the 2015 FREE Working on the Water Workshop Series. For more information, please visit our website.

INSIGHTS

588 reached



50 viewed



14 engaged



All counts are final as of 07/28/2015 6:00pm

POSTS

Write Post

Add Photo / Video

Ask Question



Sushi Fest 2015

Sun Aug 16 at Lakefront Arena
Festival · 10 friends are going



Workshop 2 Sign-In Sheet



First Name	Last Name	Company Name	Type of Business or Organization	Email	Phone Number	Parish
1 Rachael	Bauer	TMG Consulting	Planning, Economics & Engineering Firm	rachbauer@tmgconsulting.net	504-256-4059	Orleans
2 Stephanie	Bell	Goldman Sachs	10,000 small businesses	sgbell@kcc.edu	504-671-6509	Orleans
3 Mike	Cusack	LSBDC-GNOR		mcusack@lsbdc.org	504-352-0230	Jefferson
4 Derreck	Deason	TMG Consulting	Planning, Economics & Engineering Firm	derreckdeason@tmgconsulting.net	504-569-9239	Orleans
5 John	Dihn	TraFland		jdihn@trafund.org	504-392-2454	Jefferson
6 Bonnie	Garrigan	TMG Consulting	Planning, Economics & Engineering Firm	bonniegarrigan@tmgconsulting.net	504-569-9239	Orleans
7 Chris	Haines	Meraux Found		christhaines@merauxfoundation.org	504-415-3718	St. Bernard
8 Tom	Hako	Gosse Bayou, Lafitte		thako@cox.net	504-487-7101	Jefferson
9 Chris	Hill	Charter Fishing		jack_chris_hill@yahoo.com	504-882-4643	St. Bernard
10 Jack	Hill	Charter Fishing		jack_chris_hill@yahoo.com	504-881-3474	St. Bernard
11 Andrew	Jacques	SEDFP		ajacques@sedfp.org	504-277-4009	St. Bernard
12 Kimberly	Johnson	TraFund		kjohnson@trafund.org	504-392-2454	Orleans
13 Eric	Waters	LSBDC-GNOR		waters.lsbdc@gmail.com	504-831-3730	Orleans
14 Maggie	Woodruff	Regional Planning Commission		mwoodruff@nrcpc.org	504-483-9502	Orleans



Workshop 2 Presentation

REELING 'EM IN

Successful Marketing & Branding for Your Coastal
Business - Working On the Water Workshop Series

presented by

LSBDC Greater New Orleans & Bayou Region

3330 Causeway Boulevard, Suite 422
Metairie, Louisiana 70002

www.LSBDC.org/GNOR

504.831.3730



REELING 'EM IN

THE BRAND

WHAT IS A BRAND?

Your “brand” is what your (customer) thinks of when he or she hears your **brand name**.

It’s **everything** the public thinks it knows about your name brand offering—both factual (what you tell them) as well as perception taken from other sources.

Your *brand name* **exists objectively**; people can see it. It’s fixed. But your *brand* **exists only in someone’s mind**.

(Forbes magazine “What is a Brand Anyway?”)

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Business - Working On the Water Workshop Series

REELING 'EM IN

THE BRAND

WHAT IS A BRAND?

“Brand Name” refers to the name identifying the source of your product or service offering – “Nike”

“Brand” – is the **emotional** response or “**perception**” that people identify with your brand name – The “swoosh” denotes motion.

“Just Do It” gives the perception of activity, athleticism, and style.

“Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product.” - Elon Musk

REELING 'EM IN

THE BRAND

THE BRAND EXPERIENCE

- **THE BENEFITS YOU DELIVER** – how you solve the problem
- **PROMISES AND FEATURES** – how you solve the problem better
- **YOUR FOLLOWUP & RELATIONSHIP BUILDING** - skills
- **YOUR STYLE & TONE** – what/how and when you say it
- **OVERALL PRESENTATION**

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REELING 'EM IN

THE BRAND

BRANDING TIPS

- be the first to do it...
- be consistent with your message...
- be the best (or at least look that way)...
- show the world (website, marketing materials, social media, testimonies, reviews, etc.)...

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REELING 'EM IN

BRAND MARKETING

You must be able to communicate your value proposition so that the information is instantly recognizable in your customer's minds

Logos

“a symbol or other design adopted by an organization to identify its products...”

Slogans/Taglines

“a short and striking or memorable phrase used in advertising.”

“a small amount of text which serves to clarify a thought for, or designed with a form of, **dramatic effect...**”

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BRAND MARKETING

REELING 'EM IN

Social Media



"Be Connected. Be Discovered. Be on Facebook."

People Fact

Half of adult users have 200+ friends

Average Age

39.3 years

\$ Fact

HH Income \$69.9K



"Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle."

of Subscribers

Over 200MM monthly active users

Average Age

55% > 35years old

\$ Fact

21% of internet users with incomes between \$30K and \$50K.

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BRAND MARKETING

REELING 'EM IN

Social Media

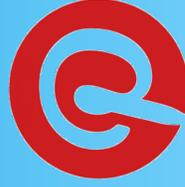


“Capture and Share the World’s Moments.”

of Subscribers
200 Million

Average Age
90% under 35 yrs

\$ Fact
Inner city users and brand followers



“Pin your interest.. Pinterest...”

of Subscribers
79% are women

Average Age
68% are 35 yrs +

\$ Fact
49% of users have used 5 or more products they’ve “pinned” ..
Avg. HH Income \$100K+

Successful Marketing & Branding for Your Coastal Business - Working On the Water Workshop Series



BRAND MARKETING

REELING 'EM IN

Social Media



“Broadcast yourself...”

of Subscribers
Over 1 Billion

% of Age Groups

% of Millennial's = 72%

% of Gen X = 58%

% of Boomers = 43%

\$ Fact

19% of all U.S. video ad
spending

Successful Marketing & Branding for Your Coastal
Business - Working On the Water Workshop Series



REELING 'EM IN

BRAND MARKETING

The Elevator Pitch

Businesses need the ability to communicate the company's *value proposition*, their *brand differentiation* and *tagline* in a consistent, conversational manner.

Pitch Tips

Your pitch should be the length of a short elevator ride – 20 to 30 seconds.

Your pitch should be positive and persuasive (confident and conversational).

Your pitch should be relevant and real.

Your pitch should be memorized by salespeople (that includes family and friends).

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REELING 'EM IN

BRAND MARKETING

Micro-Branding

“a small-scale brand recognized only in a certain geographic location or by consumers in a specific [micromarket](#) or [niche market](#).” ^{Wikipedia}

“the process of identifying and [microsegmenting](#) customers into more refined targets is becoming an efficient and rewarding operation for larger companies and corporations” as well. ^{Wikipedia}

Local Theme



Local Flavors



Local Language



Successful Marketing & Branding for Your Coastal Business - Working On the Water Workshop Series

REELING 'EM IN

BRAND MARKETING

Micro-Branding – How To

Know Your:

PRODUCT

Is your product in demand?

Who can benefit from your product?

COMPETITION

Who is selling/doing what you are?

How? To Whom? For How Much?

PEOPLE

Who is interested in your product?

Who else can benefit from your product?

Successful Marketing & Branding for Your Coastal
Business - Working On the Water Workshop Series

REELING 'EM IN

BRAND MARKETING

Micro-Branding – How To..

You are Your Product!

You must be:

- Approachable
- Interesting
- Relevant / Helpful
- Consistent

Be a Business not a Hobby!

You must have:

- A Plan of Action
- A Real Business
- A Marketing Plan
- Relevant to Your Customers

Successful Marketing & Branding for Your Coastal
Business - Working On the Water Workshop Series

REELING 'EM IN

BUSINESS EXPANSION

Recognizing Opportunities

There are opportunities to make more money right before your eyes. In things you do each day.

ANCILLARY REVENUE

Revenue generated from goods or services that differ from or enhance the main services or product lines of a company. By introducing new products and services or using existing products to branch into new markets, companies create additional opportunities for growth.

www.investopedia.com/terms/a/

Most companies have some form of ancillary revenue. These revenues can vary from car washes at gas stations to advertisements placed on jets. In some cases, what begins as ancillary revenue can become the main source of revenue - for example, when food and beverage sales at gas stations surpassed gasoline revenues. www.investopedia.com/terms/a/

Successful Marketing & Branding for Your Coastal Business - Working On the Water Workshop Series

REELING 'EM IN

BUSINESS EXPANSION

Recognizing Opportunities

Display Advertising Opportunities

Boat Wraps

Mobile and Stationary Billboards

Storefront Opportunities

Product Expansion

Lease/Rent Space

Boat Opportunities

Fishing Charters – Day and Overnight

Tours – Ecological, Wildlife

Supply/Personnel Runs

Boat Leasing

Coastal Restoration

Scuba and Snorkeling

Successful Marketing & Branding for Your Coastal Business - Working On the Water Workshop Series



REELING 'EM IN

BUSINESS EXPANSION

Starting the Business

Step 1: Write a Plan

Step 2: Get Assistance & Training

Administrative as well as Special Training Needed

Step 4: Finance the Business

Step 5: Determine the Legal Structure of Your Business, and

Register a Business Name ("Doing Business As")

Step 7: Get a Tax Identification Number, and

Register for State and Local Taxes

Step 9: Obtain Business Licenses and Permits, and Insurance!

Successful Marketing & Branding for Your Coastal Business - Working On the Water Workshop Series

REELING 'EM IN

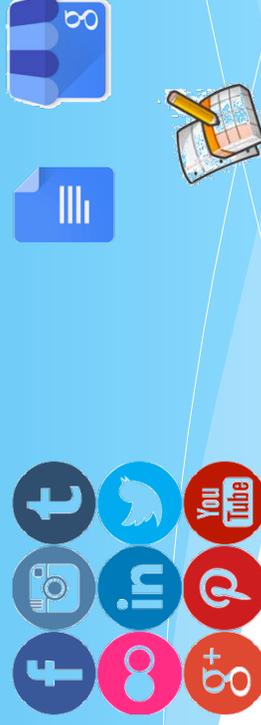
BUSINESS EXPANSION

Mobile Tools

Mobile Phones and Tablets can be used for social media as well as website updates, record keeping and content creation via video and pictures

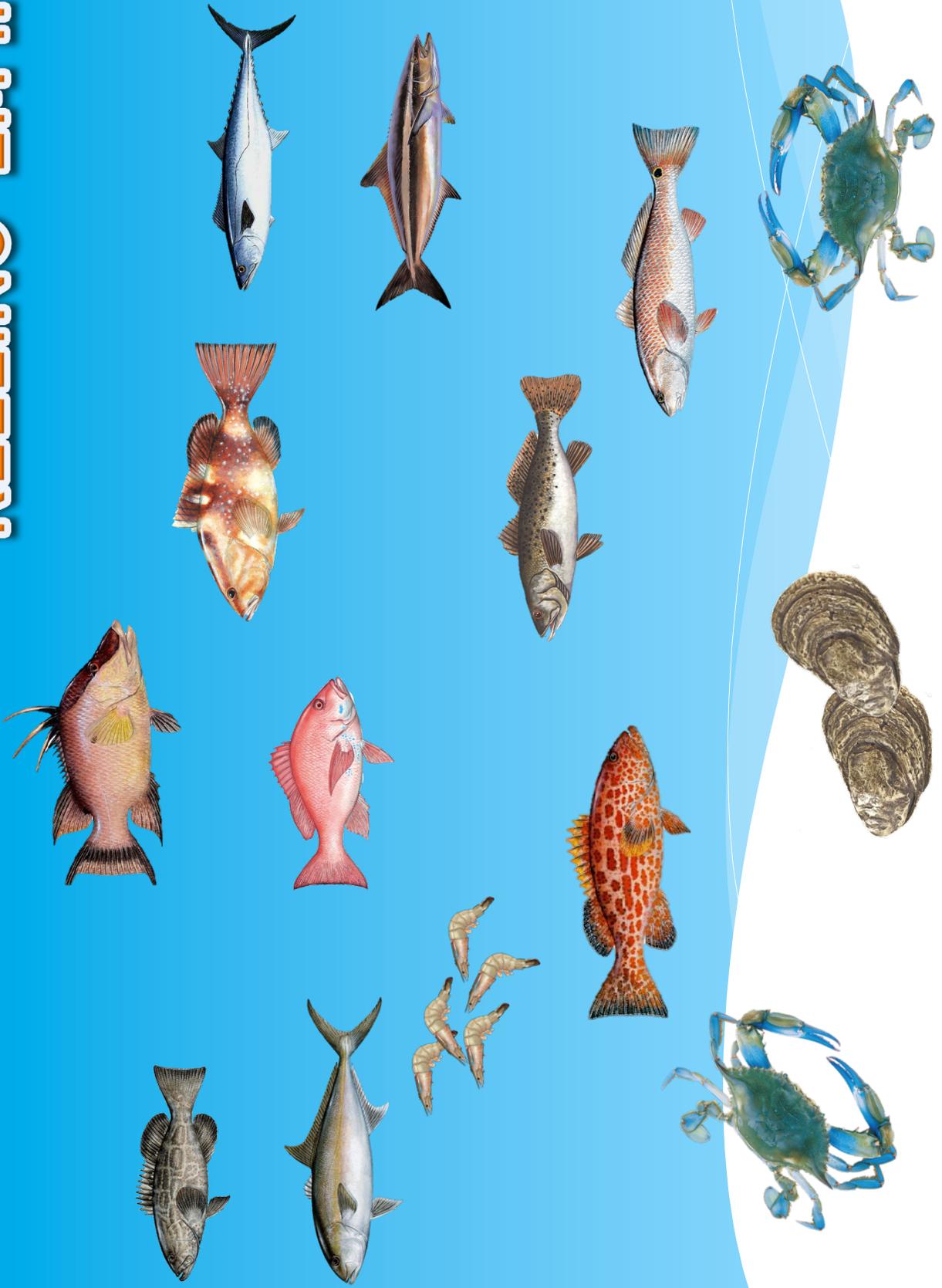
Use **Social Media** to communicate with customers on timing, type of product available, quantity, send pictures and video (Twitter, Instagram and Facebook)

Apps and Applications like Google Docs, Google My Business and other tools can make running your business **easier**, more **efficient** and **connected!**



Successful Marketing & Branding for Your Coastal Business - Working On the Water Workshop Series

REELING 'EM IN





Workshop 2 Pictures





EDA Grant No. 08-83-04836

WORKING ON THE WATER WORKSHOP SERIES

Event Report

Finding New Pearls in the Oyster Bed:
Cultivating Additional Business

September 22nd, 2015





Workshop Report

EDA Grant No. 08-83-04836

“Finding New Pearls in the Oyster Bed: Cultivating Additional Business”

Held September 22nd, 2015, at Charlie’s Restaurant 6129 E St. Bernard Hwy, Violet, LA

Background

The Working on the Water (WOW) Advisory Committee identified a need to assist coastal businesses with opportunities to diversify especially during fishing, shrimping and oystering off seasons.

Purpose

The workshop aimed to assist coastal businesses identify areas of business diversification during fishing, shrimping and oystering off seasons. The stated goal of the workshop was to expose participants to new and innovative ways of making additional income during off season periods by incorporating alternative opportunities, including direct to market sales, charters, coastal restoration projects, and wildlife tours.

Event Promotion

The WOW stakeholder group and management committee members promoted the event through their personal contacts and relationships. The event was advertised on the WOW website, www.workingonthewater.org, the WOW Facebook page, Biz New Orleans, and the St. Bernard Parish Post. TMG Consulting sent an e-blast to participants from the 2013 WOW Summit, participants from the previous Working on the Water Workshops, as well as to coastal and economic development organizations. Andrew Jacques, of the St. Bernard Economic Development Foundation, and Rachael Bauer, of TMG Consulting, distributed over 100 flyers by hand to small coastal businesses on the docks of St. Bernard Parish a week before the event. The social media campaign was able to reach more than 1,600 people¹. According to the event survey, the most effective method of outreach was primarily via email, however word of mouth and the internet were also effective for reaching event participants.

Event Summary

Maggie Woodruff, of the Regional Planning Commission (RPC), made opening statements welcoming the participants and explaining the mission of the WOW partnership and the free workshop series jointly funded by a U.S. Economic Development Administration (EDA) grant and the St. Bernard Economic Development Foundation.

Rachael Bauer, of TMG Consulting, explained that the first hour of the event would be an open house to facilitate networking, where participants could meet with the resource agencies individually to discuss their coastal business and how each resource agency could assist them. The Louisiana Small Business Development Center, the St. Bernard Parish Office of Tourism, Nunez Community College, Restore the

¹ According to Facebook analytics



Earth, CompuCast, ExperienceNewOrleans!, Louisiana Direct Seafood, TruFund Financial Services and the Louisiana Procurement Technical Assistance Center all exhibited at the workshop, offering individual counseling, and handouts to participants.

Thomas Hymel, of Louisiana Direct Seafood, presented on the Louisiana Direct Seafood Market. A free, online portal that allows fishermen to sell their catches directly to consumers. Mr. Hymel then presented on the LA Direct Seafood's success in Delcambre with monthly markets on the docks, and the Vermilion Bay marketing campaign.

Bobbie Mannino, of CompuCast, presented on the services CompuCast can provide to small coastal businesses, such as website design, listing their tours on ExperienceNewOrleans!.com, how to get listed on coupons.com to increase business, and her first-hand knowledge of tourists' desire to take tours on the Gulf Coast.

The final presenter was Kimberly Johnson, of TruFund Financial Services. Ms. Johnson promoted the TruFund Fishermen's database, which includes small coastal business contact information and interests. This information is used to notify participants of new opportunities as they arise such as government contracts and coastal restoration contracts.

Andrew Jacques, of the St. Bernard Economic Development Foundation (SBEDF), made closing remarks, thanking everyone for their attendance, reminding participants about the upcoming laws and regulations workshop, and WOW Summit and restating the mission of the WOW partnership and the joint funding of the free workshop series by the SBEDF and the U.S. Economic Development Administration (EDA) grant.

Outcomes

A total of 31 people attended the workshop. Attendees left with a deeper understanding of alternative areas of business diversification during fishing, shrimping and oystering off seasons. Attendees expressed excitement for the new opportunities in charter fishing and were very impressed with the work at Delcambre. Several participants expressed interest in participating in a similar program should it be made available in the St. Bernard region. A survey was distributed to attendees at the end of the event requesting feedback on the event and suggestions for topics and formats of future events.

Feedback

Event surveys were distributed at the end of the workshop. 12 out of 31 participants completed surveys, and feedback was very positive, with attendees stating that they appreciated all of the presentations and possible alternatives for the down season. All respondents states that they would recommend this event to someone else. The only negative feedback was that the event a too long.

Attachments

1. Event Promotion
2. Agenda
3. Sign-in Sheet
4. Event Handouts
5. Pictures



Event Promotion



WORKING ON THE WATER

FREE WORKSHOP SERIES

TUESDAY, SEPTEMBER 22, 2015
5:00 PM - 8:00 PM
Refreshments will be provided

Charlie's Restaurant
6129 E St. Bernard Hwy • Violet, LA

**Finding New Pearls in the Oyster Bed:
Cultivating Additional Business**



LEARN ABOUT WAYS TO MAKE EXTRA MONEY WITH YOUR BOAT.



- Sell Direct to Market
- Charters
- Coastal Restoration Projects
- Wildlife Tours



**COME TO CHARLIE'S AND LET US SHOW YOU HOW
YOU CAN BE ONE OF THE FIRST TO EXPAND YOUR BUSINESS.**

SAVE THE DATE! - Upcoming WOW Events:

NOVEMBER 10, 2015:

Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business

*** MARCH 22, 2016: WOW SUMMIT 2016 ***



Learn about our sponsors and more at: workingonthewater.com

 **Like us on Facebook!**
[facebook.com/WorkingOnTheWater](https://www.facebook.com/WorkingOnTheWater)

Register Online:
workingonthewater.com

Questions? Call Rachael Bauer:
(504) 569-9239 Ex. 24



WORKING ON THE WATER

FREE WORKSHOP SERIES

TUESDAY, SEPTEMBER 22, 2015
5:00 PM - 8:00 PM
Refreshments will be provided

Charlie's Restaurant
6129 E St. Bernard Hwy • Violet, LA

SEP 22 Finding New Pearls in the Oyster Bed: Cultivating Additional Business

Public · Workshop · Hosted by Working on the Water

✓ Going ▾ Invite Edit ...

Tuesday, September 22 at 5:00pm - 8:00pm
about 3 weeks ago

Charlie's Restaurant 6129 E St Bernard Hwy, Violet, LA 70092 [Show Map](#)

Come to Charlie's and learn about ways to make additional money with your boat!

- Sell Direct to Market
- Charters
- Coastal Restoration Projects
- Wildlife Tours

Any questions call Rachael Bauer (504) 256-4059 ex. 24

Please make sure to park in the grassy lot behind Charlies or on the right side of the building. Thank you!

POSTS

[Write Post](#) [Add Photo / Video](#) [Ask Question](#)

Write something...

Kerri, Andrew and 4 other friends went

29	3	25
went	maybe	invited

INSIGHTS

1.6k reached	
216 viewed	
31 engaged	

All counts are final as of 09/22/2015 8:00pm



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Biz New Orleans / September 2015 / St. Bernard Economic Development Foundation To Host Free Business Opportunity

St. Bernard Economic Development Foundation To Host Free Business Opportunity Workshop For Fishermen

BY 9-18-16



ST. BERNARD, LA – The St. Bernard Economic Development Foundation (SBEDF) will be hosting a free workshop entitled "Finding New Pearls in the Oyster Bed: Cultivating Additional Business," on Tuesday, September 22, 2015, from 3:00 p.m. to 6:00 p.m. at Charlie's Restaurant, 6129 E. St. Bernard Hwy., in Violet, LA.

Anyone who has experience working on the water, like fishermen and oystermen, are invited to attend this free event to learn how to pursue new business opportunities and generate new revenue.

The event will feature financial resource agencies (TruFund), direct marketing companies, and four companies (Experience New Orleans), who will present examples of how people with experience working on the water can start new businesses and earn extra revenue.

The workshop will kick off with a brief presentation, followed by an open house giving attendees an opportunity to talk with resource agencies on-on-one.

"Finding New Pearls in the Oyster Bed" is the third in the 2015 Working on the Water (WOW) event series, which provides resources to commercial fishing, coastal restoration, eco-tourism, and disaster response businesses in St. Bernard Parish and other communities in southeast Louisiana.

"Working on Water events are a big part of our business development and retention and expansion efforts," said Andrew Jacques, SBEDF's executive director. "Tuesday's free workshop will provide tools for our fishing community to discover new resources and help them get the most value out of their businesses and vessels."

Additional upcoming WOW events include: "Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business" on November 10. The second annual WOW Summit will be held on March 22, 2016.

WOW is made possible through a partnership with the Regional Planning Commission (RPC), which has allowed SBEDF to expand the initiative and offer programming throughout the year.

In addition to SBEDF and RPC, WOW activities are guided by an advisory committee with representatives from Nunez Community College, the Meraux Foundation, St. Bernard Chamber of Commerce, U.S. Small Business Administration, Louisiana Small Business Development Center, TruFund, Leadership St. Bernard, LiftFund, St. Bernard Parish Office of Tourism, GNO, Inc., and National Wildlife Federation's Vanishing Paradise Program.

WOW was conceived following the Deepwater Horizon BP Oil Spill. With coastal communities unsure of their economic and business futures, the St. Bernard Economic Development Foundation proactively commissioned a study to research economic and job opportunities for those whose livelihoods were impacted by the oil spill. That study resulted in three key recommendations and an action plan for economic development and government partners in affected areas in Southeast Louisiana. They were: to create more value and increase profitability to current fisheries' activities by developing a working waterfront with an open, online marketplace; develop a workforce for coastal restoration projects based upon the skills, resources, and assets of those already familiar with and working



Agenda



Working on the Water Workshop 3
**Finding New Pearls in the Oyster Bed:
Cultivating Additional Business
Agenda**

*Charlie's Restaurant 6129 E St Bernard Hwy, Violet, LA
September 22, 2015
5pm- 8pm*

5-6 Open House

6-7:15 Presentations

7:15-8 Open House/Informal Q&A



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First Name	Last Name	Company Name	Email Address	Phone Number	Parish	How did you hear about the event?
1 Ernie	Alphonso	Capt Ervie		504-684-3818		
2 George	Barisich	Peruga Inc	nonetsnoseafood@aol.com	504-439-2013		Email
3 Rachael	Bauer	TMG Consulting	rachaelbauer@tmgconsulting.net	504-569-9239		
4 Caitlin	Cain	SBA Advo	caitlin.cain@sba.gov			
5 Kerri	Callais	Callais Ice	karricallais@gmail.com	504-416-9853		
6 Mike	Cusak	LSBDC				
7 Derreck	Deason	TMG Consulting	derreckdeason@tmgconsulting.net	504-569-9239		
8 John D.	Dihn	TruFund	jdihn@trufund.org	504-392-2454		
9 Bonnie	Garrigan	TMG Consulting	bonniegarrigan@tmgconsulting.net	504-569-9239		
10 Rusty	Gaude	Seagrant	agaude@agcenter.lsu.edu	504-908-9713		
11 Lillian	Grantheaux	Lic-Boat Captain South Coast Carriers	lillgauthreaux@yahoo.com	228-731-2425	St. Bernard	Email
12 Aaron	Greco		mustangman1967GT@aol.com	504-583-0521	St. Bernard	
13 Buddy Anthony	Greco III			504-421-2203	St. Bernard	
14 Bill	Haines	Meraux Foundation	billhaines@merauxfoundation.org	504-415-3694		Email
15 Chris	Haines	Meraux Foundation	chrishaines@merauxfoundation.org	504-415-3718	St. Bernard	Facebook
16 Devin	Hill	BMF Charters	devin@csi-grp.com	504-756-4888	St. Bernard	Friend
17 Chris	Hill	BMF Charters	Jack_Chris_Hill@yahoo.com	504-812-4643	St. Bernard	Friend
18 Jack	Hill	BMF Charters	Jack_Chris_Hill@yahoo.com	504-881-3474	St. Bernard	Friend
19 Jeff	Howard	Lic-Boat Captain South Coast Carriers		504-606-1205	St. Bernard	Friend
20 Mike	Hulse	St. Bernard Economic Development Foundation			St. Bernard	Email
21 Andrew	Jacques	LA Hotel and Lodging Association	ajacques@sbedf.org	504-258-7671	St. Bernard	
22 Bill	Langkopp	Restore the Earth	Langkopp@att.net	504-525-9326	Orleans	
23 Myriah	LeGaux	Restore the Earth	myriah.legaux@gmail.com		Orleans	
24 Andre	Lyon	First Lomax Mon Ltd.	alencar13@gmail.com	646-620-7598		Facebook
25 Taylor	Marshall	Restore the Earth Idn	tam@restoretheearth.org	607-342-7362	Orleans	Rachael
26 Eric	Melering		angelamelering@att.net	504-421-8420		
27 Mary	Peyton		mkpeyton@gmail.com	504-388-4910	Jefferson	Facebook
28 Kerry	Poche	Family Business L.L.C.	kpoche75@gmail.com	504-239-9414	St. Bernard	Facebook
29 George	Ricks	Save Louisiana Coalition	georgericks15@gmail.com	985-630-2923		
		MS Coalition for Vietnamese - American Fisher Folk & Families (non-profit)				
30 Thao	Vu		thaovu337@gmail.com	337-344-1926		Email
31 Maggie	Woodruff	RPC				



Workshop 3

Event Handouts

LOUISIANA DIRECT SEAFOOD

Your Freshest Catch



How to Sign Up as a Seller

1. Click on 'Seller Registration' in the black footer menu (very bottom of the site's home page) →

2. Fill out information as required, clicking on agreeing to terms and newsletter sign-up; then click 'Submit'.

3. This takes you to the Commercial Profile set-up. Important fields to fill in:

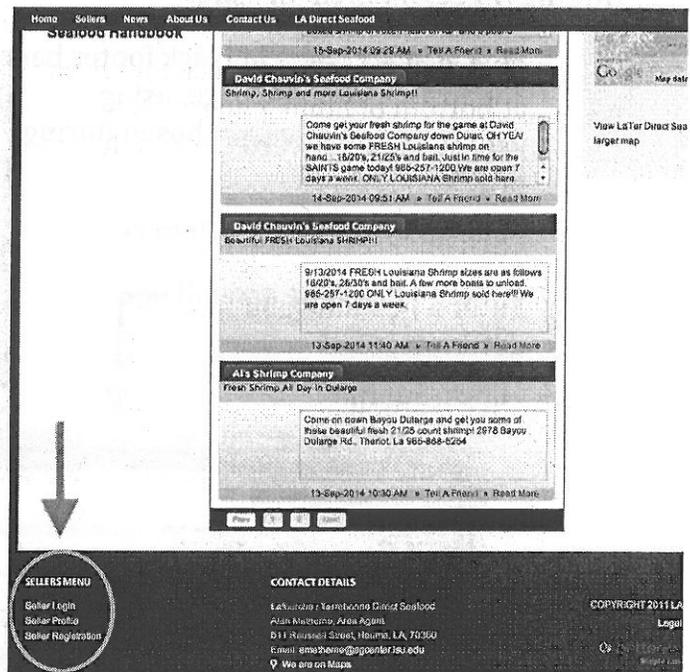
- Address
- Supplier Type (Fisher)
- Products (choose species you sell)
- Payment Options
- Port Location (main city)
- Commercial fisher (check if yes)
- Packaging options (how fish, shrimp is sold; most people put customer ice chest)
- About Me
 - VERY important to put description of fisherman, what offer, anything unique,
- Delivery Available (check if yes)
- Minimum Order
- Years in Business
- Vessel Name
- Preferred Method of Contact: Phone, Cell, Email
- Website URL

> Click 'Submit'

4. Review your profile, and what it will look like. Click the blue 'Edit' button over where the photos should be to edit.

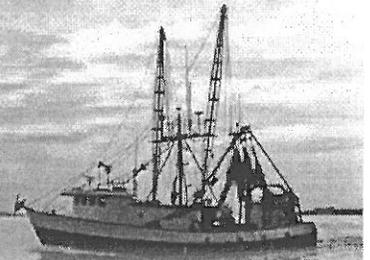
- While here, you can also post a Fresh Catch; click the Fresh Catch Notices tab at top with headline & description.
- Also recommend here to click the Update User Profile tab and add in work number & email.

> Log out (in orange bar) when complete.



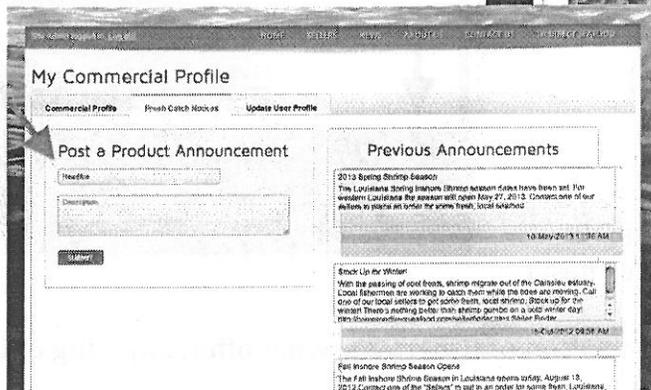
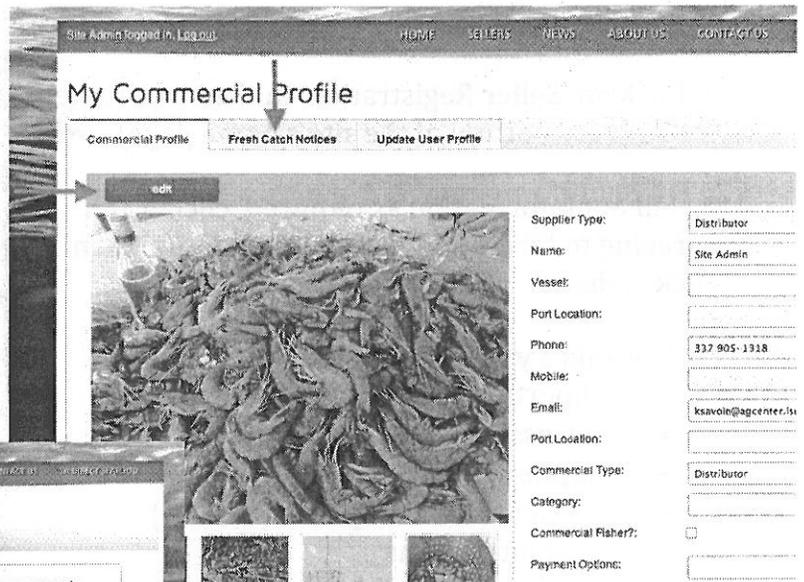
LOUISIANA DIRECT SEAFOOD

Your Freshest Catch



Adding A Fresh Catch Message

1. Click Seller Login in black footer bar at bottom of home page, using username/password chosen during profile creation.
2. Click on 'Fresh Catch Notices'.
3. Enter a headline and full description.
4. Click 'Submit'.



Editing Your Profile

1. Login to your profile by clicking 'Seller Login' in the footer bar.
2. Click on 'Edit' button (see top photo on page).
3. Update / add new information
4. If uploading a picture, make sure the picture is less than 600 pixels in height. If you need help in doing that, do a search on Google about how to resize pictures and you will find lots of information.
5. Click 'Submit' to save.

MY STORY

Name _____ Age _____

Vessel Name and type of vessel _____

Where do you fish? _____

How long have you been fishing? _____ Are you a first generation fisherman? _____

If no, how many generations before you and who? _____

Are your spouse/children involved in business with you and if so how?

What types of vessels you have owned or worked on? _____

What jobs have you done?

What do you like best about fishing? _____

What are your best memories in the business? _____

What products will you offer and why? _____

What is your vision for the future of your business? _____

SELLING YOUR CATCH DIRECTLY TO THE PUBLIC

General Guidelines

In order to sell your catch directly to Louisiana consumers, you need a Commercial Fisherman's License and a Fresh Products License from the Louisiana Department of Wildlife and Fisheries (LDWF). A secondary Fresh Products License allows a fisherman to continue to fish while his or her spouse sells the catch.

With a Fresh Products License from LDWF, you can sell your own catch directly from your boat, home or automobile.

With a Fresh Product License, you cannot:

- Sell your catch to anyone other than a consumer, such as any person buying, acquiring or handling fish for sale or resale.
- Sell another fisherman's catch.
- Further process your catch on your vessel (such as filleting, peeling, picking or packaging), other than gutting fish or popping (removing) shrimp heads to maintain quality during storage.
- Sell oysters directly to a consumer (oysters must be sold to a licensed dealer to comply with HACCP and food safety controls).
- Sell your catch to consumers located outside of Louisiana.

To do any of these above sales or activities you will need additional licenses from LDWF and/or the Louisiana Department of Health and Hospitals (LDHH). Contact LDHH at 225/342-9500 and the Commercial Seafood Program for more details.

To sell your catch by weight with a Fresh Products License, you must have a scale that is inspected by the Louisiana Department of Agriculture (LDAF) at least once a year. This is to ensure that it is accurate and suitable for commercial use.

In order to sell from a mobile location such as a vehicle, the Fresh Products License holder must also be in compliance with parish and municipal mobile vendor regulations. DHH regulations are state regulations distinct from the mobile vendor regulations that may be mandated by your parish or municipality. Please check with your local parish for mobile vendor permit requirements. Contact the Department of Health and Hospitals at 225/342-7773 for details.

Additionally, most parishes require that each fisherman selling his catch register with the parish to collect and file sales taxes. Call the Louisiana Department of Revenue-Sales Tax Division at 225/219-7462, as well as your parish, for details.

Licensing/Permitting Agencies and Costs

Louisiana Department of Wildlife and Fisheries – 225/922-1341 – www.wlf.louisiana.gov

- Fresh Products License - \$20.00 (residents)
 - \$120.00 (non-residents)
 - \$5.00 (spouse)



The cost of having your scale certified varies by the amount of weight it can measure.

- | | | |
|--------------|-----------------------|----------|
| • Category 1 | 0 to 1,000 lbs. | \$35.00 |
| • Category 2 | 1,000 to 10,000 lbs. | \$80.00 |
| • Category 3 | More than 10,000 lbs. | \$185.00 |

Record Keeping

Fresh Products License holders need to keep two kinds of records: records of sales to the consumer and reports required by LDWF.

Records of Sales to the Consumer. You must keep records in English, of the quantity and species of seafood acquired and the date the seafood was acquired. The record must include the Fresh Products License holder's full name and license number. The record also needs to indicate that the seafood was sold directly to the consumer. You must keep these records for at least three years.

Reports to the Louisiana Department of Wildlife and Fisheries: You must also submit monthly reports to the Louisiana Department of Wildlife and Fisheries. These monthly reports must include all information required on the commercial receipt form and all of your trip tickets from that month.

The Fresh Products License holder must indicate in their records that the seafood was sold directly to the consumer. The consumer's name or other personal information does not need to be recorded.

Parish and Municipal Requirements

Many Louisiana parishes and municipalities have additional requirements – such as occupational licenses, vendor permits, bonds, local health permits, and other regulations – in order to legally sell seafood directly to the public. For information specific to your community contact:

- **Abbeville, Vermillion Parish** – 337/893-8550 – <http://www.cityofabbeville.net>
- **Cameron Parish** – 337/775-5718 – <http://www.parishofcameron.net>
- **Jefferson Parish** – 504/736-6100 – <http://www.jeffparish.net>
- **Lafourche Parish** – 985/446-8427 – <http://www.lafourchegov.org>
- **New Iberia, Iberia Parish** – 337/369-2300 – <http://www.cityofnewiberia.com/site.php>
- **New Orleans, Orleans Parish** – 504/658-4000 – <http://new.nola.gov/home/>
- **Plaquemines Parish** – 504/297-5675 – <http://www.plaqueminesparish.com>
- **St. Bernard Parish** – 504/278-4307 – <http://www.sbpq.net>
- **St. Mary Parish** – 337/828-4100 – <http://www.stmaryparishla.gov>
- **St. Tammany Parish** – 985/898-2574 – <http://www.stpgov.org>
- **Terrebonne Parish** – 985/868-5050 – <http://www.tpcg.org>

State and local regulations concerning direct seafood sales to consumers are subject to change. It is incumbent on the vendor to ensure he or she is in compliance with all rules.

The Louisiana Sea Grant Law & Policy Program (LSGLPP) is a legal research service provided free of charge by the Louisiana Sea Grant College Program to its constituents. LSGLPP is prohibited from providing legal advice, representing clients or becoming involved in litigation. The information provided by the LSGLPP attorneys is intended for informational purposes only and represents our best interpretation of the relevant laws, regulations and court cases, using traditional legal research and analytical methods. Persons or organizations should always seek independent, professional legal advice prior to taking actions with legal consequences.

FROM THE SEA TO YOUR TABLE



Go to SouthShoreDirectSeafood.com to buy direct from our fishermen. The Fresh Catch messages will tell you what's new on the dock and how to place an order.

Experience our warm culture, unique history, and wild-caught seafood straight off the boat. It's naturally healthy and deliciously different.

Sign up for our newsletter, and get the latest updates on the seafood season, great tips and local news.

SouthShoreDirectSeafood.com
YOUR FRESH CATCH PARTNER





LOUISIANA DIRECT SEAFOOD

Your Freshest Catch

GET CONNECTED

LOCAL FISHERMEN. LOCAL FRESH CATCH.

Purchase fresh, high quality shrimp and other seafood . . . straight from the boat. Our partners, including LSU Ag Center and Louisiana Sea Grant, work with fishermen to deliver a superior, sustainable product that meets rigorous standards and preserves our fisheries for generations to come.

At **Louisiana Direct Seafood.com**, sign up for our newsletter and click **Port Locations** to find the dock nearest you.

SOUTHSHORE-NEW ORLEANS AREA

CAMERON

DELCAMBRE

LAFOURCHE / TERREBONNE

**TASTE THE DIFFERENCE WHEN
IT'S DIRECT FROM THE SEA**

This project has been made possible through a grant from Gulf States Marine Fisheries Commission.



**Vermilion
Bay Sweet
Delivers**

premium, frozen seafood, from
local waters and local fishermen

ONE STEP AWAY FROM THE BOAT

What makes our seafood such a great catch?

- Local shrimpers have long touted the sweeter taste of white shrimp in the Vermilion Bay area. The brackish waters of the Bay, bayous and marsh create the perfect environment for our favorite seafood to thrive—not only shrimp, but finfish and crab.
- Our seafood tastes fresh because it is frozen and packaged right off the dock, using strict quality standards that include a vacuum pack process and no STP (sodium triphosphate). A ***gourmet*** product for the food connoisseur.
- Vermilion Bay Sweet is a truly local brand, owned by the Port of Delcambre and operated under the guidance of Louisiana Sea Grant. Our mission is not for profit, but to develop high quality, delicious, seafood products that support local fishermen and their way of life.





The Vermilion Bay Sweet story began with partnerships between business, industry, fishermen and Louisiana State University to keep local commercial fishing alive— particularly in the off-season. Originally a demonstration project with premium, hand-peeled jumbo shrimp, the brand was created to show the demand for a gourmet shrimp product that adhered to the highest quality standards in processing.

The immediate success of the Vermilion Bay Sweet White Shrimp package created a new excitement among fishermen and consumers. Our brand has quickly expanded to include a 'gumbo' shrimp package and black drum, with catfish and crab products in the works.

As always, we are committed to a superior, sustainable product that also preserves our fisheries for generations to come.



Delcambre Direct Seafood.com

A **LOUISIANA** FRESH CATCH PARTNER

For more information on Vermilion Bay Sweet, Delcambre Direct Seafood and 'parent' initiative Louisiana Direct Seafood, visit:

www.LouisianaDirectSeafood.com



WE CAN HELP!

(o) 504.779.5188

(f) 504.885.6814

sales@compucast.com

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OUR CORE VALUES

We will deliver quality services with honesty & integrity.



We will do what's right, even if it costs us business.

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- ExperienceNOLA
- ExperienceNewOrleans

COMPUCAST.COM

- Compucast
- Compucast

NEWORLEANSRESTAURANTS.COM

- NolaRestaurants



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Compucast.com | 504-779-5188

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 FULL-SERVICE DIGITAL AGENCY
 SERVING NEW ORLEANS SINCE 1994



SERVICES WE PROVIDE

-  Web Development
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-  Responsive Design
-  Pay-Per-Click Management
-  Hospitality Marketing
-  Social Media Marketing
-  Custom Programming
-  Custom CMS
-  Internet Booking Engine
-  Employment Engine
-  Disaster Portal
-  Hosting

Leading producers and providers of custom websites and online marketing in New Orleans since 1994...

The goal of CompuCast's team of specialists is to form long-term relationships with our clients as we help them increase conversions by driving business and traffic through customized websites, online marketing, and SEO.

SOME OF OUR CLIENTS

- | | |
|-----------------------|------------------------------------|
| Commander's Palace | Gray Line New Orleans |
| New Orleans Bar Assn | Steamboat Natchez |
| Antoine's Restaurant | Acme Oyster House & Gift Shop |
| Crescent City Classic | Crescent City Brewhouse |
| Embassy Suites | Airport Shuttle |
| Kern Studios | Crimestoppers GNO |
| MCC Group | Jean Lafitte Swamp Tours |
| Maison Dupuy | Greater N.O. Hotel & Lodging Assn. |
| Lafitte Guest House | |
| St. Louis Cathedral | |

We have worked with CompuCast for many years -- they are on the cutting edge, always suggesting new ways to reach potential customers. **Greg Hoffman, Gray Line Tours**

The team at CompuCast has a wealth of knowledge and creativity... the exposure we receive is incredible."

Dana Crabtree, Maison Dupuy Hotel

"We have increased our group business from the many wonderful leads we receive... CompuCast is an invaluable asset to our business."

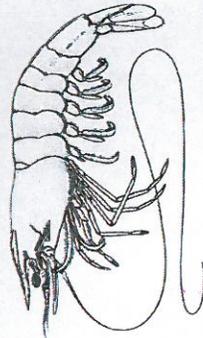
Charles LeBeuf, Crescent City Brewhouse

An Adventure unlike anything you've experienced before.

Eat like a king and experience first-hand why we call Louisiana the Sportsman's Paradise. Hop aboard the F/V Peruga in its constant quest for the freshest and most succulent seafood available. All cell phones go on boat mode as you escape from the regular hassles of everyday life and get elbow deep in a shrimping technique passed down through generations of local bayou families that can only be found in these gulf waters.

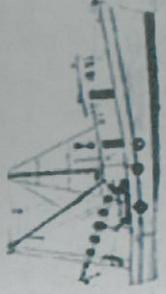
And you won't be shrimping just for show, either. You'll be hunting up high quality, fresh caught, local seafood to unload at the dock like a genuine fisherman. Throughout your authentic shrimping experience, you'll be encouraged to partake in hauling in the nets, sorting and icing the catch, and preparing just-caught seafood under the supervision of the captain and his qualified deckhands. And while steering the 56ft. F/V Peruga, you'll feel like a veteran shrimp boat captain, wielding a working machine built on decades-old planks of solid cypress.

Make once-in-a-lifetime memories by trading in your office shoes for a pair of white rubber boots in the small fishing town of Yscloskey, Louisiana. Earn the feeling of pride that comes coupled with exhaustion after putting in a hard day's worth of honest work.



LET'S GO SHRIMPING!

Contact Capt. George today to book your charter shrimping experience.



REAL SHRIMPING

with Capt. George



COME ABOARD!

Capt. George's direct cell:

(504) 439-2013

Email: nonetsnoseafood@aol.com

Make your reservation today

(504) 439-2013

REALSHRIMPING.COM

The Experience

Real Shrimping with a Real Commercial Shrimper

Over the past three decades, Capt. George has taken hundreds of interested politicians, environmentalists, news reporters, neighbors, and volunteers from all across the nation on charter shrimping trips. And now, it's your turn to step aboard. You'll experience beautiful sunsets and sunrises on the open water; stellar views of stars that seem close enough to touch in the night sky unmarred by city lights; seagulls, pelicans, and dolphins careening alongside the boat in hopes of a free meal; and one of Capt. George's famously delicious "catch of the day" seafood specialties, prepared in a seafood recipe he's perfected over decades, which would put many of nearby New Orleans' famous chefs to shame.



You'll love this adventure if you've been longing to:

- Experience truly authentic travel in the bayous, bays, and marshes that surround the Crescent City.
- See your home from a new angle and appreciate your state's own culture and people more.
- Taste the freshest possible seafood cooked to perfection in local, family recipes.
- Give your children the experience of a traditional and independent way of life.
- Find an adventurous, team-building outing for staff, family, or friends.
- Enrich your life with a hands-on, cultural experience unlike any other.

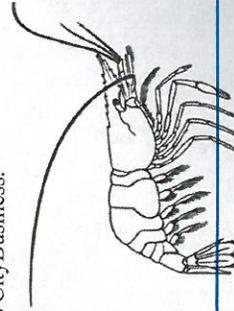
The Captain

The Prince of Shrimpers



Once crowned the "Prince of Shrimpers" by Christopher Halliwell in his novel *Holding Back the Sea*, Captain George Barisich is the only man you'd want with you out on these waters because he has dedicated his life to them. Capt. George has garnered over 45 years of experience fishing the coastal waters of Louisiana and Mississippi and 20 years of volunteer advocacy work protecting the coastal commercial fishing communities. His decades' worth of successful adventures and survival stories, when shared in his characteristic style, unequivocally showcase this unique way of life that may not be around for much longer.

Capt. George's advocacy, coupled with his impeccable reputation as both an accomplished fisherman and a steward of the industry, has earned him feature spots on multiple local and national media outlets. He has appeared as a spokesperson for the local commercial fishing industry in the premiere episode of the History Channel's *You Don't Know Dixie*, the Travel Channel's *Anthony Bourdain: No Reservations*, the Weather Channel's *Storm Stories*, MSNBC's *Countdown with Keith Olbermann*, the *Come Hell or High Water* documentary, and the award-winning *Dirty Energy* documentary. Additionally, he has been interviewed in *USA Today*, *The New York Times*, the *New Orleans Times-Picayune*, the *New Orleans Gambit Weekly*, and *New Orleans CityBusiness*.



Logistical Details

Reservations and Group Size

Inshore trawling season runs from mid-May to December, and we're now accepting reservations for groups as large as 6 people.

Trip Duration

We offer charter shrimping trips for as long as you desire and lasting anywhere from 1 to 3 nights out on the water. We can also make arrangements for you to bring home some of your catch to share with your family and friends.

Cabin Accommodations

The F/V Peruga's cabin has 2 bunk beds (with additional accommodations to sleep up to 6 total guests), indoor bathroom facilities (toilet and upright shower), kitchenette facilities (gas stove and oven, indoor freshwater sink), table with booth seating, electric refrigerator, and air conditioning.



Additional, on-land lodging options are available in both Arabi, LA and Ysloskey, LA for guests from out of town who wish to extend their stay and explore even more of what New Orleans has to offer.

Pricing varies by trip.

Contact Capt. George for more details on your custom charter shrimping package.



Procurement Technical Assistance

- Is your company interested in selling to the government?*
- How do government and private sector contracting differ?*
- Do you know which government agency buys what you sell?*
- Can your company compete in the government marketplace?*
- Have you ever read a government solicitation?*
- Can I make money selling to the government?*
- Where do I start?*

These are just a few of the questions a Procurement Technical Assistance Center can help you answer. Trained procurement counselors can help you determine if your company can successfully compete in the government marketplace by evaluating your capabilities and identifying potential buying agencies. Once you have received an overview of the government contracting process, and you make a decision to seek a defense, federal, state or local contract, a profile of your company will be entered into an electronic bid matching database. As you begin to receive notices of bidding opportunities, your procurement counselor will work with you to determine which notice to bid on.

Throughout the marketing and bidding process, the Procurement Technical Assistance Center will support your efforts to win an award. After receiving an award, post award and contract management assistance will be available to you.

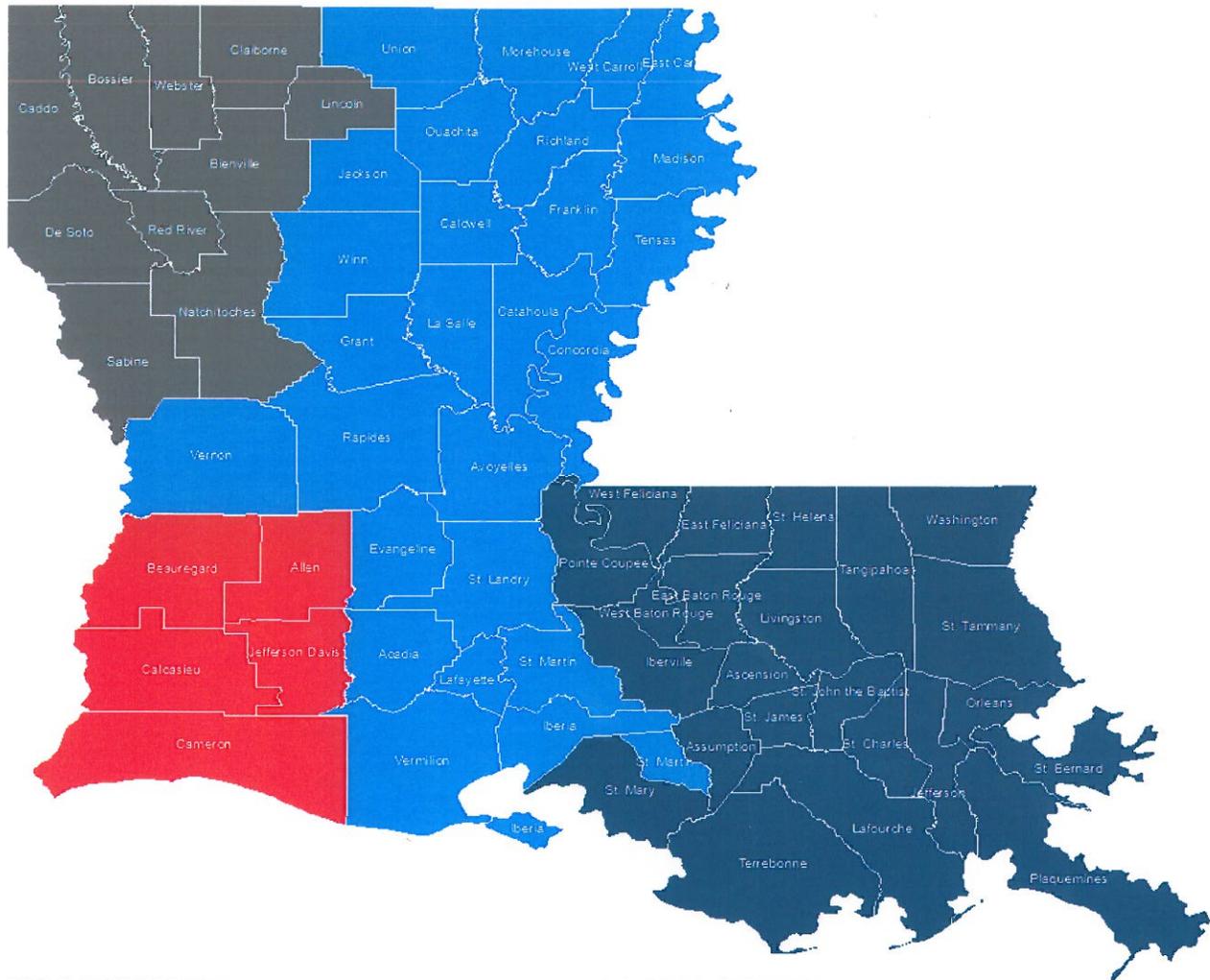
Funded by a cooperative agreement between the U. S. Department of Defense, Defense Logistics Agency and the University of Louisiana at Lafayette, the Louisiana Procurement Technical Assistance Center provides government contracting assistance to Louisiana companies.

Procurement Technical Assistance services include, but are not limited to:

- | | | |
|----------------------------|---------------------------------|----------------------|
| Acquisition Forecasting | State Purchasing | Government Marketing |
| Bid & Proposal Review | Bid & Proposal Preparation | Subcontracting |
| Packaging & Transportation | Socio-economic Programs | Government Codes |
| Pre Award Surveys | Federal Acquisition Regulations | Disaster Contracting |
| Post Award Surveys | Cost Accounting/Estimating | Negotiation Support |
| Pricing Principles | Contract Management | Bid Matching |
| Contract Clauses | Electronic Commerce | GSA |
| Contract Administration | Research | Solicitation Review |
| | Registrations (DUNS, SAM, etc.) | |

For More Information Contact LA PTAC at
(800)206-3545 or
<http://www.la-ptac.org>

LOUISIANA PTAC TERRITORIES



LA PTAC SOUTHWEST

Roy Paul

4310 Ryan Street

Lake Charles, LA 70605

337-433-3632

rpaul@allianceswla.org

Allen, Beauregard, Calcasieu, Cameron, Jefferson Davis

LA PTAC CENTRAL

Jane Kulik

PO Box 44172

Lafayette, LA 70504

337-482-6265

jbk3563@louisiana.edu

Acadia, Avoyelles, Caldwell, Catahoula, Concordia, East Carroll, Evangeline, Franklin, Grant, Iberia, Jackson, Lafayette, LaSalle, Madison, Morehouse, Ouachita, Rapides, Richland, St. Landry, St. Martin, Tensas, Union, Vermilion, Vernon, West Carroll, Winn

LA PTAC SOUTHEAST

Cindy Carrier

PO Box 1771

Denham Springs, LA 70727

225-664-2600

cindycarrier@me.com

Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, Pointe Coupee, St. Helena, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington, West Baton Rouge, West Feliciana

GET LINKED!



To see how LA PTAC can assist you in connecting with government agencies and prime contractors in need of your services, fill out and return the reply card below or send a request for information via e-mail to la-ptac@louisiana.edu.



As a result of assistance provided by Louisiana PTAC between 1989-2005, over \$3.4 billion in Government contracts were awarded to our clients. Since 2006, post several major hurricanes that made landfall in Louisiana, LA PTAC clients have received \$4.3 billion in contract awards.



Linking Business and Government

LA PTAC State Administrative Office

PO Box 44172
Lafayette, LA 70504-4172
(337) 482-6422
(800) 206-3545
(337) 482-5837 fax
la-ptac@louisiana.edu
<http://www.la-ptac.org>



 **A UL Lafayette Sponsored Program**

Name: _____

Business/Government Agency Name: _____

Address: _____

Parish: _____

Phone: _____

Fax: _____

E-mail: _____



The Louisiana Procurement Technical Assistance Center (*LA PTAC*) provides specialized and professional *procurement technical assistance* to Louisiana businesses actively seeking and/or performing on contracts and subcontracts with the U.S. Department of Defense and other federal, state and local governments.

Established in 1989 to increase participation of Louisiana small businesses in government contracting, LA PTAC assists companies located throughout a 54 parish service area.

LA PTAC counselors work with government agencies to help Louisiana businesses:

- Determine if they can successfully compete in the government marketplace.
- Provide electronic bid matches based on company products and services.
- Evaluate bid/no bid criteria.
- Read, understand and respond to solicitations.
- Review and prepare proposals.
- Negotiate and administer contract issues.

In addition to providing one on one assistance to individual companies, LA PTAC conducts *workshops* and *conferences* to keep businesses informed of the ever-changing trends, regulations, requirements and opportunities within the government.

Funded by a cooperative agreement between the U.S. Department of Defense (Defense Logistics Agency) and the University of Louisiana at Lafayette with assistance from Louisiana Economic Development (LED), LA PTAC provides government contracting assistance *at no cost* to Louisiana companies.

LA PTAC personnel are *certified* by a national organization of procurement professionals (Association of Procurement

Technical Assistance Centers, APTAC). To keep up with the ever-changing government contracting environment, LA PTAC counselors receive ongoing training and hold active memberships in the following professional organizations:

- Association of Procurement Technical Assistance Centers
- National Contract Management Association (NCMA)
- Louisiana Contract Marketing Association (LACMA)
- Louisiana Industrial Development Executives Association (LIDEA)

LA PTAC: Scope of Services

- Acquisition Forecasting
- Solicitation Review
- Bid & Proposal Assistance
- Bid Matching
- Negotiation Support
- Contract Administration & Management
- Cost Accounting
- Electronic Commerce
- Federal Acquisition Regulations
- GSA Federal Supply Schedules
- Government Codes and Requirements
- Registration in Government Databases (SAM, D&B, others)
- Research-Contracting Issues
- Marketing
- Packaging, Marking, and Transportation
- Pre & Post-Award Surveys
- Pricing Principles
- Quality Assurance
- Small Business Programs (Small Business, Woman-Owned, Small Disadvantaged, Veteran-Owned, Service Disabled
- Veteran Owned, HUBZone)
- Subcontracting
- Web Site Navigation

PLACE
STAMP
HERE

PTAC — Working to provide businesses with the marketing know-how and technical tools they need to obtain and perform successfully under federal, state and local government contracts with the mission to create and maintain jobs, foster competition and lower costs for the government, and help sustain our armed forces' readiness.

Louisiana PTAC
P.O. Box 44172
Lafayette, LA 70504-4172





Louisiana Small Business Development Center Greater New Orleans and Bayou Region

3330 N. Causeway Blvd., Suite 422
Metairie, LA
504-831-3730
lsbdc.gnor@lsbdc.org

322 Audubon Avenue
Thibodaux, LA
985-493-2587
lsbdc.nic@lsbdc.org

Serving Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James,
St. John the Baptist, Terrebonne, Lafourche and Assumption Parishes

Accessible

- Consulting offices are located throughout the 10-parish Greater New Orleans and Bayou Region. Professional staff offers consulting and training in Spanish, Vietnamese and English. Consulting is at no charge. On-line registration for counseling, technical assistance, and training resources is available at www.lsbdc.org.

Experienced

- 2015 celebrates 32 years of operation in the Greater New Orleans and Bayou region. The LSBDC GNOR team of experienced business professionals provides free, confidential, one-on-one consulting in a wide variety of disciplines. We strive to empower entrepreneurs with the right tools, technical assistance, and resources to start, grow, expand and succeed in their business ventures.
- Expertise in accessing capital and loan packaging makes LSBDC one of the leading providers of loan packaging and technical assistance for community lenders, local bankers and state financing programs. LSBDC consultants can assist businesses ready for expansion and job creation in procurement, international trade and accessing the capital they need to expand.
- Assistance available for complex projects and intensive training programs in partnership with LED's Small and Emerging Business Development Program, Bonding Assistance and the Hudson Initiative.

Responsive

- LSBDC consultants can guide you through planning, organizing and registering your new business; show you how to market and manage your existing business more effectively; and assist you with financing your business start-up or expansion.
- LSBDC consultants are ready to assist any business impacted by business interruption from natural or other disasters. We provide specialized training for small business owners in risk management, continuity planning, disaster preparedness and recovery.

Results Oriented

- Since October 2005, over 8,500 small businesses have received more than 106,000 hours of assistance, generating nearly \$137,000,000 in capital formation and creating/retaining over 7,000 jobs. 380 new businesses have been started and LSBDC-GNOBR clients have secured over \$468,000,000 in public/private sector contracts and increased sales by over \$493,000,000.

Recognized

- **LSBDC GNOR was named the top SBDC in the nation, earning the U.S. Small Business Administration's SBDC Excellence and Innovation Award in 2013.** Louisiana Small Business Development Centers are nationally accredited by the Association of Small Business Development Centers.

LSBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Louisiana Economic Development, and Delgado Community College, Loyola University New Orleans, Nicholls State University and Xavier University of Louisiana. All SBA programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities and limited English proficiency will be made if requested at least two weeks in advance.



RESTORING NORTH AMERICA'S AMAZON

Restore the Earth Foundation is restoring 1 million acres of forests over 15 years in the Mississippi Alluvial Valley, located in the Mississippi River Basin, North America's Amazon. Work begins with 1,000 acres as an initial launch point.

Our ultimate goal is to provide for landscape-scale environmental restoration using a market-based approach that can be replicated around the globe. This approach is unique in four specific ways:



LANDSCAPE-SCALE FOREST RESTORATION

1 million acres concentrated in the center of the US



PUBLIC/PRIVATE PARTNERSHIPS

\$1 in private funding accesses \$3 in public funding



REF REVOLVING FUND

Restoration funds recaptured and revolved by REF Leverage 3x the number acres restored



REF SOCIAL IMPACT REPORT

Verified accounting of environmental, social and economic impact in a ready-for-audit report
\$1 invested returns \$9 in SROI

Join us and learn more at www.restoretheearth.org

P.J. Marshall, Co-Founder and Executive Director

pjm@restoretheearth.org

607.342.6432

Taylor Marshall, Director of Sustainable Programs

tam@restoretheearth.org

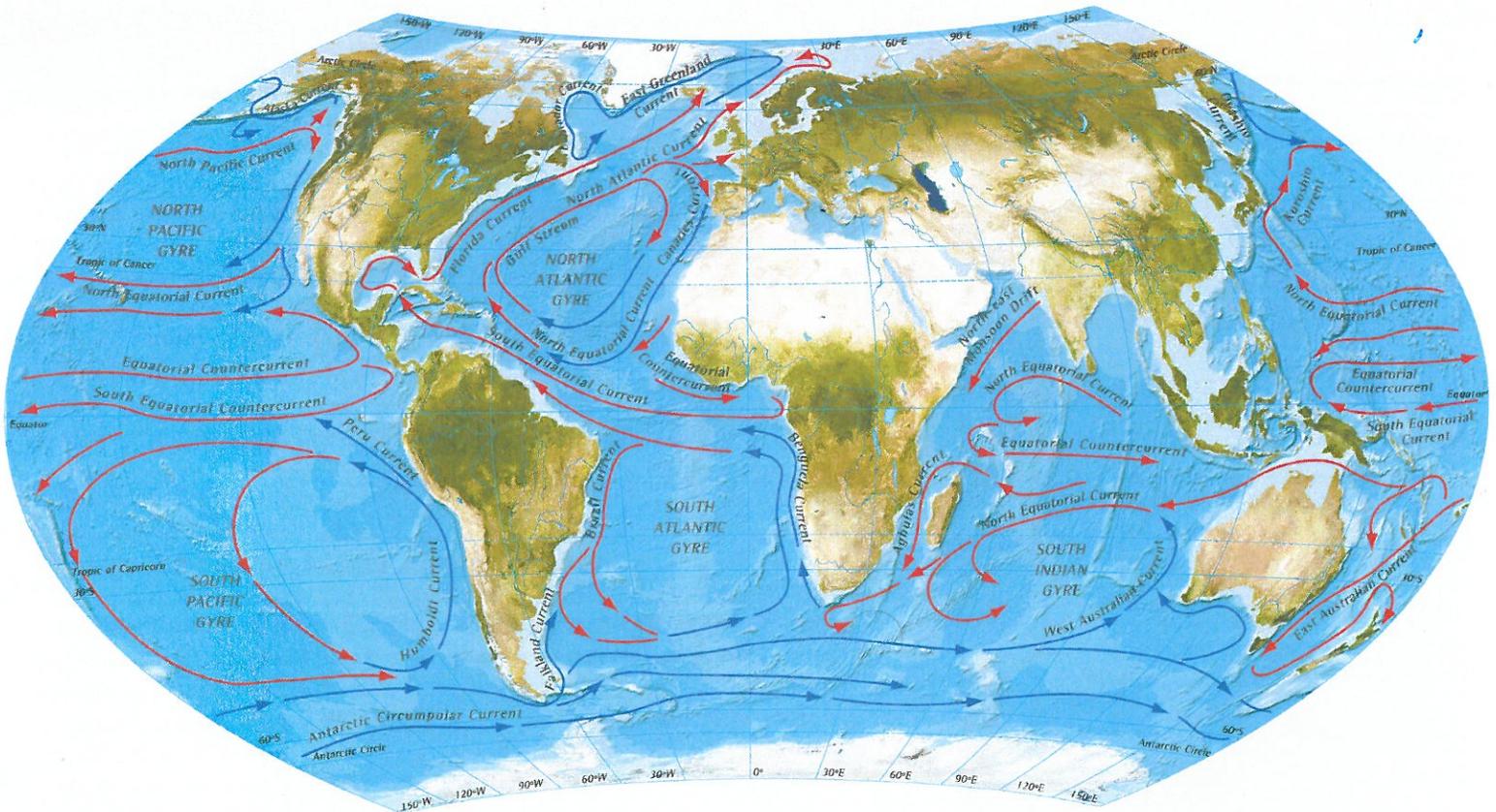
607.342.7362

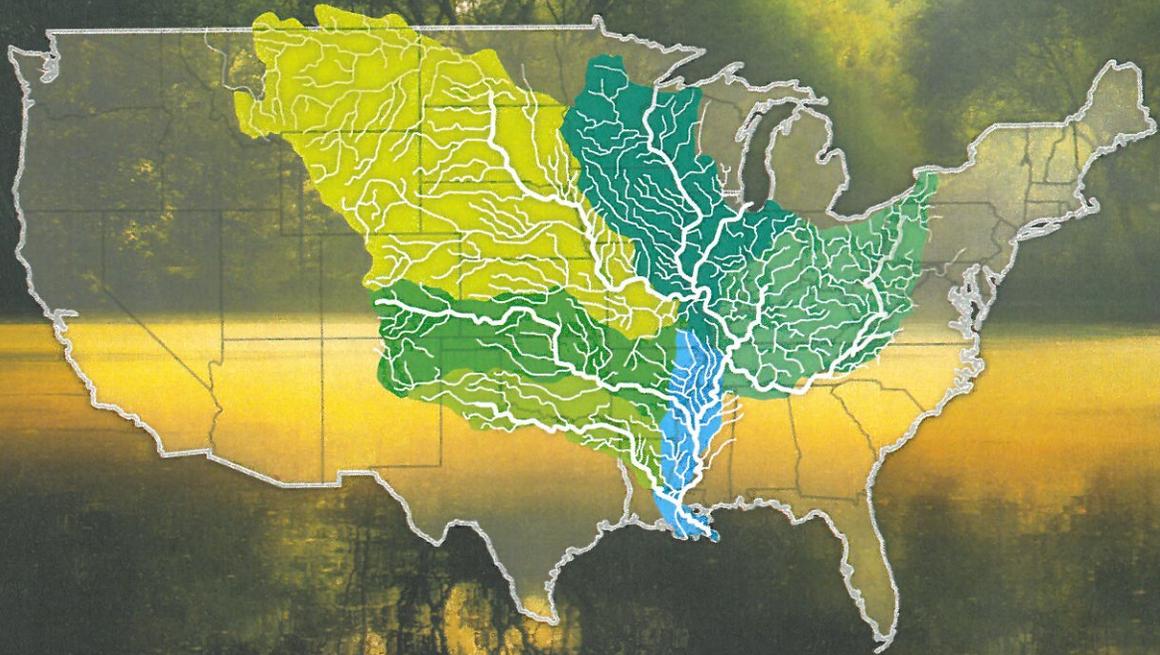
Main Office

95 Brown Road, Suite 139
Ithaca, New York 14850
p 607.257.8855 / f 607.257.8858

Washington, DC Office

1199 N. Fairfax Street, Suite 300
Alexandria, Virginia 22314
p 703.717.5200 / f 703.717.5215





RESTORE THE EARTH FOUNDATION'S STRATEGIC PRIORITY: NORTH AMERICA'S AMAZON (MISSISSIPPI RIVER BASIN)

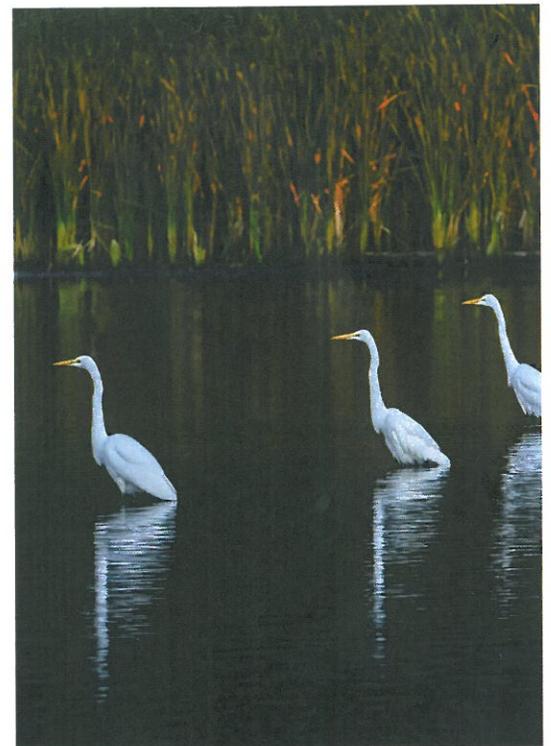
- 3rd largest watershed on Earth
- Economic powerhouse
- Subject to the highest ecological degradation in the United States (of 24 million acres, only 5 million remain)
- Concentration of the most underserved communities in the United States
- 60% of all freshwater flowing into Gulf of Mexico is from the Mississippi River Basin

GLOBAL INTERDEPENDENCIES: GULF OF MEXICO

- 9th largest ocean basin on Earth
- Western arm of Atlantic Ocean
- Greatest ecologically productive region, yet the most ecologically threatened
- Impact of human activities Mississippi River flow into the Gulf of Mexico
 - Waste
 - Pollutants
 - Extra Sediment
 - Nitrogen and phosphorous run off
- Major impact on Dead Zone (Hypoxia Zone)

GLOBAL IMPACT: LANDSCAPE-SCALE RESTORATION OF 1 MILLION ACRES

- Offsets the total United States climate footprint by 2%
- Begins reversing the impact on the Dead Zone by 12.5%





St. Bernard Parish Government

Economy St. Bernard Parish is located on the east bank of the Mississippi River, just five miles downriver from New Orleans' Central Business District and the French Quarter. Boasting an outstanding transportation infrastructure—complete access to water, motor and rail freight transportation, an Interstate, three major highways and approximately 20 miles from an international airport - St. Bernard Parish is home to flourishing petrochemical, oil and gas, seafood processing and commercial fishing industries.



Lifestyle Home to popular restaurants, a variety of recreational activities for all ages and a neighborly spirit, St. Bernard Parish residents have access to great arts and entertainment. The St. Bernard Civic Center hosts many performing art events, shows and displays. A true sportsman's paradise, St. Bernard offers some of the best fishing and hunting in the country. Boaters, anglers and hunters are served by many marinas and many public boat launches. St. Bernard is also home to public parks and community ball fields. The parish's recreation department provides programs in all sports which are available year round with a 33 acre sports complex located in Chalmette. St. Bernard is also home to National Park Service Chalmette Battlefield, where the Americans turned back the British on January 8, 1815, winning the famous Battle of New Orleans.



Statistics

Population	45,406
Housing Units	17,550
Households	13,200
Average Household Size	2.93

Income

Median Income	\$36,660
Average Household Income	\$48,100

Largest Corporations

Chalmette Refining, LLC
 Valero Meraux Refinery
 American Sugar Refining
 Boasso America Corporation
 Associated Terminals

TOP 10 FASTEST GROWING COUNTIES

Population percent changes for U.S. counties with 10,000 or more residents, April 2010 to July 2011

Rank/County or parish	Percent change	St. Bernard population trend
1 Charlton County, Ga.	10.5	
2 St. Bernard Parish	10.2	
3 Williams County, N.D.	8.8	
4 Manassas Park city, Va.	7.4	
5 Franklin County, W.Va.	6.8	
6 Fredericksburg city, Va.	5.8	
7 Dallas County, Iowa	5.0	
8 Hoke County, N.C.	4.9	
9 Orleans Parish	4.9	
10 Williamson County, Tex.	4.8	

According to the U.S. Census Bureau, St. Bernard Parish is the second fastest growing county in the U.S. with a 10.2% jump in population between April 1, 2010 and July 1, 2011.

ST. BERNARD SEAFOOD & FARMERS MARKET

Vendor Application

VENDOR INFORMATION:

Farm or Business Name: _____

First Name: _____ Last Name: _____

Name(s) of Any Representing Relatives/Employees: _____

Farm or Business Address: _____

City, State and Zip: _____

Phone: _____ Fax: _____ Cell: _____

E-Mail Address: _____

Acres of Farmland in Production (If Applicable): _____

Boat/Vessel Name (If Applicable): _____

Are you currently a vendor or have you sold at this Market before? Yes No

Have you ever participated in another Farmers Market? Yes No

If so, where? _____

Do you currently have product and vehicle liability insurance? Yes No

Please attach certificate(s) of commercial product and/or vehicle insurance.

PRODUCT INFORMATION:

Please specify in which product category you intend to sell:

Produce Seafood Value-Added Products Artisan Crafts

List what you intend to sell at the Market. Specify types of vegetables, seafood, baked good, etc. Attach a separate page if necessary.

VENDOR RESPONSIBILITIES:

All approved vendors who participate in the SBSFM are NOT required to pay rent for the stall space that they use. All vendors are responsible for their own equipment, set up and tear down. Any trash must be placed into the trash cans and dumpster. When the ice machine is operational, ice is available to vendors. Vendors are allowed one hour before the market and after the market for set up/tear down. Market hours will be 10:00 am to 2:00 pm. The market will take place the second Saturday of the month beginning April 11 and ending on October 10, 2015. There will not be a market during the month of July.

APPLICANT STATEMENT:

I have read and AGREE to abide by the Rules & Regulations of the St. Bernard Seafood Farmers' Market; TO TAKE RESPONSIBILITY FOR MY OWN LIABILITY INSURANCE and any and all PERMITS and LICENCES (where applicable); TO ASSIST in the inspection of my farm, market garden, and /or kitchen by agents of the SBSFM; TO SELL only agricultural products produced on my farm or in my garden, and if I produce value-added products, to use ingredients harvested by myself, and if necessary, purchased from other vendors or local growers, and only handcrafted, original art and craft work. I FURTHER AGREE NOT to hold the St. Bernard Seafood & Farmers' Market or its representatives (St. Bernard Parish Government) and employees responsible for any damages arising out of the sales of my products or from my present on the Market site, and I agree to pay my fees as stipulated in the Rules & Regulations. I further understand that any attempt to sell any product not grown or otherwise produced by me in accordance with these rules and regulations will result in my possible expulsion from the SBSFM.

Vendor Signature: _____ Date: _____

SBSFM Signature: _____ Date: _____

Please Return Completed Application To:
St. Bernard Seafood Farmers' Market
409 Aycock Street | Arabi, Louisiana | 70043

St. Bernard Parish
Office of Tourism

website - www.visitSt.Bernard.com

Office # - (504)-278-4242

needs occupational license to be on website
if they do lodging they need to pay hotel/
motel tax

Every 2nd Saturday of the Month!



**10am-2pm
Aycock Barn**

**JUST 1 MILE OVER THE
ST. CLAUDE BRIDGE!**

The St. Bernard Seafood & Farmers Market features local vendors offering a variety of fresh produce, seasonal seafood, prepared foods such as jams, breads, herbs, crafts, snowballs, sweets and more. The market includes live family-friendly entertainment and cooking demonstrations by professional, local chefs. The market is located at the Aycock Barn, an open-air pavilion with picnic tables in Arabi, La- just 5 miles outside of New Orleans.



**409 Aycock St. · Arabi, La
504.278.4242**



Market Dates:

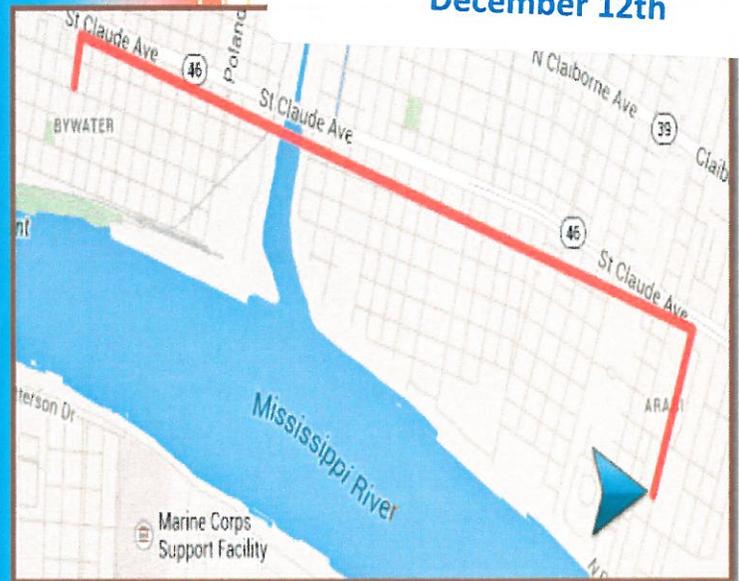
August 8th

September 12th

October 10th

November 7th

December 12th



1. Head East on St. Claude Ave.
2. Cross Over St. Claude bridge
3. Take a right onto Aycock St.
-destination will be on your left

409 Aycock St.

LOUISIANA FISHING & OUTDOOR ADVENTURES



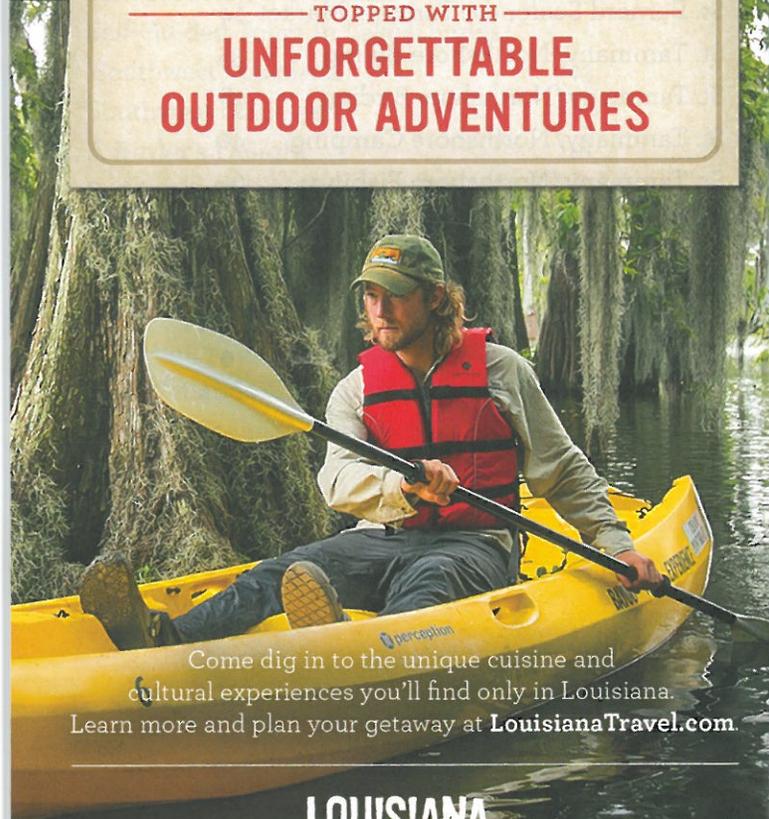
LouisianaTravel.com



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COME TRY
GRILLED LOUISIANA OYSTERS
— TOPPED WITH —
**UNFORGETTABLE
OUTDOOR ADVENTURES**



Come dig in to the unique cuisine and cultural experiences you'll find only in Louisiana. Learn more and plan your getaway at LouisianaTravel.com.

LOUISIANA
Pick your Passion
LouisianaTravel.com

©2015 Louisiana Department of Culture, Recreation & Tourism

Let the adventures begin!



ST. BERNARD
New Orleans' most historic neighbor!

Fishing

St. Bernard Parish was proclaimed as a "World Class Fishing Destination" by Salt Water Fishing Magazine. Begin your adventure with one of the many charters in the area that will take you into the pristine marshes where beauty abounds. Enjoy the fishing holes that professional anglers from coast to coast choose as their spot to visit for their annual fishing tournaments. You are bound to catch "fishing fever" in the waters of Chalmette, Delacroix, Hopedale, Shell Beach, and Yscloskey reeling in our local redfish, speckled trout and flounder, but with St. Bernard's liberal catch limits, you won't ever have to worry about quitting early.



Birding & Nature

St. Bernard is a paradise for birders and nature watchers looking to experience the finest of the outdoors. The parish is home to three of America's Wetland Birding sites. Visitors can also enjoy St. Bernard State Park, the only park in Louisiana located on the Mississippi river. It features 53 campsites, birding and other nature trails, and a swimming pool. The nationally designated San Bernardo Scenic Byway on Louisiana Highway 46 connects New Orleans to the coastal fishing communities in St. Bernard, making it the nearest outdoor adventure opportunity in close proximity to New Orleans.

Request an Outdoor Guide!

www.visitstbernard.com
409 Aycok Street, Arabi, LA 70032
(888) 278.2054 or (504) 278.4242

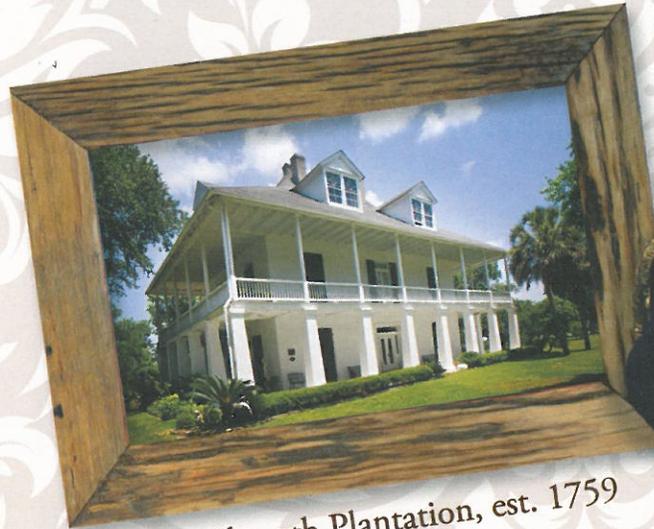


St. Bernard

New Orleans' Most
Historic Neighbor



Where reel
history begins...



Kenilworth Plantation, est. 1759

LOUISIANA
Pick your Passion®
LouisianaTravel.com


St. Bernard
NEW ORLEANS' MOST
HISTORIC NEIGHBOR

Only 5 miles from New Orleans
www.visitstbernard.com
(504) 278.4242

St. Bernard Parish Office of Tourism
409 Aycocock Street, Arabi, LA 70032

© 2013

Spring and Fall Migration

St. Bernard is centrally located on the busiest highway in North America for migratory birds passing to and from wintering grounds in the tropics. Millions of birds of over a hundred species, known as trans-Gulf migrants, pass through the region, often pausing after crossing the Gulf northbound in spring or before departing southbound across it in fall. It is possible to find migrants under all weather conditions at these seasons, but certain situations— particularly cold fronts— will sometimes produce migratory "fallouts" that are the stuff of legend. April and September-October are the peak seasons of passage.



*Peter Yaukey guides bird watching excursions in St. Bernard and nearby areas, is the author of *Birding Made Easy—New Orleans*, and blogs about the region's birds at birdingneworleans.blogspot.com. You can contact him at 504-358-3890 to book guided personal tours.*

Photos: William Lang (White Ibis), Dave Patton (Painted Bunting), Elizabeth Wiggins (Barred Owl, Anhinga, Hooded Warbler)

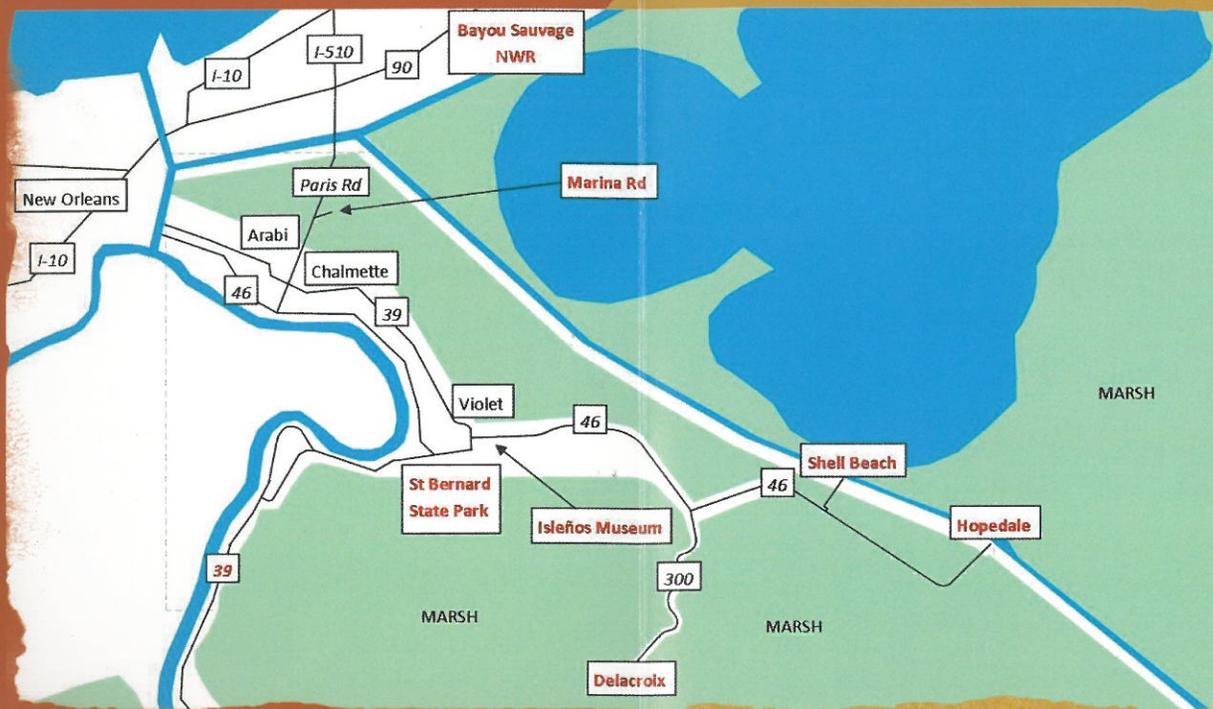


Sponsored by St. Bernard Office of Tourism
www.visitstbernard.com



BIRDING IN St. Bernard Parish





Wetland Birds

Thanks to its hundreds of square miles of wetlands, St. Bernard Parish is home to water birds as numerous and diverse as anywhere on the continent. Even in town, White Ibis stalk residential lawns, Anhingas dry their wings on pond edges in urban parks, and terns nest on shopping center roofs. For the best wetland birding, a drive outside the hurricane levee into the surrounding marshes has a unique charm. The species to be expected in season are Brown and American White Pelicans, Anhinga, Little Blue and Tricolored Herons, Yellow-crowned Night-Heron, Least Bittern; White, Glossy, and White-faced Ibis; and Roseate Spoonbill (see Hwy 39). Forster's, Caspian, and Royal Terns are present the year round, joined by Gull-billed and Least in summer. The latter sometimes nest on parish shopping center rooftops. Laughing Gulls are everywhere.

Black-necked Stilts, Common Gallinules, and King and Clapper Rails are common nesters. Mottled and Black-bellied Whistling-Ducks are numerous in the marshes in summer, joined by thousands of ducks and coot from farther north in winter. Seaside Sparrows occupy the tidal marshes all year, joined by Nelson's Sparrows in the winter months.

Southeastern Specialties

St. Bernard is a fine place to find a variety of "southern specialty" species. In addition to those listed in the Wetland Birds section, common examples include Black Vulture, Mississippi Kite, Yellow-billed Cuckoo, Prothonotary Warbler, Northern Parula, Painted Bunting, Orchard Oriole, Bronzed Cowbird, and Boat-tailed Grackle.



Workshop 3

Pictures











EDA Grant No. 08-83-04836

WORKING ON THE WATER WORKSHOP SERIES

Event Report

Avoiding Traps in the Water:

Navigating Laws and Regulations for Your Coastal Business

November 10th, 2015





Workshop Report

EDA Grant No. 08-83-04836

“Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business”
Held November 10th, 2015, at Mereaux Foundation’s Docville Farm, 5124 E. St. Bernard Hwy, Violet, LA

Background

The Working on the Water (WOW) Advisory Committee identified a need for coastal businesses to become acquainted with the laws that regulate their operations.

Purpose

The workshop aimed to educate coastal businesses of the regulating agencies overseeing charter, fishing, shrimping, and oystering operations in the Gulf Coast. These agencies, including the Wildlife and Fisheries, US Coast Guard, and the United States Department of Agriculture have set specific insurance, safety, and licensing requirements for coastal businesses especially charter operations. Fisherman seeking to expand their business to offer charter experiences should consider and implement these requirements, or be subject to fines and penalties.

Event Promotion

The WOW stakeholder group and management committee members promoted the event through their personal and professional contacts and relationships. The event was advertised on the WOW website, www.workingonthewater.org, the WOW Facebook page, and the St. Bernard Parish Post. TMG Consulting sent an e-blast to participants from the 2013 WOW Summit, participants from the previous Working on the Water Workshops, as well as to coastal and economic development organizations. The social media campaign was able to reach more than 910 people¹.

In addition, in the days leading up to the event, more than 80 previous event participants were contacted via telephone to notify them of the event and seek commitments to attend. 46 of those contacted were reached.

¹ According to Facebook analytics



Event Summary

Scheduled presenters included:

1. Lieutenant Chris Mercurio and Lieutenant Commander Min of the United States Coast Guard who was to present on the laws regulating uninspected passenger vessels.
2. Mr. Hand of the United States Coast Guard who was to present on the Federal commercial fishing program and regulations.
3. Carlos Zelaya of the Mumphrey Law Firm who was to provide information on the protections offered to a business that registers as an LLC as well as the type of insurance coverages that are required for certain coastal business types.
4. Melissa Daigle of the Louisiana Sea Grant Law and Policy Program was prepared to discuss insurance concerns for eco-tourism, such as using boats for dolphin watching, etc.

Outcomes

Unfortunately, after 45 minutes, no fisherman arrived to attend the event and this event was canceled.

Feedback

As a part of the effort to engage past attendees we conducted a telephone survey in the days before Workshop #4. We asked each contact if they were planning to attend the event. If not, we asked if the contact was not interested in the topic or if they were unable to attend for another reason. The results of that survey are below.

Able to Attend?	Reason?	Number of Responses
Yes	Planning to attend.	3
Maybe	Going to attempt to attend.	11
Maybe	Attempt to find child care/transportation	3
No	Timing is bad. Business is bad and shrimp prices are low.	7
No	On boat.	5
No	No transportation.	1

In addition to questions related to the upcoming workshop, the survey included an open ended response question to determine topics of interest for the upcoming WOW Summit in March 2016. Responses included the following topics: new oyster leases, dry docking strategies, funding sources for equipment, fisherman's database, and assistance completing grant forms. The Advisory Committee will consider all feedback in planning for the 2016 WOW Summit.



Attachments

1. Event Promotion
2. Agenda



Event Promotion



WORKING ON THE WATER

FREE WORKSHOP SERIES

TUESDAY, NOVEMBER 10, 2015

5:00 PM - 7:00 PM

Light refreshments will be provided

Meraux Foundation's Docville Farm
5124 E. St. Bernard Hwy, Violet, LA

Avoiding Traps in the Water:
Navigating Laws and Regulations for Your Coastal Business



LEARN ABOUT THE CHALLENGING TOPICS OF COASTAL LAWS AND REGULATIONS



- Taxes
- Insurance
- Coast Guard
- LLCs
- Legal Requirements
- Certifications



SAVE THE DATE!

* MARCH 22, 2016 *

Annual WOW Summit

Meraux Foundation's Docville Farm • 5124 E. St. Bernard Hwy, Violet, LA



Learn about our sponsors and more at: workingonthewater.com

 Like us on Facebook!
facebook.com/WorkingOnTheWater

Register Online:
workingonthewater.com

Questions? Call Rachael Bauer:
(504) 569-9239 Ex. 24



WORKING ON THE WATER

FREE WORKSHOP SERIES

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NOV
10

WOW

Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business

Public - Workshop - Hosted by Working on the Water

Invite ...

Rachael Bauer invited you Interested Going Ignore

Tuesday, November 10 at 5 PM - 7 PM
 about 4 weeks ago

5124 E St Bernard Hwy, Violet, LA 70092 Show Map



Rachael and Kerri went

5	6	44
interested	went	invited

AVOIDING TRAPS IN THE WATER: NAVIGATING LAWS AND REGULATIONS FOR YOUR COASTAL BUSINESS

Presentations will cover: What kind of insurance do I need and why would I want to be an LLC? What are the Coast Guard regulations and certifications for different coastal businesses? What are the FDA regulations that govern my work? What are the license requirements for government coastal restoration work?

Please be sure to RSVP: <http://wowworkhop4lawsandregulations.eventbrite.com/>

INSIGHTS



Updated 2 seconds ago



St. Bernard Parish's Free Coastal Business Workshop Scheduled For Tuesday

BY 11-5-15



CHALMETTE, LA — The St. Bernard Economic Development Foundation (SBEDF) will be hosting a free workshop entitled "Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business," on Tuesday, November 10, 2015, from 5:00 p.m. – 7:00 p.m. at the Meraux Foundation's Docville Farm, 5124 E. St. Bernard Hwy, in Violet, LA.

The event will cover such questions as, what kind of insurance do I need and why would I want to be an LLC? What are the Coast Guard regulations and certifications for different coastal businesses? What are the FDA regulations that govern my work? What are the license requirements for State and Federal coastal restoration work?

"Avoiding Traps in the Water" is the fourth in the 2015 Working on the Water (WOW) event series, which provides resources to commercial fishing, coastal restoration, eco-tourism, and disaster response businesses in St. Bernard Parish and other communities in southeast Louisiana.

"Steering through the laws and regulations required for coastal businesses is always a challenge," said Andrew Jacques, SBEDF's executive director. "WOW is all about responding to the needs of our coastal community, and the demand for clarity on taxes, insurance, LLCs, legal requirements and other issues is something we hear incredibly often."

Working on Water is made possible through a partnership with the Regional Planning Commission (RPC) and the U.S. Economic Development Administration (EDA), which has allowed SBEDF to expand the initiative and offer programming throughout the year.

In addition to SBEDF, RPC and EDA, WOW activities are guided by an advisory committee with representatives from Nunez Community College, the Meraux Foundation, St. Bernard Chamber of Commerce, U.S. Small Business Administration, Louisiana Small Business Development Center, TruFund, Leadership St. Bernard, Louisiana Economic Development, LiftFund, St. Bernard Parish Office of Tourism, GNO, Inc., and National Wildlife Federation's Vanishing Paradise Program.

The second annual WOW Summit will be held on March 22, 2016. [For more information](#)



Shutterfly Create custom ornaments they can hang onto 

Business Briefs for Nov. 8, 2015

ADVOCATE STORY

Nov. 7, 2015; 6:46 p.m.



0 Comments

Coastal business law, regulations event set

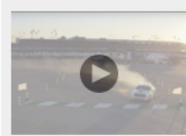
The St. Bernard Economic Development Foundation will host a free workshop titled "Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business."

The event will be from 5 p.m. to 7 p.m. Tuesday at the Meraux Foundation's Docville Farm, 5124 E. St. Bernard Highway, Violet.

Topics include the kind of insurance needed; forming a limited liability corporation; Coast Guard regulations and certifications for different coastal businesses; Food and Drug Administration regulations; and license requirements for state and federal coastal restoration work.

Information and registration are at workingonthewater.com or (504) 569-9239, ext. 24.

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Your First Business Contact

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Chalmette, Louisiana 70043
Office: 504-277-4009
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**TOP TEN
REASONS TO
LOCATE A
BUSINESS IN
GREATER NEW
ORLEANS**

- About SBEDF
- Projects
- Site Selection
- Incentives
- Workforce
- Quality of Life



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SBEDF to Host Fourth Free Working on the Water Workshop of 2015

WORKING ON THE WATER
FREE WORKSHOP SERIES
TUESDAY, NOVEMBER 10, 2015
5:00 PM - 7:00 PM
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**Avoiding Traps in the Water:
Navigating Laws and Regulations for Your Coastal Business**

LEARN ABOUT THE CHALLENGING TOPICS OF COASTAL LAWS AND REGULATIONS

- Taxes
- Insurance
- Coast Guard
- LLCs
- Legal Requirements
- Certifications

Announcements

SBEDF Executive Director Provides Update to St. Bernard Parish Council

SBEDF to Host Fourth Free Working on the Water Workshop of 2015

SBEDF Welcomes Ship Tech Services to St. Bernard Parish



Agenda



Working on the Water Workshop 4 Avoiding Traps in the Water: Navigating Laws and Regulations for Your Coastal Business

November 10, 2015

Presenters

1. LT Chris Mercurio and LCDR Min of the United States Coast Guard: Overview on uninspected passenger vessels.
2. Mr. Hand of the United States Coast Guard: Federal commercial fishing program
3. Carlos Zelaya of the Mumphy Law Firm: What kind of insurance do I need and why would I want to be an LLC?
4. Melissa Daigle of the Louisiana Sea Grant Law and Policy Program: Insurance concerns for eco-tourism, such as using boats for dolphin watching, etc.



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