

2011 INVESTORS AND FUNDERS

Acadian Ambulance Service
 Adams and Reese
 Advantage Capital Partners
 All South Consulting Engineers
 Antares Technology Solutions
 Associated Office Systems
 Associated Terminals
 Audubon Engineering Company
 Audubon Nature Institute
 Baker Ready Mix
 Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
 Barriere Construction Co.
 BAY-NOLA-MGMT / NobleOutReach
 Bellwether Technology Corporation
 Blue Cross and Blue Shield of Louisiana
 blue moon fund
 Boh Bros. Construction Co.
 Bollinger Shipyards
 Bruno & Bruno
 Business Council of New Orleans and the River Region
 Canal Barge Company
 Capital One, N.A.
 Chaffe & Associates
 Charles Stewart Mott Foundation
 Chevron
 City of New Orleans
 Cleco Power
 Coca-Cola Bottling Company
 Coldwell Banker TEC
 CommTech Industries
 ConocoPhillips
 Corporate Realty
 Couvillion Group
 Cox Communications
 Crescent Bank & Trust
 Crescent Crown Distributing
 Daigle Fisse & Kessenich
 DCL Mooring and Rigging
 Delgado Community College
 Deutsch Kerrigan & Stiles
 Dixie Mill
 DonahueFavret Contractors
 Dow Chemical Company
 Durr Heavy Construction
 East Jefferson General Hospital
 East St. Tammany Chamber of Commerce
 Echo Ventures
 Entergy
 Ernst & Young
 F. H. Myers Construction Corp.
 Favrot & Shane Companies
 First NBC Bank
 Fishman Haygood Phelps
 Walmsley Willis & Swanson
 FM Services

Fowler Rodriguez Valdes-Fauli
 FSC Inter@ctive
 Geocent
 Gibbs Construction
 Goldring & Woldenberg Foundations
 Greater New Orleans Foundation
 Greater New Orleans Sports Foundation
 Gulf Coast Bank & Trust
 Harrah's New Orleans Casino
 HCA Delta Division
 Hertz Investment Group
 HRI Properties
 Huntington Ingalls Industries
 IBERIABANK
 International Matex Tank Terminals
 IPSC – Inner Parish Security Corporation
 Ives Companies
 Jacobs Technology
 Jefferson Business Council
 Jefferson Chamber of Commerce
 Jefferson Parish Government
 Jones Lang LaSalle
 Jones, Walker
 Jos. A. Bank Clothiers
 JPMorgan Chase Bank, N.A.
 Kean Miller
 Laitram
 Langenstein and Associates
 LaPorte
 Latter & Blum
 Leblanc Bulter
 Leger & Shaw
 Leslie Jacobs
 Limousine Livery
 Lockheed Martin
 Loyola University New Orleans
 Mahl & Associates
 Mathes Brierre Architects
 McGlinchey Stafford
 Mele Printing
 Metairie Bank and Trust Company
 New Orleans Hornets
 New Orleans Publishing Group/ CityBusiness
 New Orleans Saints
 Northshore Business Council
 Northshore Community Foundation
 Northwestern Mutual Financial Network
 Ochsner Health System
 Ogden Development & Investments
 Oil Mop
 Pan-American Life Insurance Company
 Pelican Energy Consultants
 Peoples Health

Perlis
 Peter A. Mayer Advertising
 Phelps Dunbar
 Plaquemines Association of Business & Industry
 Plaquemines Gazette
 Plaquemines Parish Government
 Poché Construction
 Professional Service Industries
 Regions Bank
 Reily Foods Company
 RosaMary Foundation
 Select Properties
 Shell Exploration & Production
 Sheraton New Orleans Hotel
 Sizeler Thompson Brown Architects
 Southeastern Louisiana University
 Southern Recycling
 St. Bernard Parish Government
 St. Bernard Voice
 St. Charles Parish Government
 St. James Parish Government
 St. John the Baptist Parish Government
 Stewart Enterprises
 Stirling Properties
 Stone Pigman Walther Wittmann
 Strategic Employee Benefit Services of LA
 Superior Energy Services
 Tangipahoa Parish Government
 The Boeing Company
 The Domain Companies
 The Ehrhardt Group
 The Hornsby Group
 The Kearney Companies
 The McDonnell Group
 The Personnel Consulting Group
 The Sisung Group
 The Slone Group
 The Times-Picayune
 ThirtyNorth Investments
 Transoceanic Trading & Development
 Tulane University
 UNO Research & Technology Foundation
 Valero
 Venice Port Complex
 Waldemar S. Nelson & Co.
 Walton Family Foundation
 Washington Parish Government
 Wegmann Dazet & Company
 West Jefferson Properties
 Whitney Bank
 Woodward Design + Build
 WOW Café & Wingery and PJ's
 Coffee of New Orleans
 Zatarain's

2011 BOARD OF DIRECTORS

Chairman of the Board
 Leslie Jacobs
 Strategic Comp

Vice Chairman of the Board
 Dale Benoit
 Print All

Secretary and Treasurer
 Steve Hemperley
 Capital One Bank

President and CEO
 Michael Hecht
 Greater New Orleans, Inc.

Immediate Past Chairman
 Jim Hudson
 IBERIABANK

Terry Authement
 St. Charles Parish Council

Michele Avery
 LaPorte, Sehr, Romig & Hand

Taylor Beery
 Beery Advisors

Manny Blanco
 Atlantis International/JEDCO

Susan Bonnett
 Northshore Community Foundation

Mac Bordelon
 MB Realty & Appraisals

Damon Burns
 Morgan Keegan & Company

Ronald Burns
 BMG Enterprises

Henry Coaxum
 Coaxum Enterprises

McKenzie Cocco
 FSC Interactive

Scott Cowen
 Tulane University

John Crain
 Southeastern Louisiana University

David Darragh
 Reily Foods Company

Patricia Denechaud
 Crescent City Consultants

Tom Fierke
 Lockheed Martin (Retired)

Henry Friloux
 Echo Ventures

Jim Garvey
 Hailey, McNamara, Hall, Larmann & Papal

Lee Giorgio
 Select Properties

Brad Grundmeyer
 Cox Communications
 New Orleans

Tara Carter Hernandez
 JCH Development

Bill Hines
 Jones Walker

Karl Hoefler
 IBERIABANK

Bill Hoffman
 Woodward Design+Build

John Hollowell
 Shell Energy Resources Company

Scott Howard
 Regions Bank

Brian Keller
 Blue Cross and Blue Shield of Louisiana

Steve Kuiper
 Acadian Ambulance Service
 New Orleans

Mel Lagarde
 HCA Delta Division

Jay Lapeyre
 Laitram

Patricia LeBlanc
 LeBlanc Butler

Rita Benson LeBlanc
 New Orleans Saints

John Little
 International Matex Tank Terminals

Gary Lorio
 Whitney National Bank

Marty Mayer
 Stirling Properties

Bill McCreary
 Sheraton New Orleans Hotel

Suzanne Mestayer
 ThirtyNorth Investments

Steve Milligan
 Dow Chemical Company

Roger Ogden
 Ogden Development and Investments

Woody Oge
 Huntington Ingalls Industries, Inc.

Bill Oliver

Bill Peperone
 Entergy Louisiana & Entergy Gulf States

George Pivach
 Venice Port Complex

Patrick Quinlan
 Ochsner Health System

Brenda Reine-Bertus
 St. Tammany Economic Development Foundation

Natalie Robotom
 St. John the Baptist Parish

Nolan Rollins
 Urban League of Greater New Orleans

Albert Ruesga
 Greater New Orleans Foundation

Greg Rusovich
 Transoceanic Trading and Development

Ashton Ryan
 First NBC Bank

Tim Ryan
 The University of New Orleans

Danny Schaus
 Cleco Power

Ryan Seal
 Washington Education Foundation

Henry Shane
 Favrot & Shane Companies/
 1st Lake Properties

Gary Silbert
 Entergy New Orleans

Mark Singletary
 New Orleans CityBusiness

Ronnie Slone
 The Slone Group

Mark Spansel
 Adams and Reese

Christian Stuart
 Harrah's New Orleans Casino & Hotel

Lizette Terral
 JPMorgan Chase Bank N.A.

Doug Thornton
 Louisiana Superdome & N.O. Arena

Jacqueline Denise Vines
 Cox Louisiana

Robbie Vitrano
 Trumpet

Thomas Warner
 Nunez Community College

Hugh Weber
 New Orleans Hornets

Matt Wisdom
 TurboSquid

Brent Wood
 Chevron Corporation



365 Canal Street, Suite 2300
 New Orleans, LA 70130
 504.527.6900 | www.gnoinc.org

2011 RANKINGS

Top 20 Economic Development Group in the U.S.
Site Selection

#1 Most Improved on "Best Cities for Business"
Wall Street Journal

#1 Co-Major Market of the Year
Southern Business & Development

#1 State of the Year
Southern Business & Development

#1 Top Cities for Information Jobs in the U.S.
Forbes

#1 America's Biggest Brain Magnet
Forbes

#1 2010 State Competitiveness Award
Site Selection

#1 Top City for Young Entrepreneurs 2011
Under30CEO.com

#2 The Best Big Cities for Jobs
Forbes

#2 State for Economic Growth Potential
Business Facilities

#2 Most Competitive for Start-ups
Tax Foundation + KPMG

#3 Governor's Cup Rankings
Site Selection

#16 Best Cities for Families
Parenting.com

Top 5 Logistics / Distribution / Shipping Hubs
Business Facilities



GREATER NEW ORLEANS, INC.

YEAR IN REVIEW

2011





Dear Friends,
Greater New Orleans is in the midst of one of the most remarkable economic turnarounds of our lifetime. In the years since Katrina, the region has not only come back, but is actually performing better than it has in decades – across nearly all measures. In fact, the *Wall Street Journal* recently named Greater New Orleans as the “#1 Most Improved Metro” in the United States.

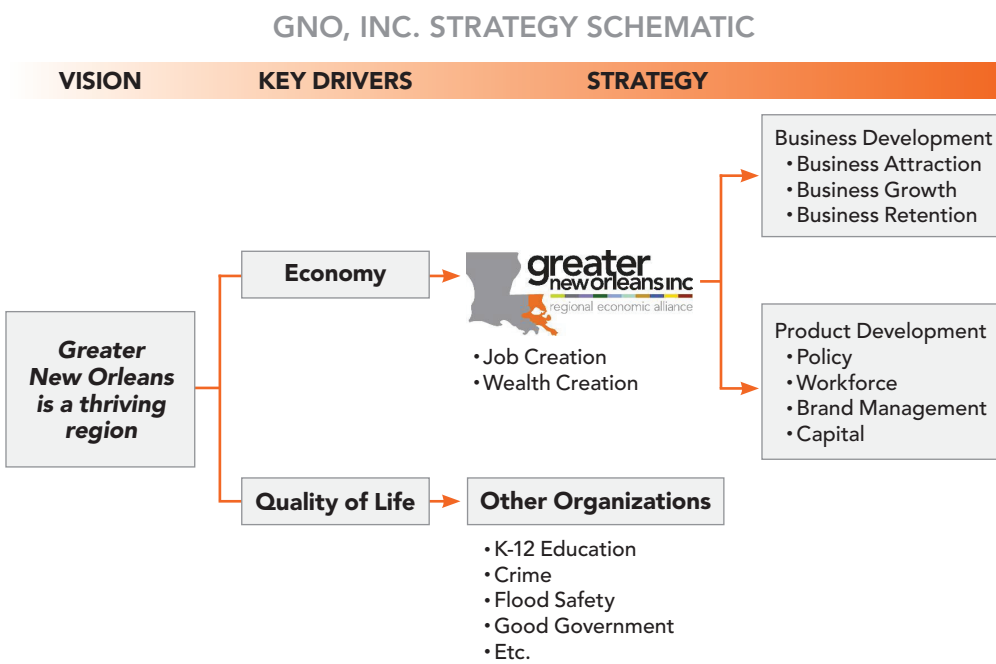
There are many reasons for this remarkable performance: a great business climate, aggressive economic development, and world-class culture. But perhaps most important is regionalism – how the companies and leadership of Greater New Orleans (and beyond) are collaborating as never before: as a cohesive whole, working together to achieve critical mass and attract great companies and talented individuals to our region.

As you browse these pages, you will see evidence of the success of regionalism: historic business development wins, successful policy initiatives, and courageous and collective responses to challenges. The evidence is overwhelming: together, we can win.

On behalf of the Board of Directors, staff and stakeholders of GNO, Inc., thank you for driving this extraordinary regional effort. With your hard work and support, we have made it this far; with your continuing contributions, Greater New Orleans will reach its fullest potential.



Michael Hecht
President & CEO



“This place is what’s best in America.”
— Brackett Denniston, Senior Vice President and General Counsel, GE

“One of the great turnarounds in American history.”
— Rich Karlgaard, Publisher, Forbes

“New Orleans presents the perfect opportunity... a rich talent pool... and world-class culture”
— Samir El Agili, Vice President of Production - Americas, Gameloft

“There is a real lesson in rebirth and recovery here for the entire nation.”
— Ron Starner, General Manager, Site Selection magazine

“New Orleans is undoubtedly the South’s comeback kid of the decade.”
— Southern Business & Development magazine

“Developers and business owners are flocking to New Orleans.”
— Reuters

“Louisiana’s economy is outperforming the nation.”
— Business Facilities magazine

“I don’t think there’s anywhere in America where you’ve got such a vibrant scene and such an effective manufacturing base.”
— Theo Botha, Co-Founder, Blade Dynamics

PUBLIC POLICY

Angel Investor Tax Credit: Reinstated the Angel program that expired in 2009; under the new law, private investments in Louisiana-based startups receive a 35% credit over 5 years.

Digital Media Incentive: Expanded program to all types of technology applications and allows 35% benefit to be issued as a simple rebate; Now arguably best in North America.

Quality Jobs: Extended and improved the Quality Jobs program — the most effective broad-based incentive program in the state.

International Trade: Extended the state trade incentive program through 2017, first enacted in 2009 to increase trade activities and port investments. At the federal level, Congress passed Free Trade Agreements with Colombia, Panama, and South Korea to open up new trade opportunities.

Research and Commercialization Incentives: Extended these important innovation incentives through 2017.

Higher Education Reform: Passed GRAD Act 2.0, in partnership with the BILD Coalition, giving schools increased financial flexibility in exchange for improved performance.

UNO Transfer to UL System: Moved UNO to the UL system, where the university will enjoy new autonomy and support, within a peer group system.

INITIATIVES

New Orleans Startup Fund: A non-profit evergreen seed fund established by Greater New Orleans area business and financial leaders to accelerate the growth of early-stage, innovative businesses into venture-ready companies.

Greater New Orleans Integrated Water Management Strategy: A project which will develop a comprehensive, integrated, sustainable water management system for the Greater New Orleans region.

GPI+: A monthly report on the current levels of federal permitting on new wells in the Gulf of Mexico and rate of approvals for permits for oil activity, with comparisons to historic levels of approval activity.

Sustainable Industries Initiative (SII): The vision of SII is for Southeast Louisiana to become a global hub of businesses that help companies profitably manage environmental issues and challenges related to energy, waste, and water.

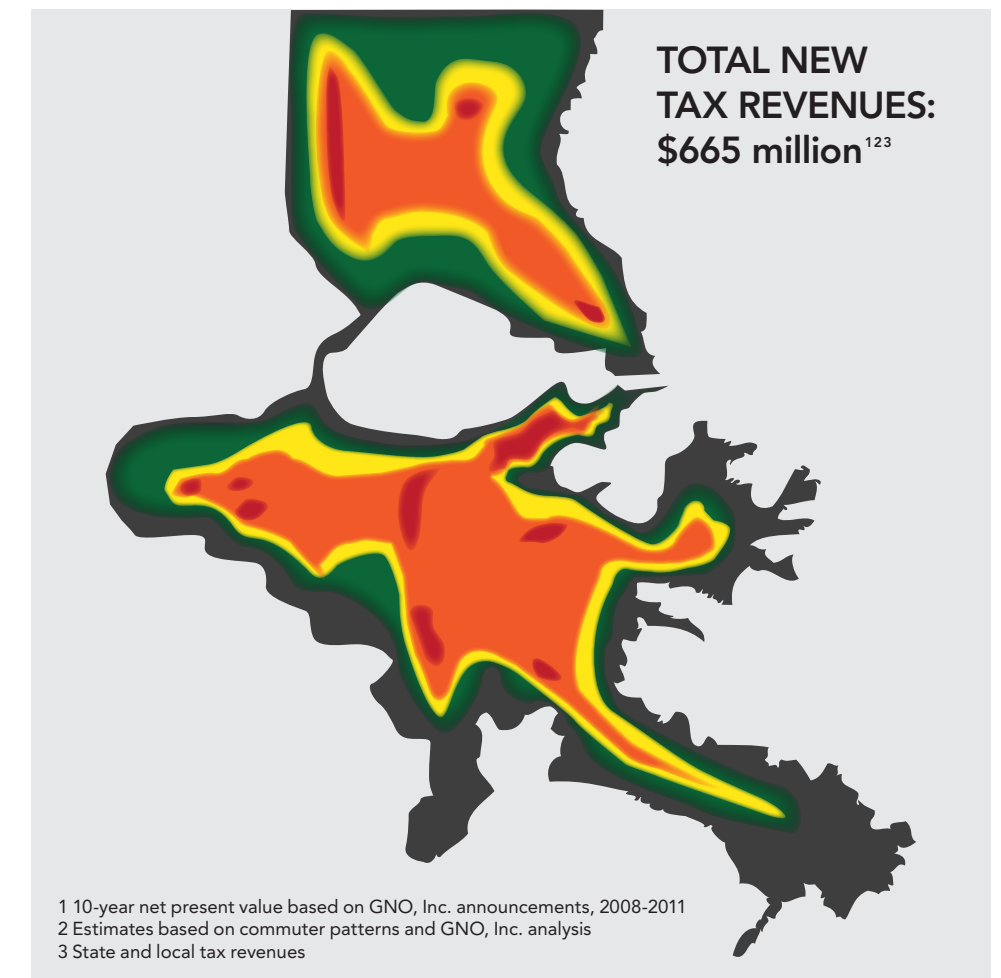
PARTNERSHIPS

Southeast Super-Region Committee: A partnership between Baton Rouge Area Chamber and Greater New Orleans, Inc.

Gulf Coast Economic Partnership: A triumvirate of the Greater Houston Partnership, Greater New Orleans, Inc. and the Mobile Area Chamber of Commerce.

Hornets Business Alliance: A partnership with the New Orleans Business Council, helped keep the team in New Orleans through ticket sales and attendance.

REGIONAL ECONOMIC IMPACT



Company	Total Jobs	Description
TCI	15	Logistics and packaging expansion
AdverCar	40	National transit media company
Crescent Unmanned	50	Unmanned aerial vehicle production
Radolo	40	Custom business application maker
NASA Michoud	500	NASA heavy-lift rocket manufacturing
Quixote Studios	8	Vendor to the film industry
Fogo Data Center	22	Expanded data center
Gameloft	150	Mobile video game development studio
Turnbull Bakeries	30	Historic bakery re-opened manufacturing facility
Reily Foods Company	156	Coffee manufacturing expansion
Bradken Industries	400	Steel foundry expansion
Search Influence	40	Website promotion company expansion
Factory VFX	50	Visual-effects firm
	1501	