

**SPECIAL FEATURE**

## 2021 Money Makers

BIZ. Magazine introduces it's inaugural class of Money Makers, featuring honorees from finance, accounting and business investment.

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**BUSINESS INTERACTIONS**

## What you tolerate

This Spring, my clients want customer service, not business attire classes as usual.

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APRIL 2021

# LEADING INTO THE UNKNOWN

Business leaders across northwest Louisiana were recently given a chance to pause, reflect, and shift their mindset on overcoming 2020.

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**ALSO INSIDE**

## Making Tourism Work

Tourism is unlike any other industry. It isn't a behemoth of a factory cranking out widgets or oil derricks dredging up oil. Tourism is a clean industry that brings people in and out of Shreveport-Bossier. These visitors come for a good time and leave a trail of sales taxes at hotels, casinos, restaurants, shops, gas stations, and other local businesses.

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Our first at **WK Palmetto Village**, is now open and serving residents in the Benton area. Others are coming to **Stockwell** on Shed Road, **Swan Lake** at Airline and **Northwood** in Blanchard.

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# BIZ.

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## FROM THE PUBLISHER ▼

# What is a "Money Maker" anyway?



SPECHT

In 2019, I saw an edition of New Orleans CityBusiness and they were touting their "Money Makers" honorees. I'm always looking for interesting things to feature in BIZ, so I "borrowed" the idea with plans to start it in 2020.

Then, COVID-19 put the brakes on so much in our world.

As we entered 2021, it was apparent that the business community needed to move forward, pandemic or not. I revisited the idea, and created the nomination form.

The point was to honor those in finance, investments, accounting, etc., for their contributions to their respective companies.

As the nominations came in, it was apparent that there are a lot of people who went above and beyond to help both their company, and the business community, navigate the financial waters of 2020.

As our team sat down to choose this inaugural group of "Money Makers," we realized there are so many that are deserving of recognition. This month's BIZ. Magazine will feature six of them in the class of 2021.

If you see any of these folks on the street, be sure to tell them, "congratulations." They are certainly deserving.

DAVID SPECHT | PRESIDENT OF  
SPECHT NEWSPAPERS, INC.

## GREATER BOSSIER ECONOMIC DEVELOPMENT FOUNDATION ▼

# Setting priorities for economic development



ROCKETT

Locally, there are many factors which can impact the further growth and success of our community and surrounding areas. Business leaders are not the only ones taking note of the importance of economic priorities. Citizens are

seemingly paying close attention as this year's early voting period for the municipal election showed a record setting voter turnout. The Greater Bossier Economic Development Foundation (GBEDF) has been fortunate to have experienced a long-standing history of positive working relationships with local elected officials which have aided in the advancement of our economic development agenda. As the leadership organization for economic development in Bossier City and Bossier Parish, we work to position Bossier to be competitive in securing new jobs and investment.

The future success and development of Bossier and northwest Louisiana centers around key, specific priorities which will help to stimulate growth. Together, we look to the future with a greater focus on the following priorities which are critical to enhancing and forwarding our economic development agenda:

Continued investment in infrastructure  
Both Bossier City and Parish have

worked together in the past to create and invest in long-range transportation plans. This forward-thinking and collaborative approach has not only helped to alleviate traffic congestion, but has helped to spur residential and business development. We have seen many of these successful projects come to fruition and look forward to the commitment to see ongoing projects to completion. Specifically, future priorities should concentrate not only on traffic issues, but also include the support for the development of long-term planning for the I-69 bridge effort in south Bossier which will help to create a greater synergy with the Port of Caddo-Bossier and allow for a heavier flow for commerce.

Support future planning for Barksdale Air Force Base

Barksdale Air Force Base (BAFB) provides a substantial economic impact in our community which totals nearly \$1 billion annually. While BAFB is a major employer for the community, northwest Louisiana also retains a high percentage of military retirees from Barksdale who chose to live and work here after their service. Many of those phasing out of a military career transition into civilian careers which helps to build an attractive workforce. The further development of the Base is critical to ensure a lasting positive economic impact on our community. Leaders can support the Base's growth by continuing an ongoing needs assessment for access, coupled with efforts of intentional

planning for future growth in order to prevent encroachment. By having ongoing insight into the needs of the base, our community will be effective in providing support in an ever-changing global atmosphere so they may complete their mission.

Encouraging additional public private partnerships

Bossier has placed significant investments in projects such as the East Bank District, LA Boardwalk Outlets, and the Cyber Innovation Center. These projects serve as premiere examples of successful public private partnerships which has shown great promise and helped to garner Bossier national attention. GDIT has grown to create an 1,100-person facility in a previous untapped sector of the economy with the assistance of state and local partners. The most recent example of a public private partnership is the investment in the Bossier City arena. The facility has secured a sponsorship investment and has been named the Brookshire's Grocery Arena. The new partnership will allow for additional growth as we move out of the current pandemic. Building on current initiatives such as these while securing federal dollars for additional projects will help to provide services to benefit our local population while spurring economic development.

DAVID "ROCKY" ROCKETT IS THE  
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# Let's go "back to the future" in 2021



JOHNSON

While there are many aspects of 2020 that we would all like to put behind us, we all know that there are lessons we can take away from the past, even the not-so-distant past.

It is always important not to forget where we came from on the way to where we need to go. The way forward is lined with past experiences and the lessons we can bring with us as we focus BACK to the FUTURE.

Let's take a look - TOGETHER - at some of the things we know we have done well in the past that we can implement in all of our strategies moving forward.

Relationship-building is about Being Present: As we look back to the relationship-building we had grown accustomed to, especially as Chamber members, let's refocus there and make sure to Be Present with those around us and those we work next to. Because no matter what form your relationship-building takes now - through a screen, in person with distance, through more mail correspondence, etc., being present in that relationship is the most important part.

Re-imagine what your business can be through Innovation: Many businesses have had to re-imagine how to conduct business throughout this last



year. Maybe the pandemic has helped you see the benefit of using local vendors to help with supply chain and shipping issues. For some, integrating a stronger online presence and offering different delivery methods - curbside pickup and physical delivery - have increased business traffic and made it easier for customers to utilize your products and services. We encourage you to continue to think about innovation in your business, even when outside influences aren't forcing you to change your models, modes and delivery.

Make a Commitment by following your Passion: As we have all moved into a much smaller circle of interaction, one thing that has suffered is a strong commitment to be involved and take action. While there are even more avenues to share ideas and talk about things that you want to do or need to

get done, much of our talk lately lacks a true focus on passion. With passion, talk and ideas become actions to take within your business, your Chamber and larger economy but also your community. Find your passion and take the steps to join forces with organizations and individuals -much like those within your Chamber - to put your passion into action.

When thinking of getting back to Fundamentals, focus on your Core Values: All of this may sound like a coach's pep talk to get you back to the fundamentals of being a great business person and contributing member of your community. Maybe it is. But what you can always rely on to you get you through times that may be hard, times that require change and times that seem uncertain are your core values. This is a great time to revisit what you find those core values to be for yourself, and your business, so that you have a guide path to follow as you make daily decisions to shift your focus, truly, BACK to the FUTURE.

With 2020 in our rearview mirror, we at the Bossier Chamber are taking stock of the lessons of the past while resetting our view past hardships and constraints to look at how we can be even greater tomorrow. We are refocusing BACK to the FUTURE.

LISA JOHNSON | PRESIDENT & CEO OF THE BOSSIER CHAMBER OF COMMERCE

## TOURISM ▼

# Locals encouraged to celebrate people, businesses that make tourism work

BRANDY EVANS

Special to BIZ. Magazine

Tourism is unlike any other industry. It isn't a behemoth of a factory cranking out widgets or oil derricks dredging up oil. Tourism is a clean industry that brings people in and out of Shreveport-Bossier. These visitors come for a good time and leave a trail of sales taxes at hotels, casinos, restaurants, shops, gas stations, and other local businesses.

May 2-8, 2021, the Shreveport-Bossier Convention and Tourist Bureau invites locals to support National Travel and Tourism Week, a nationwide movement organized by the U.S. Travel Association.

This is an annual tradition that unites communities across the country to celebrate the value that travel holds for the economy, businesses, and well-being of cities like Shreveport-Bossier.

"This year, unlike any before, it is important to recognize and support the hospitality and tourism industry in our own backyard," said Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau. "Prior to the pandemic, we estimated approximately 2.6 million people from across the country flocked to our cities to enjoy gaming,



Doug Rogers, Beaux Hays, and Aaron "Peanut" Hanning are just a few of the restaurateurs and business owners in the East Bank District. When the pandemic struck, they showed care for their community, compassion for their employees and continuous clever tactics to survive when the future of dining became dim.

festivals, food, and entertainment. We have a chance to work together to bring those people back and continue the economic impact they have on our community."

The locals who work in hotels, casinos, restaurants, attractions, retail shops, and other tourism-related businesses are the bedrock and cornerstone of tourism in Shreveport-Bossier.

This year the Tourist Bureau plans to honor those hardworking people

at its renamed Excellence in Hospitality Awards, 6 p.m., Thursday, May 9 at the LeBossier Hotel & Event Center in Bossier City. The event will look different this year because of COVID restrictions, but the goal is to honor and celebrate those who have endured one of the most traumatic years in tourism.

There will also be a marketing push to encourage locals to explore attractions with discounts starting May 2. Many of Shreveport-Bossier's

attractions are small non-profits. They took huge financial losses being closed for two months in 2020 during the national stay-at-home order. This campaign is meant to increase awareness with locals, who are looking for fun, family-friendly activities. Local attractions can benefit from the increased foot traffic.

Robin Jones, executive director for the Bossier Arts Council and president of the Shreveport-Bossier Attractions Association, emphasizes the importance of locals supporting the people and places that make our community so special and believes that residents are vested in the collective community's future.

"We support artists, as well as the community as a whole, by providing cultural programming, artist opportunities, and outreach activities," she said. "These types of activities create culture, stimulate business, and drive tourism."

If you know someone who makes tourism better because they provide excellent service at your favorite restaurant, attraction, boutique shop, casino, bar, or tourism-related business, please nominate them for an Excellence and Hospitality Award by visiting [www.Shreveport-Bossier.org/awards](http://www.Shreveport-Bossier.org/awards).



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# LEADING INTO THE UNKNOWN

*Bossier Chamber, Committee of 100, Citizens National Bank host mindset webinar*

Business leaders across northwest Louisiana were recently given a chance to pause, reflect, and shift their mindset on overcoming 2020.

The Bossier Chamber of Commerce, The Committee of 100 and Citizens National Bank presented Leading in the Unknown last month.

This virtual, interactive webinar had participants interact as they learned to become better leaders coming out of the hardships caused by the COVID-19 pandemic.

“The Bossier Chamber seeks to be the collaboration hub of NWLA by advancing civic, commercial, industrial, technological and agricultural interest of our region by promoting general welfare and prosperity of our region, and stimulating public interest,” said Lisa Johnson, President and CEO of the Bossier Chamber of Commerce.

Led by Sky Jarrett, executive trainer with Potential Project, Leading in the Unknown offered a playbook to help leaders navigate the current time of turbulence and unknown.

She described 2020 and leading into this year as a “Tsunami of Crises.” She noted that this year offers new opportunities to overcome.

“As the book of your life is being written, what will this year say about this year? When there is no playbook for what to do, you simply can’t keep going in the same direction and it’s time for a whole new playbook.”

The webinar explored the main challenges of leading:

- Distractions – inundated with information and fragmented in attention
- Empathy – paralyzed by the weight of empathy and difficult decisions
- Ego – attachment of how things used to be

She revealed the antidotes to those challenges are:

- Mindful agility
- Wise compassion
- Beginner’s mindset

When it comes to mindful agility, Jarrett began by pointing out that



Photo by Dylan Gillis on Unsplash

focusing on perfection will cause you to be left behind.

“The pace of change today is the fastest it has ever been in civilization and it is the slowest it will ever be. So, buckle up,” she said.

This means managing distractions to zoom between the big picture and concentrated focus.

“As leaders, you need the mental agility to see what’s happening at different viewpoints. You need the ability to see what’s happening (on a large scale) and then be able to zoom in swiftly to understand the most important priority and then shifting to the next priority,” Jarrett said.

The three levels of mindful agility are “wise awareness” for the bigger picture, “sustained focus” on an important priority, and “agile focus” to switch from one priority to the next.

The second portion of the webinar focused on wise compassion. Jarrett defined this as making a hard decision in a compassionate way.

She explained that empathy is

sharing of suffering based around emotion, while compassion is an intention, a motivation to see that suffering alleviated.

“Empathy in hard times can be a challenge for leaders because hard times call for hard decisions that impact others,” she explained.

In order to apply wise compassion instead of empathy, leaders need to avoid the empathetic hijack. The steps of the empathetic hijack are facial recognition, emotional empathy, empathetic hijack, empathetic burnout.

To avoid that, Jarrett advised leaders to have rational empathy, emotional resistance and compassion by asking, “What can I do to help?” and then acting.

“Only in that mindset can you be compassionate but avoid empathetic burnout. That can be as simple as a conversation,” Jarrett said. “It doesn’t

mean taking on the burden of solving their issue, but demonstrating an intention to alleviate their suffering.”

Finally, the virtual event explored how to manage the challenges of ego.

Jarrett advised that ego attachment hampers innovation. She told of how a company can let go of ego attachment by seeing their situation from a different perspective without emotional bias.

“Ego is all about self preservation and oftentimes it is driven by fame, fortune, and power, but great success equals great fear of loss of success. Or we have fear of abandoning a commitment or belief,” she explained. “Then the ego prefers to play it safe and we get stuck.”

Jarrett said this is why the biggest enemy is a limited mindset and that mindset is controlled by an unconscious bias — seeing the world and other people as we are, instead of

See, **LEADING**, Page 12



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# La. Tech making tremendous strides amid pandemic



GUICE

Our area – along with our state and nation – continues to make strides in the battle against COVID-19. From moving classes online to holding meetings and events on Zoom, our Louisiana Tech University students, faculty, and staff have faced a year full of challenges. We’ve learned how to maneuver and thrive, offering a mix of classes to meet the needs of our students.

In the past year, we have learned about the strength and resiliency of our Tech Family, and now, we’re planning for Fall Quarter.

The strides our country has made – along with increasing availability and acceptance of vaccines – will allow us to have a Fall Quarter that is as close to normal as is possible with health guidelines.

Throughout the past year, we’ve learned

that the vast majority of our students and their parents chose Louisiana Tech because we are committed to helping our students grow in and out of the classroom. They want us to offer face-to-face classes in a safe environment, and they believe a college career is enriched with a variety of co-curricular and extracurricular activities.



Therefore, we will return to Louisiana Tech’s core strength

this fall.

We plan to provide face-to-face instruction in the vast majority of our courses and will continue to increase the number of opportunities for student engagement and activities on campus.

We will still offer online or hyflex instruction when needed to meet state-mandated occupancy requirements, but only when we have not been able to achieve a face-to-face option. This Summer Quarter, we will offer a mix of classes that is in line with health and safety mandates.

Over the years, we have developed and offered online offerings for non-traditional student populations and will continue to develop and offer courses and new programs for those populations in the future.

At Louisiana Tech, we all look forward to approaching the uncertainty of the coming months with optimism. We look forward to the coming days when we can see more students, faculty, and staff on campus. I encourage students and parents to schedule visits and complete applications in preparation for a productive – and more normal – Fall Quarter.

DR. LES GUICE | PRESIDENT OF LOUISIANA TECH UNIVERSITY



## WE CARRY EACH OTHER

It’s how we do things in Louisiana during times of challenge. We’re stronger together and we know our strength lies in the helping hands of our neighbors.

**So let’s wear a mask and protect one another. And protect the life we love.**



## As we march on...



CLARK

As we round the corner of the Covid-19 crisis, the international conversation has shifted towards a safe and steady economic recovery, buttressed by the global effort to vaccinate billions of people. While countless experts in the business, political, and scientific communities will continue to weigh in on these issues, I think it is important for us to consider another key factor in our march toward beating this virus and returning to normalcy.

Over the past decade or so, there has been a growing cultural shift towards understanding and cultivating mental health, and destigmatizing some of the preventative and corrective pathways associated with overall mental health and wellness. Millennials, and now Generation Z, have shown a unique proclivity for self-awareness and a willingness to ask for relevant support services as they navigate different phases of their lives. In higher education, we have come to realize that the success of our students in the classroom is not the only indicator of the strength of our value proposition as colleges and universities. Student development requires a holistic approach, one that includes mental health and well-being.

We are very fortunate at LSUS to have a robust and ever-evolving student support function on our campus, made up of skilled and dedicated staff. One area in particular, Counseling Services, has been working tirelessly since the start of the pandemic to listen to the needs of students and provide much-needed services in this very challenging time.

One notable initiative is a podcast titled Say It Out Loud: Tackling Tough Topics Together, available for streaming on Spotify and Apple Podcasts. The series covers education related topics such as Emotional Challenges around Changing Majors and Burnout Factors to Poor Time Management in the Research Process, as well as episodes such as Dealing with Political Stress and Social Media and Body Image, which tackle non-academic issues.

The department has also created a number of peer educator initiatives for students, with the goal of promoting mental health awareness. Students receive training in peer leadership, motivating behavior change, listening skills, response and referral skills, how to take action and intervene, recognizing the role of diversity and inclusivity, self-care, and group dynamics. These types of programs were created based on research showing the importance of using trained peers in wellness programming, as students are the key curators of change and primary support systems for their

peers.

In addition, the department has instituted telehealth services, rolled out Therapy Assistance Online (TAO – an anonymous, online mental health self-help platform), installed a biofeedback training/meditation space (Zen Zone), created a YouTube channel that includes recorded workshops/meditations, created a Wellness Task Force, added a mental health syllabus statement, and published resource lists for COVID-19 and social justice/racial trauma.

This may seem like an exhaustive list, but I assure you they are only some of the measures being implemented to help our students navigate college life in these challenging times. I think as industry leaders we can all take lessons from these types of initiatives, even if it is just to take stock of how the pandemic has affected our own mental well-being, as well as that of our employees. How can our colleagues/employees benefit from programs such as these? How do we prioritize mental health and well-being in our organizations? Do we have an established network of peer advocacy and support among our employees? Are we doing enough to help replenish emotional and mental stores that have been depleted over the last 12 months as our organizations have been weathering storm after storm? Dealing with Covid-19 has been a long, challenging journey for everyone, and its final toll is yet to be tabulated. As we check off the incremental victories against the impacts of the virus, let's be sure to keep mental health in the conversation.

LARRY CLARK | CHANCELLOR OF LSUS



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Flexible. Transferable. Affordable...The BPCC Way!



BATEMAN

Flexible. Transferable. Affordable. These three words have been used to describe the BPCC experience. Over the last year, I’ve written about BPCC’s ability to be flexible. Covid-19 taught us that our flexibility to move to the online environment and maintain quality programming has never been more important for our students. This month, I want to address the important concepts of transferability and affordability.

April is time to examine our fiscal health as we all prepare our taxes and look at more ways to save money while pursuing our individual goals and dreams. BPCC can be a valuable partner in that journey.

A recent Forbes article observed, “Community colleges offer an affordable start in higher education for many students, and they provide valuable retraining for adults looking to change or advance their careers. For many students they are the first and last best chance to earn a degree or creden-

tial. Their success is crucial not only for personal opportunities but also for the nation’s economic prosperity.”

Affordability is an important part of the open access mission at BPCC. I am proud that BPCC and other community colleges in our state have not raised tuition in the last five years. BPCC has absorbed state budget cuts and by becoming more efficient and cutting costs—and we did not pass those cuts onto students. Currently, BPCC is about half the cost of a regional or state four-year university. For a student who receives TOPS or other financial aid, that aid goes further and lasts longer at BPCC. These savings translate to lower student debt and help students get started in life with fewer financial burdens.

The Forbes article referred to community colleges as an “affordable start.” Why a start? Because BPCC has designed programs to be transferrable. Students can start at BPCC for less, make their financial aid and scholarships go farther, and still transfer all of the credits to a four-year university where they can complete a Bachelor’s Degree in two years, not four. This pathway has helped many BPCC students achieve their academic goals while

keeping an eye on their fiscal health and lowering future debt obligations.

At BPCC, we understand that higher education has developed a bad reputation when it comes to affordability and outrageous student debt. Addressing this cost issue head on is another aspect that sets us apart. Our mission is to give everyone access to higher education credentials and degrees. Part of that access mission includes looking out for our students’ fiscal education and health as well. We take this responsibility seriously and we know that quality education and training can be affordable and can change the trajectory of a life.

Maintaining focus on our purpose through tough times has allowed BPCC to stay committed to the community and our students. As we continue to expand our reach and impact in North Louisiana, we do so with the confidence and commitment that our business and efficiency practices are ultimately providing the most affordable and transferable education opportunities for our students.

DR. RICK BATEMAN | BPCC CHANCELLOR

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- HIST 101 WESTERN CIVILIZATION I
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- MATH 099 BEGINNING ALGEBRA II
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LEADING

Continued from Page 6

how it and they actually are.

“This is a challenge for leaders because it makes us pigeonhole our business and limits innovation,” Jarrett said.

She advised the way to fight back is by cultivating a beginner’s mind, saying, “A beginner’s mind is an open mind. It’s seeing the world with fresh eyes. It’s waking up and questioning everything about your business and not assuming it’s the same way you’ve always seen it.”

To do this, it requires reprogramming the brain by unlearning biases. She advised to do this by having an awareness of the biases and a willingness to act on rewiring those biases.

“When practicing mindfulness, people are less biased, more inclusive, less discriminatory and more innovative,” Jarrett said. “We see more clearly and can imagine more possibilities.”

She provided steps to overcome biases when faced with a challenge — ask yourself if there are any biases,

“When practicing mindfulness, people are less biased, more inclusive, less discriminatory and more innovative.”

Sky Jarrett

pause and shift your perspective, observe biases as they arise, then consciously try to take a different perspective, and then reflect on the experience.

She signed off by echoing Winston Churchill’s famous speech amidst WWII, telling attendees that “this is your finest hour.”

“This moment is a test of our humanity. It will bring out the best and worst in us. Show up as a human and it will make you a more powerful leader,” Jarrett concluded.

— BIZ. MAGAZINE

LEGISLATURE ▼

Will sales taxes be centralized by the state?

DAVID JACOBS  
The Center Square

The speaker of the Louisiana House filed legislation Wednesday to streamline state sales tax collection.

The change would require amending the state constitution, meaning at least two-thirds of the members of the state House and Senate and a majority of voters would have to approve the change.

Louisiana is one of only three states without a single state sales tax collector. Business advocates say the decentralized system is difficult to navigate.

Local government officials, however, long have guarded their ability to collect their own sales taxes, saying it was the best way to ensure the money is spent the way

local voters and taxpayers want it spent.

House Speaker Clay Schexnayder filed legislation last year that created a task force to study centralizing sales tax collection. That group proposed creating a state-wide entity that would oversee state and local sales tax collections and take over the duties of two existing boards focused on internet sales taxes and resolving disputes between taxing entities.

One of the biggest sticking points for the group, which included representatives of state and local government as well as business, was deciding how the new entity would be governed. Schexnayder’s bill proposes an eight-member board evenly divided between state and local government.

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# What you tolerate...



HAYNES

This Spring, my clients want customer service, not business attire classes as usual. How odd, until I place the requests in context. We do not see other people's clothes, or most of them, via Zoom or the telephone.

Here are some of my clients' pressing concerns along with ideas that may help you.

## **SENSITIVITY & RUDENESS.**

Our intolerance for other's "differences" seem to be at an all-time high. Thankfully, cell phone cameras and events such as formalized social movements are bringing inequities to light. The temporary down side is that we all seem unsure what to say or do. If our words have a negative effect, we may be unaware. Our individual lens from which we see and experience the world sometimes prevents us from seeing and understanding other peoples' perceptions. One of my favorite "make-the-point" stories is called "The Man on the Subway" from the Seven Habits of Highly Effective People by Steven R. Covey. The moral is that you do not know what someone has experienced. You do not know why they do what they do or behave how they behave. Because of that, we should be kind, thoughtful, and respectful

of everyone, always.

**GRAMMAR.** Earlier this week, I called a firm for information. The recorded greeting was full of slurred and mispronounced words, making it hard to understand. It was then no surprise that the outgoing voice message from the person I transferred to was curt and lazy sounding. An organization that allows rude or unintelligible first customer touchpoints will more than likely have less than professional customer service skills throughout. Poor grammar, both oral & written, indicates a lack of education, laziness, or both. Remember, for customers, the employees with whom they have interactions ARE the company. Staff who write and speak clearly, using good grammar make the company look professional. The opposite is also true. Insist that your staff use their "business voice" when at work. Have their immediate supervisor review all written communications before they are sent. Hint: Do not fix incorrect grammar and punctuation. Kindly point it out and have the employee learn and correct before sending. Everything is available on the internet!

**CASUALNESS.** Casual clothing goes hand-in-hand with a casual attitude toward speech, treatment of other people, rules and procedures, and authority. In a casual culture, we incorrectly assume a relationship with people, however brief

the encounter. This results in inappropriate jokes, stories, personal sharing, clothing, challenges to authority, and many more. The fix is a touch of formality. For your business, find the perfect mix of casual and formal attire. Provide a refresher on good manners and polite business behaviors. Insist that your employees treat each other with a little more formality. Top leaders set the tone. How executives treat managers is how managers treat employees. How employees are treated is how they treat customers/patients/clients.

Too often, we expect employees to "mind read" what we want and how we want it done. Unfortunately, that sets those employees up for failure. Instead, make the time to teach your employees what you expect. Show them how it is done. Have them practice it for you. Critique their practice. Practice again. Perfect practice makes perfect. To quote Jocko Willink, "What you tolerate is the standard." If you tolerate inappropriate behavior, bad grammar, rudeness, and insensitivity, then that is the standard at your organization. As a leader, be the example and teach the example that you want your employees to display.

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## BANKING

# Jana Freeman Forrest

BOM Bank

**J**ana Freeman Forrest is a Vice President and Commercial Lender at BOM Bank. She is a proud community banker, serving 20 years in the financial services industry. Jana received her degree from Northwestern State University, graduated from the Louisiana Bankers Association Leadership School, and will graduate from the Graduate School of Banking at Louisiana State University in the spring of 2021.

She currently serves on the Board of Directors for the Independence Bowl Foundation and Red River Revel Arts Festival. Jana is the Past Chair of the Young Professionals Initiative; prior to that, she was the 2020 Chair, 40 Under Forty Chair and Professional Development Chair. She served on the 2020 Board of Directors for the Greater Shreveport Chamber of Commerce and is a past Business Network International member; serving as President, Vice-President, Mentor Coordinator and Growth Coordinator.

Over the years, Jana has served her commu-

nity in various roles with the NWLA American Heart Association, Greater Shreveport Chamber of Commerce Business Development Connection, and Boy Scouts of Caddo Parish. She has volunteered with numerous organizations including Junior Achievement, Volunteers of America, Shreveport-Bossier Rescue Mission, and Common Ground, to name a few.

Jana is a Banzai Instructor and passionate about developing awareness of financial literacy. Through the years, she has taught countless children and youth on the importance of budgeting, paying bills and saving for the future. She believes teaching basic financial skills at a young age will create financially responsible adults.

Jana was a 2017 Young Professionals Initiative 40 Under Forty Honoree and BOM Bank Volunteer of the Year in 2018. She is a steadfast advocate for Shreveport, where she resides with her wife, Maribeth, and daughter, Madison.



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## BANKING

### Judy Madison

Red River Bank

Judy Madison has an extensive background in establishing relationships with local government agencies, businesses, non-profit organizations, and realtors that support affordable housing, economic development, and community revitalization.

She has worked to partner with Louisiana Housing Corporation Bond Programs, City of Shreveport-HAPPI Program, Federal Home Loan Bank of Dallas Affordable Housing Programs, Southern University at Shreveport, and Fuller Center for Housing to provide down payment assistance for homebuyers, special needs assistance grants to seniors, and provide technical support to community base and non-profits organizations.

Judy also works with small businesses to increase their capacity and provide workshops. She is a partner with schools and churches to provide the Bank at School/Bank at Church Program for 2nd through 12th graders. She also works to provide workshops and after school

programs along with Community Renewal Friendship House Programs.

Judy provides one-on-one credit counseling throughout the region and state.

She works to ensure grants for down payment assistance to first time homebuyers, provides second chance low-cost bank accounts to individuals, seeks out partners to help senior citizens who need help with repairs, and partners with nonprofits to help build/rehab affordable housing units for low to moderate families for rental/ownership.

"Judy Madison is a caring individual who believes in helping others. I have seen her in action assist low-income parents obtain a home. She serves as the President of the Cedar Grove Community Development Center and lead a group of citizens to find grants and means for economic development in the Cedar Grove area. I feel Judy is an ideal candidate for this prestigious recognition," said Judy's nomination form.



## ACCOUNTING

### Anna Gleason

RBLM, LLC.

Anna Gleason is a CPA and the Audit and Advisory Partner at RBM LLP. After receiving her masters in accounting at Louisiana Tech University, Anna served in the audit department of KPMG LLP for six years. Anna brings unique experience to her role at RBM LLP, having worked in both operational and financial reporting positions for local industries before returning to her career in public accounting. At RBM, Anna serves a wide range of clients in various business industries, primarily in the Shreveport-Bossier and North Louisiana region.

In addition to her professional career, Anna's community involvement keeps

her busy after hours. Anna serves on the board of directors and executive committees of both the Robinson Film Center and Shreveport Common, as well as the board of directors for Cohab. She has an intense love of the arts and animals, volunteering for the Louisiana Film Prize Foundation and supporting organizations such as Ninna's Road to Rescue and Robinson's Rescue.

In her spare time, Anna enjoys spending time outside, playing music, and working on projects in her old Highland home. She can occasionally be spotted singing and playing guitar on the patio of Fat Calf Brasserie or the taproom in Great Raft Brewing.





## FINANCE

### Joe Arnold

Carter Credit Union

**J**oe Arnold began his tenure as the President and CEO of Carter Credit Union in August of 2014. Prior to this position Joe served as Executive Vice-President and Chief Financial Officer.

Joe is responsible for growing the organization by offering relevant services and overseeing all strategic and financial directives of the credit union. Since his tenure as CEO at Carter, Joe has successfully grown the credit union from 240 million to 520 million in assets.

Prior to joining Carter in 2009, Joe

served as Senior Investment Advisor at Southwest Corporate FCU where he worked with over 30 credit unions in the areas of investment portfolio and asset liability management.

Joe serves on the Credit Union Service Organization boards of CUSO Development Companies, Business Allinace Financial Services and Ongoing Operations. Joe previously served as President of the local Credit Union Chapter League.

Arnold earned his undergraduate and MBA from Texas Tech University and is a Chartered Financial Analyst.



## BUSINESS INVESTMENT

### Lisa Johnson

Bossier Chamber of Commerce

**L**isa Johnson has led the Bossier Chamber of Commerce as President/CEO since 2004, a job she takes on as a champion for business, a cheerleader for the community and a coach for her staff and members, during good times and bad.

As health concerns arose during the COVID-19 crisis, sustaining a financially stable economy was also critical. Lisa and her Chamber team kept the business community up-to-date through all of their available channels – social media, newsletters, website, virtual meetings, etc. – on the changing landscape of business sustainability.

Throughout the onset of the pandemic in 2020, many of the weekly virtual meetings held by the Bossier Chamber itself and with its partners were focused on COVID relief and the Payroll Protection Program updates, from the federal perspective as well as the local bankers

working the front lines.

“I felt a great responsibility to our local businesses to give them as much information as possible to keep them solvent by whatever means I could – even directing some of them to specific bankers who could help them apply for Payroll Protection Program and/or EIDL loans,” Johnson said. “And even without members telling us they were struggling to pay dues, we sent out letters with our invoices to assure them we could defer those payments and set up payment plans if needed to make sure their Chamber membership was not something they had to worry about financially while figuring out how to stay afloat.”

“It was imperative that they knew we had their backs in the middle of this tough health and economic crisis. We remained focused on business sustainability while following health-care guidelines.”





## BANKING

### Sandy Cimino

Community Bank of Louisiana

**S**andy Cimino has been in the banking industry for over 48 years, working in almost every department. Her desire to learn has allowed her to develop programs, train employees, and serve on numerous committees.

Sandy represented bankers statewide for eight years as president of the American Institute of Banking. She spent hours teaching LBA banking courses for almost 10 years, and represents CBOFLA as the liaison within the community, developing relationships with potential as well existing customers.

Sandy's career in banking is one of achievement, starting out in bookkeeping/transit and working her way up by holding numerous positions, attending classes and seminars, and taking any opportunity to learn. She puts her heart and soul into her job, believing It is a way to help and support people.

Sandy serves on the board of the Greater Shreveport Chamber of Commerce, is a founding member and past president of the Commission for Women of Bossier City, serves on the

NORWELA Council of Boy Scouts of America board, is treasurer for the AMIkids Board, acting Honorary Commander for Barksdale Air Force Base for the 26th Operational Weather Squadron, is board member for the Shreveport Crime Stoppers Board, is a board member for Step Forward Board, serves as BPSTIL Business Department Advisor, is the Independence Bowl Board Life Director and the first female bowl chair, serves on the Shreveport Workforce Development board, and serves on various committees of the Bossier Chamber of Commerce.

"Sandy has made a difference in banking for over 48 years, breaking barriers, serving as a mentor to many women and showing everyone that you can do whatever you set your mind to. Her customers love her, and many have followed her across her employment at four banks. Sandy is well known for her volunteerism, her desire to make a difference and her willingness to help anyone. She not only serves on boards, but steps up to help and be involved," said her nomination form.



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# **Carter Credit Union Congratulates our Chief Executive Officer, Joe Arnold**

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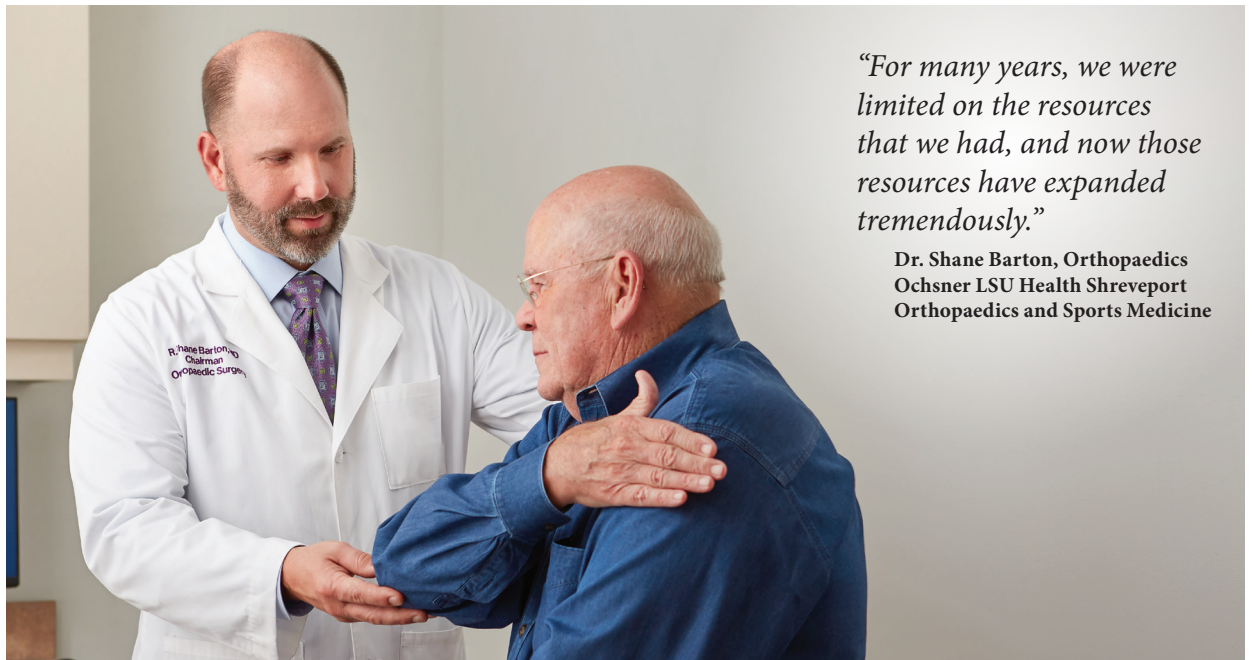
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# Healthcare Progress in the Community

Ochsner LSU Health Shreveport became part of the North Louisiana community in October 2018 with a commitment to increase access to high-quality healthcare; to invest in its people, facilities, equipment and technology; and, most importantly, to improve the health and wellness of the people of Shreveport, Bossier City, Monroe and the surrounding areas. Since 2018, Ochsner LSU Health has remained dedicated to this commitment (even through a worldwide pandemic) by opening new locations, expanding services and access to care, investing in new equipment, and growing and diversifying its team.



*"For many years, we were limited on the resources that we had, and now those resources have expanded tremendously."*

Dr. Shane Barton, Orthopaedics  
Ochsner LSU Health Shreveport  
Orthopaedics and Sports Medicine

*We asked our Ochsner LSU Health physicians, both seasoned and new, what changes they have seen firsthand. They shared their own insight into the progress that has been made in just two years:*



*"I've seen many improvements since the Ochsner LSU Shreveport partnership began. We have significant improvement in management. The hospital and the clinics are run with greater efficiency. There is a change in attitude of pride. In fact, I'm very proud to be associated with all the new people that are here and all of our older colleagues. I have a sense of new purpose since the partnership developed."*

Dr. Richard Mansour, Hematology/Oncology  
Ochsner LSU Health Shreveport Feist-Weiller Cancer Center



*"I think the most dramatic change that I notice is the diversity in all aspects of staffing: from gender, from race, from years of training or where we are in our career."*

Dr. Mindie Kavanaugh, Oncology  
Ochsner LSU Health Shreveport Feist-Weiller  
Cancer Center



*"We're able to deliver care in a faster manner. In such a fashion that, in the past, this seems to be more of an indigent hospital where people had to go to. Now, this is a hospital where people want to go to."*

Dr. David Scott, Gastroenterology  
Ochsner LSU Health Shreveport  
Gastroenterology Associates

 **Ochsner**

**LSU Health**  
SHREVEPORT



# Making progress where you need us.

When we became Ochsner LSU Health Shreveport in October 2018, we committed to increase access to high-quality healthcare and invest in our people, facilities, equipment and technology to improve the health and wellness of our community. Thanks to the commitment of our team and our partners, we have made remarkable progress, even amidst pandemic challenges. And, we remain focused on improving healthcare for our region.



## Advancing healthcare

- Louisiana's first Louisiana Emergency Response Network-recognized **Pediatric Trauma Program**.
- Launched **virtual visits** and began new **digital medicine** and **telehealth programs** ranging from chronic disease management to critical care.
- Louisiana's first **Advanced Interventional Cardiology Suite**.
- Launched **TeleStork**, increasing monitoring of laboring mothers to improve birth outcomes.
- Continuing to support our region's critical care needs as a **Level 1 Trauma Center** and **Stroke Center**.

## Improving access to care

- Continuing to grow a team of more than **500 providers in 70 specialties**.
- Increased employees by more than **600 full-time jobs**.
- **Providing healthcare for rural areas** through telemedicine, affiliations including the North Caddo Medical Center; and increased inpatient transfers for specialty care.
- Continuing **our mission to provide healthcare for everyone in our community** with increased accessibility regardless of the patient's ability to pay or insurance.
- **Expanded the capacity and services for behavioral health** patients in a healing environment at our new Louisiana Behavioral Health facility, in partnership with Oceans Healthcare.

## Expanding and improving facilities

- Invested more than **\$200 million in renovations**, infrastructure upgrades, new biomedical equipment and new locations.
- Renovated more than **225,000 square feet at our St. Mary Medical Center**, contributing to our area's revitalization.
- **\$50 million invested at our academic medical center on Kings Highway** for renovations, infrastructure, technology and biomedical equipment.
- Expanded our **ICU capacity by more than 60%** with the most advanced critical care specialists in our region.
- **Opened multiple new locations in the community**, including our St. Vincent Health Center: a **\$1 million clinic** in a previously underserved area for healthcare.



[ochsnerlsuhs.org](https://ochsnerlsuhs.org)