Dear Friends,

The economic comeback of Greater New Orleans has been gaining steady momentum in the years since 2005. Today, broad evidence suggests that this progress is at an “inflection point” - one at which the rate of rapid acceleration is in a number of key areas, including entrepreneurship, human talent, positive perception and business development.  This increasing rate of positive change presents an undeniable, and historic, opportunity for Greater New Orleans to achieve new levels of economic diversity and strength.

We have all of you to thank for bringing us to this inflection point. Indeed, when we consider all of the competitive advantages of Greater New Orleans - our low business costs, our attractive incentives and our unique culture - it is our leadership that is truly driving this momentum. From our business CEOs to our elected officials, there is a degree of energy, ability and alignment within our leadership that sets the “new” New Orleans apart, and on the path to success.

As you browse the pages of this Year in Review, you will see broad evidence of this inflection point. GNO, Inc. practices “Double-Barrel Development” - Business Development (marketing and attraction) and Product Development (pro-business policy) - and in both areas we scored important victories. But it is also important to note what we achieved as a community in overcoming adversity. The unprecedented oil spill led to an unprecedented response, a record level of businesses development opportunity not seen in years, in industries ranging from advanced manufacturing to life sciences to “sustainable” to digital.

In large part due to the above improvements, Greater New Orleans is now enjoying a level of economic development that it has not seen in years, in industries ranging from advanced manufacturing to life sciences to “sustainable” to digital. Reflecting this fact, Site Selection magazine ran a September feature article entitled “Super Summer,” highlighting three major recent wins for Greater New Orleans: + Nucor - 1,200 jobs: a global steel manufacturer that chose Greater New Orleans for a massive $3B new facility + Globalstar - 600 jobs: a California satellite telephone company that relocated to the Northshore + Tulane had more applications this year, 44,000, than any other private school in the country

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Looking ahead, GNO, Inc. has over 25 projects in its pipeline, representing over 5,000 jobs and $650M in capital.”

Michael Hecht
PRESIDENT & CEO

Visit www.gnoinc.org for more information regarding GNO, Inc. and the growth of Greater New Orleans.
ANNUAL MEETING

March 16, 2011
11:00 Networking
11:45 Lunch & Program

Sheraton New Orleans Hotel
Grand Ballroom
500 Canal Street, New Orleans

WELCOME
Michael Hecht
President and CEO

2010 CHAIRMAN’S REMARKS
James M. Hudson
2010 Chairman of the Board
Chairman and CEO, OMNI BANK

VIDEO
Greater New Orleans at the Inflection Point

THE YEAR IN REVIEW, THE YEAR AHEAD
Michael Hecht

SPECIAL MESSAGE FROM THE STATE
Stephen Moret
Secretary, Louisiana Economic Development

KEYNOTE
Richard Karlgaard
Publisher, Forbes Magazine

2011 CHAIRMAN’S REMARKS
Leslie R. Jacobs
2011 Chairman of the Board
Executive Vice President, Strategic Comp

2011 BOARD OF DIRECTORS INSTALLATION
Leslie R. Jacobs

Greater New Orleans at the Inflection Point