

BIZ.

BUSINESS JOURNAL FOR NWLA

JULY 2021

AIRPORT AUTHORITY

Setting the bar

Interim Airport Director lays out priorities for Shreveport airports.

PAGE 8



BUSINESS FORUM

BUSINESS FORUM

Join us in July, when renowned digital anthropologist and futurist Brian Solis joins Business Forum USA. This webcast, hosted by best-selling author Jon Gordon, will broadcast at 11 a.m., Wednesday, July 14.

PAGE 7

A little help, please

Lack of available workers causing difficulty with post-pandemic rebound

ALSO INSIDE

Shreveport-Bossier Convention and Tourist Bureau lands Travel Writers Conference

The Shreveport-Bossier Convention and Tourist Bureau bid on the 2022 Society of American Travel Writers (SATW) Central States Chapter Conference – and won.

PAGE 4

Does the SBC know your name? Join the Leaderboard.

Submit your awards, promotions, new hires, etc.

bizmagsb.com/leaderboard



Breaking news online
bizmagsb.com



On smartphones and tablets
bizmagsb.com/eedition



Daily email updates
bizmagsb.com/dailyreport

BIZ. TEAM |

Editor & Publisher
David Specht
dspecht@bizmagsb.com

Chief Financial Officer
Kelly May
Account Representatives
Randy Brown
Chris Sepeda

Special Contributors
Lisa Johnson
Brandy Evans
Larry Clark
Angel Albring
Brian McNew
Teri Haynes

Contact

Website: bizmagsb.com

Phone: 318-747-7900

Address: 710 Benton Road, Suite A
Bossier City, La. 71111

Social Media: Follow
@bizmagsb on Twitter,
Facebook, & LinkedIn

Subscribe

Online: \$48

Print: \$24

Combo: \$36

Sign up: bizmagsb.com subscribe/

*Chamber members
RECEIVE 1 free subscription

Daily Report

Sign up for free at
bizmagsb.com/dailyreport/

Related Links

Bossier Press-Tribune:
bossierpress.com

Minden Press-Herald:
press-herald.com

Copyright © 2021 by **Specht Newspapers Inc.** All rights reserved. Information in this publication is gathered from sources considered to be reliable, but the accuracy and completeness of the information cannot be guaranteed. BIZ. Magazine is located at 710 Benton Road, Suite A, Bossier City, La. 71111.

FROM THE PUBLISHER ▼

Inflation is partially our own fault



SPECHT

Each morning, I peruse our news sources for items for the BIZ. Daily Report. Toward the end of each week, I can usually find unemployment news, consumer price reports, etc. This morning

(Friday) was no different, except the sounding of the alarms.

National news outlets report inflation has made its biggest jump since the recession of 2008. Some even say the percentage rivals The Great Depression. It would be easy to blame outside forces like COVID-19 for these price increases. After all, we know what that did to toilet paper supplies.

The most fundamental economic factors that affect the pricing of products are supply and demand. A slightly deeper dive reveals a self-inflicted reason for our current inflated prices as well — an absent workforce.

When supply chains are constrained, yet demand either increases or stays the same, prices naturally rise. When the response to COVID-19 shut down businesses, schools, government entities, and many other job producers, officials sprang into action to help those

“With stimulus payments and increased unemployment benefits, Americans were still able to spend in the economy, shoring it up for the moment.

workers mitigate the sudden loss of income.

The shutdowns didn’t have an immediate effect on inflation, mainly because demand for many products and services also dropped. In fact, many industries thrived by catering to the stay-at-home market.

With stimulus payments and increased unemployment benefits, Americans were still able to spend in the economy, shoring it up for the moment. However, a problem was beginning to materialize. Workers weren’t returning to their previous jobs. The perceived benefits of not working were outweighing the benefits of returning to work. After all, why work for a check when the next one from the government was on its way?

Now that most of the nation is nearing pre-pandemic open levels, the lack of workers in the supply chains is really being felt. From fur-

niture to cars to powdered supplements, just about everyone is feeling the pinch. Restaurants may be open, but cannot serve a “full house” due to a lack of wait staff.

While lamenting about the delays in receiving product, one furniture store manager told me, “The items are on ships in the ocean, there’s just no one on the docks to unload them.”

So, it is no surprise that dangerous levels of inflation are upon us. Now that consumers are feeling the effects in their pocketbooks, they are asking, “What do I do?”

Oddly, national news organizations are suggesting that people pool their resources to buy in bulk, turn off the lights more, and check the freezer for old items that can be cooked. These are always great cost-saving measures, but the suggestions ignore the fundamental issue with this round of inflation.

The quickest way to bring the costs of goods and services down is to increase the supply. In this case, the quickest way to increase the supply is to have an adequate workforce to manufacture, distribute, transport, and sell goods and services.

Do you want inflation to slow or stop? Then, go back to work.

DAVID A. SPECHT JR. | PRESIDENT OF SPECHT NEWSPAPERS, INC.

New podcast launches in the SBC

A new podcast had launched in the market, and this one promises to be a little different from the norm.

Enter the 2 Per-Specht-ives Podcast with David and Joshua Specht.

Together, the two will offer differing viewpoints on timeless lessons ranging from leadership to health and life in general, with the goal of finding a common ground.



With David firmly in Generation X and Josh a burgeoning Gen Z’er, this generation gap between the hosts allows for exploration of a lot of grey

areas between traditionally black and white issues.

The goal of this podcast has also evolved to instill confidence in you, no matter where you are in your life. Whether you’re starting your career or approaching retirement age, David and Josh will help you gain experience and the principles to live life with the confidence you need to be successful.

The podcast is available on multiple platforms and on davidaspecht.com/podcasts.

Chambers of commerce to collaborate to address opportunities and challenges of our region

Leaders of the Bossier Chamber, Greater Shreveport Chamber, and Shreveport-Bossier African Chamber of Commerce convened on Wednesday, June 16, 2021, for a special joint meeting of the boards.

Over 35 directors from the boards of all three local Chambers met to explore ways to collaborate to address the opportunities and challenges of our region. The groups agreed to identify areas of common interest where engagement and representation from each organization can be leveraged to identify issues and recommend changes to improve our region.

"Our business community is comprised of such a wide range of businesses, from large employers to small entrepreneurs," said Billy Anderson, executive director of the Shreveport-Bossier African American Chamber. "By working together, we leverage the membership of all of our Chambers,

and bring a more complete perspective on our local economy and a wider variety of new ideas to making our community stronger."

The Chambers have agreed to a regular schedule of future meetings and to developing a structured process to undertake the work needed to help make Shreveport-Bossier a better place to live, work, and play.

"Most external observers see Shreveport-Bossier as a single region, not separate cities," said Lisa Johnson, president of the Bossier Chamber. "By working together across the river, we increase our capacity to capture opportunities and bring new ideas and new energy to overcoming challenges."

The three chambers have historically worked together on state and federal advocacy, but throughout the pandemic, they expanded the collaboration to deliver timely information across the region.

"Our joint meeting was a recognition of the value of further expanding this enhanced collaboration and the impact that bringing multiple stakeholders to the table can have," said Dr. Timothy Magner, president of the Greater Shreveport Chamber. "As a group, we look forward to building on this first meeting to create future opportunities for cooperative action in areas that effect our region."

Since its founding in 1910, the mission of the Greater Shreveport Chamber has been to promote economic prosperity, serve as a business advocate, and celebrate the achievements of the Shreveport-Bossier region. With over 1400 members, the GSCC is designated as a 5-Star Accredited Chamber by the US Chamber of Commerce, one of less than 2% of Chambers across the country honored with this distinction.

The Bossier Chamber of Commerce is a private, non-profit organization

whose purpose is to promote growth and development within the communities of Bossier and Caddo Parish. The Chamber promotes growth and development by utilizing its most valuable resource, its membership. The Bossier Chamber of Commerce is a 5-star accredited Chamber from the U.S. Chamber of Commerce as well as an accredited Chamber through the Louisiana Association of Chamber of Commerce Executives.

The Shreveport-Bossier African-American Chamber of Commerce serves as the premier voice in northwest Louisiana for the African American business community. The organization's vision is to lead the charge for advocacy, entrepreneurship, and economic empowerment.

*Personally Protecting your Family and Business is
our Business.*



SHREVEPORT
670 Albemarle Dr., Ste 201
Shreveport, LA 71106
(318) 562-4497

MINDEN
511 Main Street
Minden, LA 71055
Phone (318) 371-3611
Fax: (318) 371-3727

RINGGOLD
2566 Mill Street
Ringgold, LA 71068
PO Box 648
Phone: (318) 894-9167
Fax: (318) 894-7815

HOMER
612 W. 2nd Street
Homer, LA 71040
PO Box 68
Phone: (318) 927-3531
Fax: (318) 927-2308

HAYNESVILLE
1876 Main Street
Haynesville, LA 71038
PO Box 429
Phone: (318) 624-0259
Fax: (318) 624-1659

Coming together to bring about positive change



JOHNSON

At a recent meeting with our regional chambers of commerce – the Shreveport-Bossier African-American Chamber, Greater Shreveport Chamber and Bossier Chamber – the common conversation centered around collaboration.

In fact, that is the SB African-American Chamber’s theme for 2021, Chairwoman Brittney Dunn told those gathered for the joint meeting in June. Another thing that was also clear – there are many areas where we can all work together for the greater good and we should be using our collective influence more regularly to make things happen.

One area of interest where collaboration will be key is redistricting at the federal and state level. This issue is time-sensitive and needs attention from all of us to make sure our area is well represented. It is time to bring our coalition-building skills together to talk about all of the benefits of our region, so they can hear us from Baton Rouge to Washington, D.C. and all around the country.

In fact, our joint meeting brought out a lot of voices calling for a singular branding message for Northwest Louisiana – something strong, representative of all of us as a way to build pride in our area. Not only do we need to do this for talking points, but our pride for the area must seep into all of our grassroots efforts as well. That is the only way we can increase business traffic and get families to want to locate in our culture-rich corner of Louisiana. One place to start – let’s bring home our people home: those who grew up here, once lived here, or could retire here.

We know building our brand is not only an internal campaign to build homegrown pride from our residents, but also an external campaign that will help with tourism, business and talent recruitment and more influence in our advocacy efforts. When we build this pride – when we all start touting the great things our area has to offer – we can be change agents to influence more positive media coverage. This is key in changing the stigma that is attached to our area.

It will take all of us together. And at that joint meeting, we didn’t even have to say it, we knew

that.

Business and civic leaders, it is time that we figure out how to best work together instead of fighting against ourselves.

People of influence, it is time that we beat this drum of a change in our mindsets to bring about the success our region is capable of.

Where can we start?

- Change your social media habits to exhibit a positive attitude about your area. Like, share and comment on the positive.
- Join your Chambers of Commerce in talking about real change that can bring positivity to our region. Engage with your Chamber. Attend meetings and events. Encourage any positive steps you see being taken in the area.
- Let’s start a campaign to clean up our cities and work to bring those first-impression areas up to par with the standards you set for your own business and home.

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

TOURISM ▼

Shreveport-Bossier Convention and Tourist Bureau lands Travel Writers Conference

BRANDY EVANS
Special to BIZ. Magazine

The Shreveport-Bossier Convention and Tourist Bureau bid on the 2022 Society of American Travel Writers (SATW) Central States Chapter Conference – and won.

About 40 travel media and other travel professionals are expected to attend the conference Feb. 23-27, 2022 at Sam’s Town Casino and Hotel. Conference attendees will go on city tours and visit local attractions, restaurants, shopping districts and more. They will cap-off the conference with a Mardi Gras closing party during the Krewe of Gemini Mardi Gras Parade, Feb. 26.

“We’ve been interested in having our conference in Shreveport-Bossier for some time, since well before the pandemic,” said Chez Chesak, board member for SATW and chair of their Central States Chapter. “It’s a region rich in history and culture that offers a plethora of story ideas for our members, but even more so during Mardi Gras!”

The convention industry is starting to pick up since the pandemic. Research conducted by Destination

Analysts suggests that there will be major changes to the meetings industry in the next three years. Of the 528 meeting planners surveyed for this research, 61.9 percent said they expect convention and visitor bureaus to increase the number of services, incentives and “hot dates” programs offered to attract meeting business to their destinations.

The Shreveport-Bossier Convention and Tourist Bureau currently offers up to \$3,000 in incentives to meeting planners who bring new business to the area and utilize hotel rooms. The Louisiana Office of Tourism also offers a Lagniappe Program that includes a complimentary seafood reception and local entertainment for groups.

“These tools help us to stand out in a very competitive field for meetings and groups,” said David Bradley, vice president of sales for the Shreveport-Bossier Convention and Tourist Bureau. “We are starting to see more groups book our destination and my team is busy meeting with planners to generate conventions for 2022 and beyond.”

Other future changes to the meetings industry include how planners



Conference delegates at Harrah's Louisiana Downs.

choose destinations. Of those who anticipate destination selection changes, the most common changes cited were a shift towards safety, more space, outdoor venues, and accessibility by car. Planners will be looking for destinations “that have COVID under control or better market how they have it under control.” Paired with feelings that airlift will decrease in the next three years, planners are also shifting towards destinations that are accessible by car for their attendees.

That’s great news for Shreveport-Bossier since many of its conferences originate from a 300-mile radius.

“We feel poised to capitalize on the new demands and interests of meeting planners,” said Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau. “The meetings market is an integral part of our tourism mix, and my team is doing everything in their power to increase the number of meetings and economic impact to our community.”

LOUISIANA STATE UNIVERSITY AT SHREVEPORT ▼

LSUS Athletics showing success on and off the field



CLARK

Last week at the Louisiana Board of Regents meeting, we discussed many of the matters brought forward in the recently concluded 2021 Louisiana Legislative Session. However, one important topic at the meeting was LSUS Athletics. I talked about the recent success of the LSUS athletic programs, steered by our current Athletic Director, Lucas Morgan. The teams, which compete in the NAIA, have played their way into the national spotlight, winning Red River Athletic Conference regular season and tournament titles (16 in all since 2018), 13 national tournament appearances across all sports, including the 2018 NAIA Men's Basketball Final Four and the 2021 NAIA World Series of Baseball. Our coaches have won conference and national awards, and standout athletes such as Fu'tra Banks (2021 NAIA All-American in Women's Basketball), Payton Robertson (NAIA All First Team in Baseball), and Jeff Garrett (2019 NAIA Men's Basketball Player of the Year) show that our players stand among the best in the nation.

What makes these achievements even more special is the fact that LSUS' student-athletes had a combined GPA of 3.04 for the spring 2021 semester. When Morgan took over as AD for the university in 2018, the teams had a combined GPA of 2.64. In an era when colleges and universities are routinely maligned for their handling of the academic careers of their student-athletes, I tip

my hat to all of our coaches and staff for emphasizing that success begins in the classroom, not just on the field of play.

LSUS student-athletes bring so much to our community. They take part in events such as the holiday Hugs for Kids toy drive (in association with the LSUS Alumni Association), and the annual Veterans Parade at the State Fair, among others. Our coaches, in addition to working to develop our student-athletes, also lead initiatives to help build our communities, including summer camps and games under the RRAC Champions of Character banner, embracing the five core values of respect, responsibility, integrity, servant leadership, and sportsmanship.

Our student-athletes also play a vital role in our campus life. Many of them are international students, so they enhance the diversity of our campus community. We have representation from the UK, Brazil, Spain, Greece, and Germany, to name a few. Our local and regional students learn as much from them as our international athletes do from being here in the United States, and the shared cultural touchpoints make for a more robust college experience for all. These same international athletes routinely participate in non-athletic campus events such as the Spring Fling Mardi Gras parade, Fall Fest, Homecoming (soccer player Daniel Maierhofer from Australia was the 2020-2021 Homecoming King), and the recent Black History Month event highlighting the history and legacy of the Negro Baseball League. Because many of them live at Pilots Pointe Apartments, it's not uncommon to find them enjoying well-earned downtime

at the University Center or playing pickup games in the HPE Building.

As Chancellor, I am committed to supporting these student-athletes and providing them with the tools they need to make the most of their time at LSUS. Our Student Success Center plays a pivotal role in their academic development, offering special programs and tutoring helping them keep up with the scheduling demands of away-game travel and coursework. Student-athletes were also a major consideration in our decision to acquire and renovate Pilots Pointe. We have also invested in a new baseball building along with a new soccer facility, which provides our teams with excellent facilities for training, meetings, and game preparation.

University support is one thing, but leadership from the Athletic Director and the staff is what brings everything together. This is why Lucas was 2018-19 Red River Athletics Conference AD of the Year and is in the running to be the 2020-21 recipient. He is also committed to finding new ways for LSUS to gain prominence on the national stage, such as his support of the new LSUS eSports team, led by head coach Matthew Parks, which allows our students to compete in a burgeoning but highly-competitive sporting culture. I encourage you to come watch the Pilots play. Our teams are champions, on and off the field of play, and they are the true embodiment of the term student-athlete.

Go Pilots!

DR. LARRY CLARK | CHANCELLOR, LOUISIANA STATE UNIVERSITY AT SHREVEPORT

BUSINESS FORUM ▼

Digital anthropologist and futurist Brian Solis shares how your company can thrive in a digital economy on BIZ Magazine's Business Forum July 14

Join us in July, when renowned digital anthropologist and futurist Brian Solis joins Business Forum USA. This webcast, hosted by best-selling author Jon Gordon, will broadcast at 11 a.m., Wednesday, July 14. Registration is free. Brian is the Global Innovation Evangelist at Salesforce and an eight-time bestselling author and international keynote speaker. Forbes has called him "one of the more creative and brilliant business minds of our time," ZDNet characterized him as "one of the 21st century business world's leading thinkers" and Read/

Write just named him a "Top Futurist Speaker." Over the past 20 years, Brian has dedicated his work to understanding the impact of Digital



SOLIS

Darwinism on businesses, markets and society.

His research explores innovation, digital transformation, experience design, the cognitive enterprise,

and technology's effects on human behavior.

He has a unique gift of humanizing these trends to make change and



innovation purposeful and inspiring to help leaders reimagine the future. His insights on the state and future of digital trends have made him a go-to resource among media and market experts. He has published over 60 research papers and also actively shares his work in industry-leading

publications including Forbes, ZDNet, CIO, eWeek, Fast Company, Adweek, and Singularity University.

The 21st Century Business Forum debuted in 2021, featuring a line-up of successful top executives, experts and global thought leaders to share ideas and insights as business executives, entrepreneurs, owners and managers navigate the new year ahead. It airs on the second Wednesday of each month, with Gordon interviewing guests in a Q&A format.

The 21st Century Business Forum is presented by BIZ Magazine and Bossier Chamber of Commerce. Registration is free; sign up at businessforumusa.com/northwestla.

Help (desperately) Wanted

Lack of available workforce causing difficulty with post-pandemic rebound

The American job market is in an interesting place for employers and employees, alike. One way to look at just where it stands involves reading data from the Bureau of Labor Statistics, which suggests that there is currently plenty of workers to go around- and they should all be desperate for work, any work, after a world-wide pandemic brought unemployment numbers to nearly 15 percent, the highest they'd been since this data began being collected in 1948.

Currently, the national unemployment rate is 6 percent. In Louisiana, unemployment rested at 7.3 percent in April 2021, down from 14.5 percent the same time the previous year, according to the Louisiana Workforce Commission.

Shreveport-Bossier is showing a current unemployment rate of 6.9 percent.

While these numbers tell one story, employers are telling another- they can't find help. This is particularly evident in the restaurant and other service industries, from big cities to small towns, where long wait lines and signs announcing "we are hiring" and "we are understaffed" abound.

"It's really dire out there," said Carole Bennett, the Director of Membership Development at the Greater Shreveport Chamber. "Especially for anyone in the restaurant, bar or hospitality industry. They are drowning."

Bennett said the Chamber hosted a job fair in April where more than 20 employers were on hand to take applications. Throughout the entire day, only 9 people applied.

"We've had restaurants call us and ask for the list of applicants and we just don't have one," she said.

Just one look at the social media sites of beloved local restaurants helps to paint the picture.

Tejas Kitchen Bar Patio in



BIZ. Magazine Photo

Ki' Mexico restaurant in Shreveport is one of many who are struggling to find workers amid a rebound in customers.

Towne Oak Square had to scale back their hours and cut out their Tuesday- Thursday lunch shift because they are so understaffed. The restaurant made that announcement on Facebook on June 16.

"Dearest Tejas fans!! Due to a severe shortage in staff, we are currently limited in the hours we can operate. We sincerely apologize for this unfortunate circumstance



BENNETT

and for any inconvenience this may cause. Thank you for your understanding," the post read, with an accompanying photo saying "We're Hiring!"

Ralph and Kacoos and Ki' Mexico are two other local restaurants who have taken to Facebook to look for employees. An Internet search for area restaurants that are hiring results in hundreds of listings.

Brandie Eckert, the Front Office Manager with Lotus Hospitality, a chain of hotels, said the hotel she manages had several openings that paid \$9-\$12, depending on experi-

ence. Those positions were open for around three months before being filled.

That pay rate is equal to or less than what someone would make with unemployment benefits plus the expanded unemployment insurance, and many economists and business leaders blame worker shortages on these added benefits. In Louisiana, the maximum amount a person can claim on unemployment insurance in one week is \$247, which is among the lowest unemployment pay in the country.

However, not everyone collecting unemployment got that amount.

A recent report by Step Up Louisiana found recipients were paid an average of \$180- \$210 a week in state benefits since March 2020.

Add to that a \$300 weekly supplement (that was part of the pandemic rescue plan), plus multiple stimulus payments, and these extra funds allowed many of the country's lowest wage-earners the chance to stay home and make more than they did before the pan-

demical put them out of work.

Even with things looking bleak, though, some companies do appear to be successfully hiring at high rates.

According to a jobs report released by the White House, the acceleration of jobs being filled in March was at the fastest pace since August of last year. The economy added 916,000 jobs in March.

However, after that initial surge, just 266,000 jobs were added in April, according to the U.S. Bureau of Labor Statistics. That total came in below expectations.

According to a monthly survey by the National Federation of Independent Business, 44 percent of small business owners have job openings they could not fill in April.

Jamie Wessler, Clinical Director/Midwife at the Shreveport Birth Center, said they have been wanting to hire a staff midwife for at least a year, but COVID complicated matters.

This position pays \$60,000-80,000 annually.

With so many open jobs, and

expanded benefits set to expire in September, it begs the question—why aren’t people filling these open positions?

Reviewing the Census Bureau’s Household Pulse Survey could provide some answers. Data shows that, nationally, many people were waiting until things were safer to return to work. According to the survey, when people vaccination rates increased, so did employment rates.

The survey also showed that kids being home, instead of in school, remained a major reason for adults not working. Based on several surveys, 6.3 million people were not working because they needed to care for a child..

Quite possibly the biggest factor, right now, is that employers just aren’t paying enough, especially in the restaurant and bar industry, which relies heavily on tips from patrons to pay employees.

There are several sectors and companies that thrived during the pandemic, and they often pay higher wages than restaurants do. Amazon added 500,000 employees in 2020, with wages starting at \$15 per hour. Companies like Walmart, Target and Whole Foods have been hiring, as well, with wages above, at or close to what Amazon offers.

And they’re not alone. Companies of very kind have been hiring and increasing wages, as well as offering other incentives to get people to apply. United Airlines, for example, bought a flight school and is offering scholarships to qualified candidates who sign on with them.

Margaritaville and Boomtown in Bossier City are offering a \$1,000 sign on bonus to anyone who signs on for a job in culinary.

To help fill the midwife position, the birth center “opened a short term residency to have qualified, chosen applicants come to work with us for four weeks each to see if it’s a good fit. We’re paying them a moderate flat rate to be here and are providing housing during their stay. We are also offering the higher end of salary among birth centers even though we live in a very low income/low cost of living community,” Wessler said

They currently have four applicants.

But even with so many openings and so many people hiring, there are still workers that are looking for jobs or have only just been hired,

despite searching for months. Robert Smith, 39, of Shreveport was a territory manager for the Garland Company, selling high-end roofing and waterproofing in the commercial market. He worked for Garland for six years before he was let go last year.

Smith contracted COVID in March 2020. “I ended up getting pneumonia and other complications leaving me unable to work for an extended amount of time. The company decided to give me an impractical sales goal as a reason for dismissal,” he said.

Smith drew unemployment for a few months, but he said that the pay was nowhere close to what he was making.

“I was a successful salesman and made great money and I only received the COVID pay for one week. As soon as I was let go the additional benefits were expiring,” he said.

Smith found a job in construction sales, but that is currently on hold until the logistics of what he can do in the position are feasible.

“Right now, I’m not being paid so it is much less than both what I was making and unemployment. I understand that it is very unlikely that I will have the opportunity to make the money I was making before the pandemic for at least three years,” he said.

The father of three said that while searching for employment, he received call backs at a rate of less than 5 percent of the positions he applied for.

“I worked to find work 8 hours a day, and at least 5 days a week, for roughly 10 months. I applied for any position that I would see that I was qualified for and rarely would hear from anyone, unless they were hiring for a contract salesperson, he said.

Karisca Wheeler, 32, of Shreveport was doing data entry for a payroll processing company last March. She’d been there a little over a year when the lockdown started.

“I was let go because I refused to go back to the office while COVID was still a thing with no vaccine. My mom got diagnosed with it the day I had to go back in the office,” she said.

She had a second job to get her through, and then she worked two jobs beginning in August. She is currently employed with another

company doing data entry. “I’m making more now than at the payroll company,” she said, but to get to that point, she had to put in many job applications. Like Smith, she didn’t hear back from many of them.

“There was a lot of silence. It’s really disheartening,” she said. Wheeler decided that retail and restaurant jobs were not worth the pay they offered, and Smith agreed. “They do not pay a livable wage.

It would have been fiscally irresponsible to take a job at a bar or restaurant because it would cost me more than I could make working there,” he said. “Paying for child-care for two children would cost me twice what I could make at a bar or restaurant.”

Smith also echoed what the Census Bureau’s Household Pulse Survey showed.

“The hours are unrealistic for anyone with a family. Working late into the night while still caring for two children and two grandparents is not something I can do anymore,” he said.

As for why her business has had a hard time filling its open midwife position, Wessler had some thoughts.

“Location is a big factor. Shreveport isn’t a big, well known city, and we only have one other midwife in the area. So, there isn’t a local applicant pool to choose from, and it’s a hard sell to get someone to want to relocate their entire family to the Northwest corner of Louisiana,” she said.

Change and growth may be slow for the area, but change and growth is happening. In the first four months of 2021 alone, Caddo Parish added 129 new businesses to its roster, according to the City of Shreveport.

In another big win, Amazon announced it is opening a multi-million dollar fulfillment center in Shreveport, creating 1,000 direct jobs and around 3,000 jobs in total related to the project. Completion of the facility is slated for some time in 2022.

And if you are still looking for a job, or needing to fill a position, the Greater Shreveport Chamber has launched a Job Bank that is utilized by chamber members to advertise their open positions. That can be accessed at business.shreveport-chamber.org/jobs.

—ANGEL ALBRING

BIZ BITS ▼

EDWARDS SIGNS LEGISLATION ENABLING SPORTS BETTING IN LOUISIANA

Louisiana Gov. John Bel Edwards signed legislation allowing sports betting after voters in 55 of the state’s 64 parishes cast ballots in favor of it in a referendum last fall.

The laws take effect July 1 with the expectation that everything will be in place by the time football season starts.

Louisiana becomes the 32nd state to permit wagering on sports.

The three pieces of legislation received a great deal of support from lawmakers. Senate Bill 247 passed 78-15 in the state Senate and 33-3 in the state House, while House Bill 142 passed unanimously in both chambers, 93-0 and 35-0. Those two bills put in place the process for casinos to apply for the necessary licenses, build sportsbook parlors on site for in-person gambling and work with contractors to allow for betting using smartphones or laptop computers.

Edwards three weeks ago signed House Bill 697 into law, which set up the taxing and fee structure. It passed the Senate 78-24 and the House 32-4.

The state’s 20 existing casinos, primarily on riverboats along the Mississippi and one in New Orleans, will need to pay \$250,000 to apply for a license. If approved, it will cost them an additional \$500,000 for a five-year license.

The bills also allow the Louisiana Lottery Corp. to place betting kiosks in bars and restaurants that serve alcohol. Those kiosks, along with betting from phones and computers, will only be allowed in the 55 parishes that approved the referendum.

Bets will be taxed at 10% placed at casinos and 15% for those done via phone or computer. The taxes will apply to money left over after winning bets are paid.

A quarter of the taxes Louisiana collects, up to \$20 million, will go to the state’s Early Childhood Education Fund. Another 12% will be split among the parishes that approved the referendum, and 2%, up to \$500,000, will go to the state’s Behavioral Health and Wellness Fund. Racetracks will get 2.5% to go toward prize money, and the rest will go into the state’s general fund.

—TED O’NEIL | THE CENTER SQUARE

Interim Airport Director lays out priorities for Shreveport airports

Interim Airport Director Stephanie Tucker laid out her four focus areas for the Shreveport Regional and Downtown Airports during the Shreveport Airport Authority June meeting that was held Thursday, June 17.

Tucker, who replaced the previous director of airports Wade Davis after he resigned the position May 27, was selected as interim director of airports by the Shreveport Airport Authority Board of Directors on June 4.

Tucker noted she was only on day nine of her tenure, but the self-described “aviation geek” wanted to communicate her vision to the public and be transparent.

She told the board her priorities are infrastructure, employee engagement, customer experience, and economic stability.

“None of these are more important than the others. The team and I

are going to work these together,” she pledged.

Tucker previously worked at New Orleans International Airport as a deputy city attorney and at Austin-Bergstrom International Airport as the manager of properties, new business development, and advertising, as well as a division manager overseeing multiple revenue generating entities.

When discussing her focus on infrastructure, Tucker said, “I walk the terminal, I see the torn seats. And, there are issues outside the terminal. We need to focus on what the short term and long-term fixes are.”

On her employee engagement focus area, Tucker pointed out she is the 12th airport director in 15 years.

“Wow. That’s a lot. (The employees) have been through a lot,” she said. “They are a professional, hard-working, lean team. They are what makes this airport great. If they’re

happy, my job is easy.”

When discussing the focus on customer experience, Tucker said the citizens of Shreveport and stakeholders are all their customers. She continued, “If you have happy customers, you have happy employees, board, and citizens. I want to make sure I’m reaching out to meet all of our stakeholders.”

Tucker said the economic stability focus area stemmed from Federal Aviation Agency’s requirements that Shreveport Airports be economically sustainable. She added that means driving revenue up because the airports are not funded by the city and do not receive tax dollars.

“We have to figure out how we increase non-aeronautical revenue, like concessions, and aeronautical revenue, which are the airlines. I’m receptive to new ideas and like to think outside the box,” Tucker said.

She did admit that the “elephant

in the room” that she has already been asked about during her short tenure is, “When is Southwest (Airlines) coming?” She said answer is not when, but how.

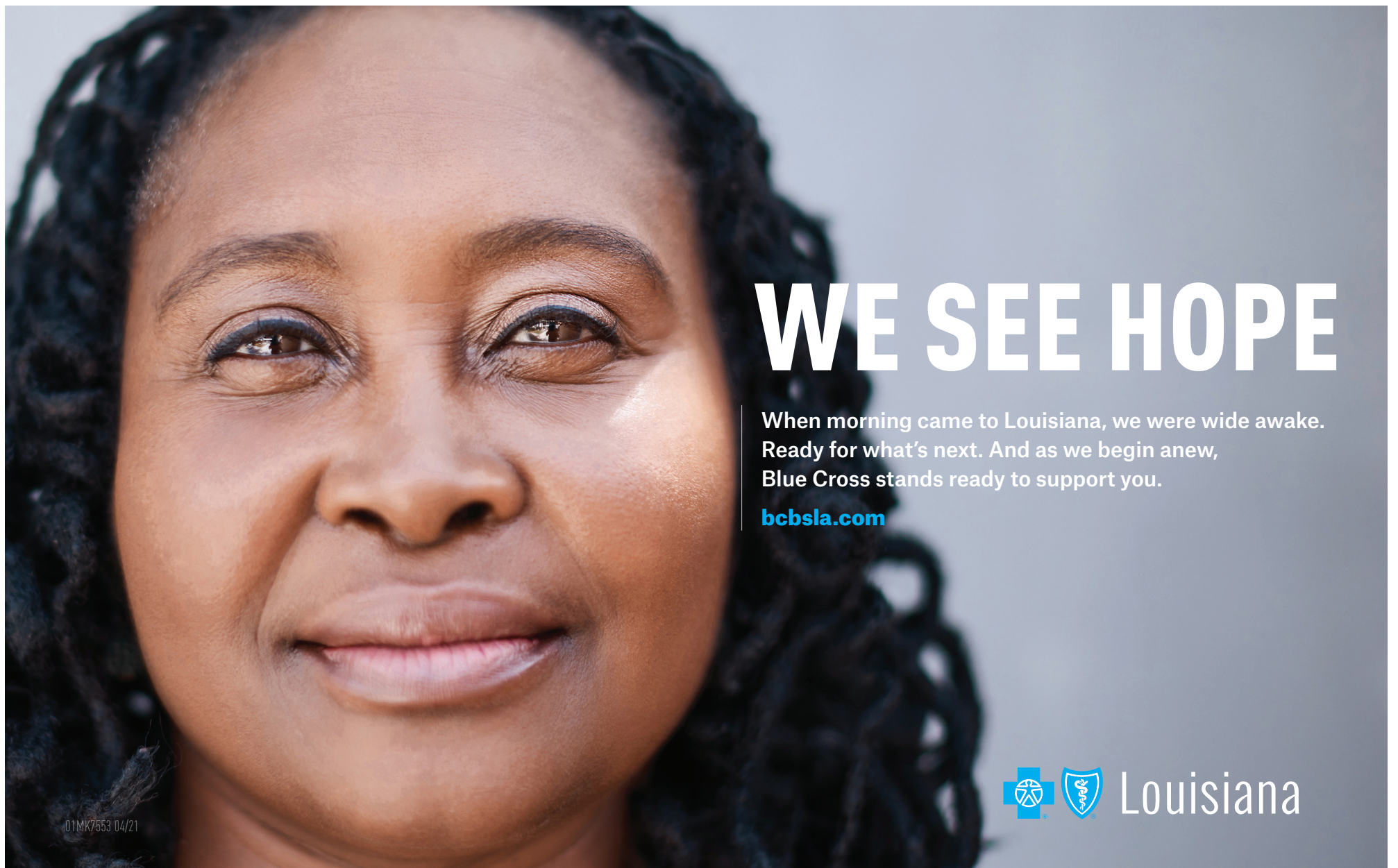
“(The answer) is easy — supply and demand. For new airlines to come and for our current airlines to expand, don’t wave at the airport as you drive over to Dallas,” Tucker said. “The short-term gain for a cheaper fare is the long-term opportunity Shreveport has lost. This is our hometown, this is our airport.”

She backed up her assertion by highlighting the growing traffic of 2021, but also explaining how it is down from the pre-pandemic 2019 numbers.

The airport had encouraging numbers with 1,300 passengers moving through the airports in early June. Year to date, total passenger air traffic is up 4% over 2020, but down 45% when compared to 2019.

“Last year has been a challenge, but we need to put it in the past and go forward,” Tucker said.


—BIZ. MAGAZINE



WE SEE HOPE

When morning came to Louisiana, we were wide awake. Ready for what’s next. And as we begin anew, Blue Cross stands ready to support you.

bcbsla.com

 Louisiana

BARKSDALE AIR FORCE BASE ▼

Congressman lauds funding for new BAFB gate

United States Representative Mike Johnson (LA-04) commended the introduction and subcommittee passage of House appropriations legislation which includes funding for construction of a new entrance gate to Barksdale Air Force Base.

“This is a monumental step forward in the process of securing funding for this crucial project, which will increase safety and efficiency of movement into and out of Barksdale,” Johnson said. “I will continue to fight tooth and nail on behalf of this project throughout every step of the coming legislative process.”

The House Appropriations Subcommittee on Military Construction, Veterans Affairs, and Related Agencies released and passed their annual legislation, which includes funding secured by Congressman Johnson for construction of a new entrance gate to Barksdale Air Force Base. The legislation will be considered next by the full House Appropriations Committee, then the



BIZ. Magazine File Photo

House of Representatives.

According to a press release, Johnson has long advocated for a new gate complex and entrance road at Barksdale. Earlier this year,

the Johnson submitted a \$36 million community project funding request for the project and at last week’s House Armed Service Committee hearing obtained confirmation from

top U.S. Air Force officials that the construction of the new gate remains a top priority.

“Will the Air Force commit to seeing this project through and to reaffirming to stakeholders that they can trust when the Air Force says it’s going to do something—that that promise will be kept?” Johnson asked.

Acting Air Force Secretary John Roth confirmed, saying, “Yes. We are committed to working with our partners here to make sure that the project happens.”

This project will dramatically increase safety and efficiency of movement into and out of the east side of Barksdale. It is a fully authorized project that will connect to a nearly-completed I-220 interchange and provide an additional entrance to the installation that is not encumbered by existing railroad and traffic constraints.

—BIZ. MAGAZINE

REGISTER
NOW
for FALL
2021

CLASSES BEGIN
AUGUST 19



BOSSIER
PARISH
COMMUNITY
COLLEGE

bpcc.edu



Bossier Parish Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate degrees, diplomas, and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Bossier Parish Community College. • Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices. • Coordinator for Section 504 and ADA: Angie Cao, Student and Disability Services Specialist - Disability Services, 6220 East Texas Street, Bossier City, LA 71111 - (318) 678-6511 - acao@bpcc.edu - 8:00 a.m.-4:30 p.m. M-F, excluding holidays and weekends. • Equity/Compliance Coordinator: Teri Bashara, Director of Human Resources - Human Resources Office, 6220 East Texas Street, Bossier City, LA 71111 - (318) 678-6056 - 8:00 a.m.-4:30 p.m. M-F, excluding holidays and weekends.

Shop Local



RED RIVER PRINT
print • mail • signs

POSTCARDS

Business Cards

BROCHURES

Invitations

Envelopes

POSTERS

Menus

HANG TAGS

RACK CARDS

FLYERS

Newsletters

FOLDERS

Magnets

Catalogs

PROGRAMS

Notepads



4716 VIKING DRIVE • BOSSIER CITY, LA 71111 • 318.868.3555

GREATER SHREVEPORT CHAMBER OF COMMERCE ▼

Shreveport Chamber Announces recipients of 2021 Minority Business Opportunity Awards

The Business Development Connection (BDC) of the Greater Shreveport Chamber honored outstanding business owners and professionals who are making a difference in our community at the Minority Business Opportunity Awards (MBOA) Dinner, presented by Willis Knighton Health System. The event was held on June 17, 2021, at Sam's Town Hotel & Casino.

Each year, BDC recognizes a diverse group of honorees who inspire us by showing that building a stronger business culture involves empowering growth, creating leadership opportunities, and developing robust community support. They have made a commitment to connect, grow personally and professionally, discover strategies for positive change, and develop new ideas for their business and employees. The recipients of each category were announced at the event on June 17.

"The range and diversity of our class of honorees speaks to the entrepreneurship and inspired leadership that are increasingly the hallmarks of our Shreveport-Bossier community," said Dr. Timothy Magner, President of the Greater Shreveport Chamber. "By celebrating these individuals and organizations, we not only lift them up for their own accomplishments but celebrate their resilience trailblazing leadership as an example to others in an especially challenging year."

Sam's Town Hotel & Casino was honored as the 2021 Business of the Year. Sam's Town Hotel & Casino is one of Shreveport's favorite gaming entertainment destinations. They operate a 30,000-square-foot casino with about 1,000 slot machines and 16 table games, a 514-room hotel, 3 restaurants and a convention center. The hotel and casino are a major tourism destination, attracting hundreds of thousands of visitors each year to downtown Shreveport.

Promoting diversity and inclusion has always been an important part of the Boyd Gaming and Sam's Town culture. The property is named after Sam Boyd, who was one of the first casino owners in Las Vegas to promote diversity and job opportunities



Courtesy Photo
Minority Business Award winners.

for all. Boyd Gaming was recently recognized as the highest-rated gaming company in Forbes magazine's list of America's Best Employers for Diversity and are proud to continue Sam's legacy to this day.

The Chamber also honored Roy Griggs with the Lifetime Achievement Award. Roy Griggs is CEO & Owner Operator of Griggs Enterprise, Inc. Growing up in rural Mississippi, Mr. Griggs rose from humble beginnings to own and operate 17 McDonalds across the Ark-La-Tex region. Throughout his career, his focus has been on driving results through collaboration, partnerships and relationships. Mr. Griggs continues to make contributions, not only within the Shreveport-Bossier community where he lives, but within the wider business and economic landscape of the Arklatex.

Mr. Griggs holds positions on numerous boards including an appointment by Governor John Bel Edwards to the Louisiana State Racing Commission, serving as President of The Port of Caddo Bossier Commission, President of the Boy Scouts of America/Norwela Council, as well as membership in Rotary Club, the Greater Shreveport Chamber, and the Shreveport-Bossier African American Chamber of Commerce. His philanthropic contributions in-

clude serving as Title Sponsor of the Shreveport Regional Arts Council, Mardi Gras Krewe of Harambee, and Chef Orlando Chatman Golf Tournament as well as supporting contributions to the Junior League, Committee of 100, and Sheriff's Safety Town, among others. In April of this year, a \$2 million dollar campaign was launched to establish the Roy Griggs School of Business at Southern University Shreveport.

In an effort to increase trans-

parency in the Shreveport Police Department and bridge the gap between the force and its citizens, Mr. Griggs founded The Concerned Business-People of Shreveport. This group raised \$200,000 which was presented to the City of Shreveport to purchase body cameras for the Shreveport Police Department.

During the COVID-19 pandemic, Mr. Griggs' McDonald's provided 1,150 meals to front line workers at LSU Oschner Medical Center, provided over 1,000 Be Our Guest cards to firefighters and EMS workers, and sponsored Coffee with a Cop held in Jefferson, Texas and Shreveport with both Police Chief's in attendance.

Roy's robust energy drives him to serve the community with a passion as he continues to make a transformative impact on the lives of others.

Since its founding in 1910, the mission of the Greater Shreveport Chamber has been to promote economic prosperity, serve as a business advocate, and celebrate the achievements of the Shreveport-Bossier region. With over 1400 members, the GSCC is designated as a 5-Star Accredited Chamber by the US Chamber of Commerce, one of less than 2% of Chambers across the country honored with this distinction.

— SPECIAL TO BIZ. MAGAZINE

THE RECIPIENTS ▼

TOP BUSINESS PROFESSIONAL OF THE YEAR

Valarie Jamison, Parish of Caddo

EMERGING BUSINESS OF THE YEAR

Paul Anthony Pratt, Paul Pratt All-state Agency

SMALL BUSINESS OWNER OF THE YEAR

Dana Jeter Williams, Jeter Therapy Group

NON-PROFIT PROFESSIONAL OF THE YEAR

Verni Wright Howard, Providence House

BUSINESS OF THE YEAR

Sam's Town Hotel and Casino

LIFETIME ACHIEVEMENT AWARD

Roy Griggs, CEO & Owner Operator of Griggs Enterprise

LEADERBOARD ▼

BOSSIER’S CITIZENS NATIONAL BANK TO OPEN IN NEW ORLEANS REGION

Veteran banking executive James Hudson, who founded and led Omni Bank for 23 years, will open Citizens National Bank’s first south Louisiana branch this fall as its president of the New Orleans region.

Citizens National Bank is a 36-year old banking partner based in Bossier City with branches throughout Northwest Louisiana. The bank, with over \$1.3 billion in assets, is led by President and CEO Jason D. Smith. The New Orleans region branch is expected to open this fall in Metairie. In the meantime, Hudson is assembling a staff to serve the area.

“We are excited to have Jim Hudson join our bank as market president and to add him to our management team. He is a highly respected professional in our industry with an impressive command of a community bank’s role in helping grow small and mid-sized businesses,” said Smith. “Jim has a

long and stellar history in the New Orleans region where he mastered relationship banking and actively advanced business interests in South Louisiana. He is an asset to his community and our bank.”

Since its founding, Citizens National Bank has been focused on helping small and medium sized businesses achieve their goals while working with business owners to realize their dreams. Also a leader in construction and development lending, Citizens has financed the construction of thousands of homes and millions of square feet of commercial real estate across Louisiana. Most recently, Citizens was recognized as a statewide leader in funding loans under the SBA Paycheck Protection Program.

Omni Bank was sold in October of 2015 to IberiaBank (now First Horizon). At the time of the sale, Hudson had grown the bank he founded to just under \$1 billion in assets with branches throughout Metairie, the Northshore, the French Quarter, and the River Parishes. Upon selling Omni, Hudson was named Executive Vice President and Chairman of Southeast Region-Louisiana of Iberia Bank, and

he helped the bank expand throughout the New Orleans market.

“The story of Citizens closely mirrors that of Omni. I admire the leadership of the bank and its mission to build a better community one relationship at a time. I know that business leaders will appreciate the personal attentiveness of Citizens, and I look forward to building a team of banking professionals who can accelerate the growth of those we serve,” said Hudson.

HOME FEDERAL BANK ANNOUNCES NEW LOCATION

Home Federal Bank (“HFB”), the wholly-owned subsidiary of Home Federal Bancorp, Inc. of Louisiana (NASDAQ: HFBL), today announced plans to break ground on a new location in West Shreveport. The new Huntington branch will be located at 6903 Pines Road, just south of I-20.

The new Pines Road location is part of Home Federal Bank’s aggressive expansion plan that began in 2009. HFB’s ninth location will provide this community with a local banking option

that has been missing for decades. This branch will be HFB’s new concept of a “micro branch” that will deliver full service banking to individuals and businesses but with a smaller footprint. These services include consumer and commercial lending, mortgage loans, and a variety of deposit accounts provided by a specialized team of community bankers. HFB’s Huntington branch will include safe deposit boxes, a 24-hour ATM, drive-through teller windows, onsite parking, and that same friendly customer service and local feel for which Home Federal Bank is known.

“As large national and regional banks decide to leave this community underserved, HFB wants to invest in Huntington and bring local banking to our entire community of Shreveport & Bossier City. This area offers a large population base living within a close proximity to the new branch with thriving homes, businesses, schools, and churches,” said Jim Barlow, Chairman, President and CEO of Home Federal Bank. “We see huge potential for Huntington and are excited to bring HFB products and services to this area because I truly believe that HFB is, A Better Way!”



A good neighbor has your back.

Kary Landry, Agent
2802 Old Minden Road
Bossier City, LA 71112
Bus: 318-747-7676
kary.landry.j488@statefarm.com

Life’s a combination of good days and bad. I have your back for both. And who has my back? The company more people have trusted for 90 years. I’m here to help life go right.™
CALL ME TODAY.



1606039 State Farm
Bloomington, IL



BOM

Switch Kit

VISIT BOFM.COM TO MAKE THE SWITCH TODAY!





LEVEL-UP

With **ANECA**
FEDERAL

DEBIT REWARDS

We pay you back on what you spend

LOWER LOAN RATES

You pay less on what you borrow

HIGHER CD RATES

You earn more on what you save

ANECA.org/LevelUp

ANECA

FEDERAL

We're Different that Way.

Not a Member? -Not a Problem!

JOIN TODAY!*

318.698.6000

SHREVEPORT

4361 Youree Dr | 71105

BOSSIER

2650 Benton Rd | 71111

ANECA.org

*If you live, work, or worship in Caddo, Bossier, or Desoto Parishes you can join ANECA. Other restrictions may apply. Federally insured by NCUA.

EARN YOUR DEGREE ON YOUR TIME!

\$192

**CREDIT
HOUR**

ACTIVE DUTY • RESERVISTS • RETIREES • DEPENDENTS



ON-CAMPUS • ONLINE • NSU.LA/MILITARY

BUSINESS INTERACTIONS ▼

Get out of meeting 'hell'



HAYNES

We have all been there – meetings from hell. We know the signs – fighting drowsiness, fidgeting, yawning, reading phone messages, doodling, and of course, the facepalm. Many meetings are undeniably miserable. When meetings are run poorly, they are a waste of time and an energy drainer. Meetings shouldn't be that way.

Draining energy from employees and wasting everyone's time is expensive. If eight people at an average hourly rate of \$24 are in a weekly two-hour meeting that provides little to no benefit, the simple cost is \$19,968 per year. Add in the time to re-energize and be productive back at one's desk and the annual cost rises to ... who knows. That is a calculation for only eight people for one meeting per week. Consider how many meetings occur at your office. The wasted expense in human time and productivity becomes huge!

Here are meeting guides to follow.

PURPOSE – There should be a necessary and

specific purpose for the meeting that cannot be handled efficiently via e-mail or other communications.

■ **ATTENDEES** – Once you have a valid reason to stop productivity and bring people to a meeting, invite only those whose presence is necessary to solve or contribute to the purpose.

■ **AGENDA** – Prepare an agenda that includes why, what, when, where, who, purpose, and expected outcome. Determine the time required. Send the agenda with the meeting invite to the attendees. If the agenda is not sent in plenty of time, people cannot arrive prepared.

■ **PREPARED** – Lack of preparation is the same as being late; it indicates a lack of respect and consideration for your co-workers, job, managers, and the company. All participants must be prepared.

■ **BE EARLY** – Meetings must start on time and end on time. Everyone should be there a few minutes early to get situated. Arriving late to a meeting is rude. Tardiness indicates you have no respect or consideration for other people or their time.

■ **FOCUSED** – Stick to the agenda. Discussion

should be relevant to the purpose of the meeting. Side topics should be tabled for another time. Stay out of the weeds. Tending to the weeds should have been handled by attendees prior to the meeting.

■ **FINISH** – Close the meeting on time. If more time is needed, schedule another date. Again, dragging a meeting past the appointed time indicates a lack of respect and consideration for other people and their time.

Why do we tolerate it? If the boss is the one leading the meeting from hell, we often feel we can't do anything about it. Wrong! No matter what your title is, you have a responsibility to your co-workers and the company to be productive and manage your time well. We all need a little more time in our days! Find a respectful and kind way to share the facts with the offending meeting leader. Offer to help. Although we don't play Monopoly in business meetings, consider this your "get out of hell free" card.

TERI HAYNES | BUSINESS INTERACTIONS, LLC | IMPROVING HUMAN INTERACTIONS IN BUSINESS

ENTRELEADERSHIP ▼

Rising above some of the most common small business challenges



RAMSEY

What are some of the biggest challenges small business owners face? Money? Time? If you asked the CEO of a Fortune 500 company, they'd probably say they face those concerns, too. But the truth is this: Small businesses face obstacles daily that don't usually plague big companies.

Don't worry, you can still help your organization thrive if you address these challenges in a proactive way:

Lack of direction

A well-known passage in Proverbs tells us that without a vision, the people perish. The same is true for your business.

You must decide your company's long-term strategic priorities, and set goals to get there. Take time to evaluate those priorities and goals at least once a quarter, and adjust as necessary.

Lack of knowledge and skills

Even the very best leaders have strengths and weaknesses. A smart leader understands this, and does something about it. Recognize your weak areas, and find additional training to improve yourself.

Hiring the right team members

Every hire matters. Period. That's why you need to invest significant time up front, and take the interview process seriously and slowly.

Create a list of the must-haves, and don't settle

for anything less. Wait for the person who's the perfect fit, then set them up for success by training them very well.

Too much information!

Not all sources of information are created equal. And today, some aren't even accurate. The first article you read on a topic could be the result of marketing manipulation.

Don't trust every popular article or emerging trend. Ask trusted peers and mentors which information sources they trust. Try them out, and stick with ones that have proven, factual track records.

A refusal to innovate

Sometimes you need to break what's not broken and create something completely new. Taking your business to the next level may depend on your willingness to change the status quo.

Be willing to try different approaches and take calculated risks. Move into spaces where others won't go. You may need to sacrifice good so you can work toward great.

Burn out

The owner of a small business is often the CEO, accountant, salesperson, marketer, and copy writer. But running yourself into the ground will also run your business into the ground.

Neglecting personal needs is not an option. Get regular exercise, and pursue outside interests completely unrelated to your work. Set aside time for family, too.

Finding and retaining clients

Building your customer base is one of the most

challenging aspects of a small business. It's hard to compete with bigger companies, but that doesn't mean you can't win against the big guys.

You're in the perfect place to offer one thing huge corporations usually don't: outstanding customer service. Give clients an over-the-top, professional experience, and you'll cultivate a loyal following. Remember, it's all about building relationships.

Don't rely on just one

A big client can provide a positive emotional impact—and a huge revenue stream—when your company is in its infancy. But sooner or later, that stream will dry up. Don't build your budget around one client. That means getting the word out.

In today's world, a social media presence is a must. On the flip side, networking is just as important. Face-to-face encounters outperform pictures on Instagram 99% of the time. Balance the two, and you'll be unstoppable!

LEADERSHIP AND SMALL BUSINESS EXPERT
DAVE RAMSEY IS CEO OF RAMSEY SOLUTIONS.
HE HAS AUTHORED NUMEROUS BEST-SELLING
BOOKS, INCLUDING ENTRELEADERSHIP. THE
RAMSEY SHOW IS HEARD BY 18 MILLION
LISTENERS EACH WEEK ON MORE THAN 600
RADIO STATIONS AND MULTIPLE DIGITAL
PLATFORMS.



Bossier
Chamber
of Commerce

Presents

21ST CENTURY

BUSINESS FORUM

Join Jon Gordon as he hosts this monthly webcast featuring America's top business minds and thought leaders.

BE OUR GUEST. REGISTER FREE.

Go to: businessforumusa.com/northwestla

The Novel Economy: Thriving in a Digital Environment



BRIAN SOLIS

This eight-time bestselling author and international keynote speaker is a world-renowned digital anthropologist and futurist who serves as the Global Innovation Evangelist at Salesforce. Forbes described him as "one of the more creative and brilliant business minds of our time." ZDNet labeled him "one of the 21st century business world's leading thinkers" and he was recently named a "Top Futurist Speaker" by Read/Write.

JULY 14
11 A.M.

THANKS TO OUR SPONSORS



NEWS

BIZ.

DAILY REPORT

ON YOUR TIME

EMAILED EVERY M-F AT 10 AM

[BIZMAGSB.COM/
DAILYREPORT](http://BIZMAGSB.COM/DAILYREPORT)