

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

~ STATE OF LOUISIANA  
LOUISIANA SMALL BUSINESS ENTREPRENEURSHIP  
COUNSEL  
BOARD OF DIRECTORS

The attached minutes are for the  
Louisiana Small Business Entrepreneurship  
Counsel and was taken via ZOOM on February  
22, 2022.

TORI G. PERRET-CERTIFIED COURT REPORTER

1       **APPEARANCES :**

2                               EJ KRAMPE-CHAIRMAN

3                   IAM TUCKER-VICE PRESIDENT

4                               LEANNA TOUPS-BENNETT

5                               SONIA CHRISTOPHE

6                               PATRICK BELL

7                   STEPHANIE HARTMAN

8                               ALLISON CLARKE

9                               TATIANA BRUCE

10                   BRYAN GREENWOOD

11                              MANDI MITCHELL

12                              BRENDA GUESS

13                              ALTA BAKER

14                   ANGELICA RIVERA

15                              E. RENE SOULE

16                   KENNETH ANDERSON

17                              COURTNEY DAVIS

18                              VINCE HAYWORTH

19                              CASSIE FELDER

20                              DON PIERSON

21                              PAT WITTY

22                   CHRISTOPHER CASSAGNE

23

24

25

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

**INDEX :**

EXHIBITS : NONE

REPORTER'S PAGE : 74

REPORTER'S CERTIFICATE : 76

1 PROCEEDINGS:

2 MS. HARTMAN:

3 I thank you all for joining us this  
4 morning. I will go ahead and open this up  
5 for this meeting of the Louisiana Small  
6 Business Entrepreneurship Counsel. Because  
7 we are a public body meeting virtually, I  
8 will begin with reading the certified  
9 indicating the authority by state law for us  
10 to meet virtually via ZOOM.

11 In accordance with Louisiana Revised  
12 Statute 42:17.1 and they're currently being  
13 in effect of public health emergency as  
14 declared by Governor John Bel Edwards,  
15 executive proclamation 25JBE 2022, issued on  
16 March 11, 2020, in response to the threat  
17 posed by COVID-19, which remains in effect  
18 pursuant to executive proclamation 18JBE  
19 2022, issued on February 15, 2022, which  
20 declared that a state-wide public health  
21 emergency continues to exist and which  
22 remains in effect from Wednesday, February  
23 16, 2022 to Wednesday, March 16, 2022, or as  
24 extended by any subsequent proclamation  
25 unless terminated sooner, this notice shall

1     serve as certification by the presiding  
2     officer of the Louisiana Small Business  
3     Entrepreneurship Counsel Stephanie Hartman,  
4     LED Director of Small Business Services and  
5     Chairman Edward, EJ, Krampe, that declares  
6     state of public emergency exist through  
7     March 16, 2022 in response to the threat  
8     posed by COVID-19 as reflected in executive  
9     proclamation 18JBE 2022, issued on February  
10    15, 2022, an in-person meeting of the LSBEC  
11    conducted in accordance would, otherwise,  
12    ordinary provisions of the Louisiana open  
13    meetings law would be detrimental to the  
14    health, safety and well-fair of the public,  
15    the agenda of the meeting to be held on the  
16    22<sup>nd</sup> day of February 2022 meets one or more  
17    of the provisions of Revised Statute  
18    42:17.1. Considering the foregoing and  
19    pursuant to Louisiana Revised Statute  
20    42:17.1, the Louisiana Small Business  
21    Entrepreneurship Counsel Meeting on February  
22    22, 2022 at 10 A.M. will be held via video  
23    conference in a manner that allows for  
24    observation and input by members of the  
25    public as set forth in the notice of such

1 meeting posed here with.

2 For any of the members of the public  
3 that are watching our meeting, questions or  
4 comments may be submitted by email to  
5 [soniachristophe2@la.gov](mailto:soniachristophe2@la.gov) as noted in the  
6 meeting posting and agenda, and now I would  
7 like to pass it over to Mr. Chairman to call  
8 our meeting to order.

9 MR. KRAMPE:

10 Good morning, everyone. I hope you are  
11 all doing well. I hope your families are  
12 doing well. We have lots of good news to  
13 cover today, and I don't want to steal  
14 anybody's thunder, so I will call the  
15 meeting to order, and I will turn it back  
16 over to Stephanie. Thank you.

17 MS. HARTMAN:

18 Thank you, Mr. Krampe. Do we have a  
19 motion to call to order?

20 MR. RIVERA:

21 Motion. Angelica.

22 MR. PIERSON:

23 Pierson. Second.

24 MS. HARTMAN:

25 Thank you very much. And, I will pass

1 it over, now, to Ms. Sonia Christophe to go  
2 through the role call for the counsel.

3 MS. CHRISTOPHE:

4 Good morning. Stephanie Hartman.

5 MS. HARTMAN:

6 Present.

7 MS. CHRISTOPHE:

8 Allison Clarke. Felicia Garret. Bryan  
9 Greenwood.

10 MR. GREENWOOD:

11 Present.

12 MS. CHRISTOPHE:

13 Kenny Anderson.

14 MR. ANDERSON:

15 Present.

16 MS. CHRISTOPHE:

17 John Edwin. EJ Krampe.

18 MR. KRAMPE:

19 I am here. Thank you.

20 MS. CHRISTOPHE:

21 Courtney Davis.

22 MS. DAVIS:

23 Present.

24 MS. CHRISTOPHE:

25 Cassie Felder. Alta Baker.

1 MS. BAKER:  
2 Present.  
3 MS. CHRISTOPHE:  
4 Gazelle Goodly. Vince Hayworth.  
5 MR. HAYWORTH:  
6 Present.  
7 MS. CHRISTOPHE:  
8 Angelica Rivera.  
9 MS. RIVERA:  
10 Present.  
11 MS. CHRISTOPHE:  
12 Mr. Rene Soul.  
13 MR. SOUL:  
14 Present.  
15 MS. CHRISTOPHE:  
16 Iam Tucker.  
17 MS. TUCKER:  
18 Present.  
19 MS. CHRISTOPHE:  
20 Thank you.  
21 MS. HARTMAN:  
22 Thank you. And, we have a couple of  
23 members that, I think, weren't able to come  
24 off of mute. So, I would like to, at this  
25 time, I am going to pass it over to a



1 familiar face. I'm sure everyone has  
2 noticed that I am Stephanie Hartman,  
3 Director of Small Business Services and new  
4 designee for the Small Business  
5 Entrepreneurship Counsel on behalf of the  
6 secretary. We have the secretary here with  
7 us to speak and give some updates on behalf  
8 of the LAD, but before we do that, I want to  
9 welcome back Ms. Mandi Mitchell, and give  
10 her the opportunity to give a few words and  
11 address to the group and welcome back a  
12 familiar face to all of us that,  
13 unfortunately, haven't been seeing quite as  
14 much lately, but we are happy to have her  
15 here today.

16 MS. MITCHELL:

17 Good morning, everyone. Thank you for  
18 having me, Stephanie. It is a great  
19 opportunity for me to listen in to today's  
20 meeting because one of the things I am  
21 focusing on in my new role as president, CEO  
22 of Laffy Economic Development is adding to  
23 the work that we do here, Small Business  
24 Services. Historically, the organization  
25 that I now lead had focused more on the

1 business petition expansion, business  
2 recruitment, work force development and a  
3 number of other areas, including  
4 entrepreneurship, but I would like to expand  
5 our focus to include Small Business  
6 Services, so I look forward to just  
7 continuing to learn from you all. I do miss  
8 all of my team members at LED. Secretary  
9 Pierson has been a strong, strong coach and  
10 mentor and support throughout my years at  
11 the department, as has, a number of others.  
12 So, it is a pleasure to see everybody today,  
13 and I don't want to steal anybody else's  
14 thunder, but I also want to say we have  
15 another VIP in our midst, Mr. Bryan  
16 Greenwood, who would, now, lead the State's  
17 -- Louisiana Small Business's Development  
18 Center. So, I don't know if I stole  
19 someone's thunder, but I did want to say  
20 congratulations to our friend of a very long  
21 time, who now has a very important impactful  
22 role. So, thanks for the time, Stephanie.  
23 It is great to see everyone, and I will be  
24 here listening and taking notes.  
25 MS. HARTMAN:

1           Thank you so much, Mandi, and certainly  
2 mutual. We miss you as well but excited to  
3 be working with you in Lafayette. I will  
4 now pass the floor over to Secretary Don  
5 Pierson.

6 MR. PIERSON:

7           I will try to be brief but there is just  
8 so much good ground to cover, and I know a  
9 lot of important work that the counsel is  
10 going to undertake today. So, I will try to  
11 be as brief as possible. Great to see  
12 Mandi. Great to see that she's not  
13 committed any major faux pas and is still  
14 gainfully employed there, but more  
15 importantly that she is recognizing, as she  
16 does a swat analysis of the organization,  
17 that maybe there is some small business and  
18 entrepreneurship augmentation and build up  
19 that she can bring to the table with a set  
20 of fresh eyes, and what a great moment to be  
21 making an observation and getting everybody  
22 ready, because as you know, one of the  
23 exciting elements that is headed our way is  
24 the State's Small Business Credit Initiative  
25 that we've been doing a lot of work with,

1 and that is going to power a lot of  
2 entrepreneurship opportunities throughout  
3 the state and for us, Brenda Guess, our new  
4 assistant secretary is leading that program  
5 and if you haven't subscribed to the Small  
6 Business State Credit -- State's Small  
7 Business Credit Initiative, we are doing  
8 stakeholder updates. So, just send a note  
9 over and will add you to that list. We  
10 can't do it automatically because that would  
11 be considered spamming you and the law  
12 prohibits that. So, SSBCI, and a very  
13 important program that is going to bring  
14 more than 74 million dollars to the state  
15 that we will be able to push out through  
16 micro-lending programs, through collateral  
17 security programs, new investments and  
18 venture capital, and augmentation of the  
19 loan guarantee program, among the things  
20 that we can do. We've got some road shows  
21 out there around the state right now with  
22 Josh Flegg and Tedia (inaudible)  
23 participated in those. So, we are trying to  
24 make sure everyone's got great input and  
25 line of sight in that very important

1 initiative. I am pleased to introduce  
2 another new person here at LED. I am  
3 telling folks that when Mandi Mitchell left,  
4 that it required that I hire two people to  
5 replace her, one being assistant secretary  
6 Brenda Guess, but our legislative affairs  
7 and director will report on Monday. That is  
8 Marquesha Judson, and I'm instructed LED to  
9 welcome her on board. And so, we will have  
10 important initiatives relating to  
11 entrepreneurships, small business, quality  
12 jobs program that will be important to us in  
13 the upcoming legislative session, and those  
14 will be managed by Marquesha.

15 For the calendars, please, save two  
16 important dates for me. 5 April here in  
17 Baton Rouge will be conducted the Small  
18 Business Summit for a state-wide  
19 opportunity, working in partnership with the  
20 chambers of commerce and the economic  
21 development organization, and everybody that  
22 we can speak out to to come in. There will  
23 be a real emphasis on connecting businesses  
24 to the purchasing opportunities for products  
25 and services of the state, of local

1 governments -- of all the agencies of the  
2 state is what I should say. So, whether it  
3 is DOTD or Department of Natural Resources  
4 or LAD, all will have booths at this trade  
5 show and have the opportunity to approach  
6 and understand better how they can connect  
7 their small business with the purchasing  
8 power of these major accounts, largely  
9 through Hudson Initiative and other  
10 opportunities there, and what we decided was  
11 -- with the travel to Baton Rouge from  
12 Shreveport or Monroe or other locations for  
13 this 5 April event, during sessions, so some  
14 of the organizations will be able to  
15 interface with their elected officials while  
16 they are here.

17 On the following day, on 6 April at 9:00  
18 here at LAD headquarters, the La Salle  
19 building in Baton Rouge, we are going to  
20 conduct an update and overview of all of  
21 LAD. Shorthand, we call LAD 101, but in the  
22 past we have done some LAD 101's that were,  
23 maybe, just a standard template, but we are  
24 really going to flesh this out a little bit  
25 more. Why? Because, we've got some new

1 programs like SSBCI to talk about, and we've  
2 got new personnel onboard that we want to  
3 introduce.

4 And so, for those who are stakeholders  
5 that interface with our department to get a  
6 better understanding of the entire portfolio  
7 of all the things that LAD does and here  
8 directly from section leaders across the  
9 board, here from Brenda on SSBCI, here from  
10 Paul Helton on fast start, et cetera, et  
11 cetera, we are going to have this  
12 opportunity at no cost, and we will,  
13 probably, run from about 9 until noon on the  
14 6<sup>th</sup> of April here at the La Salle building.

15 Also, I just want to shout out to Bryan,  
16 and I got to see him a little earlier this  
17 week, along with his boss, the administrator  
18 of the SBA, Isabella Gooseman, who had come  
19 to Louisiana, and what a fantastic  
20 opportunity, allow stakeholders across the  
21 state to really voice their concerns or  
22 speak to their ideas and very open and  
23 transparent and dialog with her, and she is  
24 a very impressive executive, as you might  
25 expect, but with a strong relationship to

1 Louisiana. That is also backed up by the  
2 Southeast Regional Representative now,  
3 former elected official from Louisiana Ted  
4 James. I think he is speaking at the  
5 Hispanic chamber luncheon today.

6 So, a lot going on in this very robust  
7 lane. We are happy that it is robust.  
8 We've worked for quite some time to bring it  
9 along to this point. Also, will mention to  
10 you that on, I believe it is, 21 April there  
11 will be a hosting of Louisiana Spotlight.  
12 That's the mid-size business, the growth  
13 network that we have that will be featured,  
14 and I think there may be some special  
15 recognition of LAD at that event as well.

16 So, I don't want to take up too much of  
17 Stephanie's thunder. I am really proud of  
18 the organization here at LAD that supports  
19 Small Business and Entrepreneurship across  
20 the state, and also thank you for your time  
21 in participation on the counsel. The ideas  
22 that you bring and the voice that you have,  
23 and then what you learn from us and are able  
24 to share with your stakeholders and in your  
25 communities just helps us get a lot better



1 coverage, and we all advance together. So,  
2 I can go on, but again, we've got important  
3 work here today. I appreciate the  
4 opportunity to visit with you.

5 MS. HARTMAN:

6 Thank you so much, Mr. Secretary. I see  
7 we have a question from Mr. Hayworth about  
8 the numbers for the April 5<sup>th</sup> summit. We are  
9 planning for an attendance around 400 and  
10 shooting for that for that April 5<sup>th</sup> summit,  
11 and Tatiana Bruce is going to be giving an  
12 update later in the meeting on small  
13 business services and those events. So, she  
14 will have some more details on that later in  
15 the meeting as well.

16 Any comments or questions before we move  
17 onto the next agenda item? Okay. Thank  
18 you, again, Mr. Secretary. We will move,  
19 now, onto the adoption of minutes. So, I  
20 would like to ask for a motion to adopt  
21 minutes September 21, 2021 meeting that was  
22 disrupted?

23 MS. TUCKER:

24 I am Tucker. So move.

25 MR. SOULE:

1 Rene Soule. Second.

2 MS. HARTMAN:

3 All those in favor?

4 EVERYONE:

5 I.

6 MS. HARTMAN:

7 Any oppositions or corrections needed to  
8 the minutes? Okay. The "I" have it. The  
9 minutes have been adopted. And so, I will  
10 move, next, to the next agenda item, which  
11 is this being our first annual meeting for  
12 2022. We do need to, according to our  
13 bylaws, elect a chair and co-chair. We've  
14 spoken to those individuals who served as  
15 chair and co-chair last year, and both  
16 indicated a willingness to continue in those  
17 roles. So, I would like to ask for any  
18 motions to nominate Mr. EJ Krampe to serve  
19 as chair of LSBC.

20 MR. GREENWOOD:

21 I will nominate. Bryan.

22 MR. ANDERSON:

23 I will second that. Kenny.

24 MS. HARTMAN:

25 Thank you. Any other nominations for

1 chair for 2022? Hearing none. Nominations  
2 for chair have been closed and we have one  
3 nominee, Mr. Krampe. Congratulations and  
4 thank you. Mr. Krampe will serve, again, as  
5 the chair for 2022.

6 Moving onto vice chair. Again, Ms. Iam  
7 Tucker has indicated a willingness to  
8 continue to serve. Do we have any motions  
9 to nominate Mr. Tucker or any other nominee  
10 for vice chair.

11 MR. SOULE:

12 Rene Soule for Iam Tucker.

13 MS. RIVERA:

14 Second. Angelica.

15 MS. HARTMAN:

16 Thank you. Any other nominees? All  
17 right. Hearing none. Ms. Tucker has been  
18 re-elected as our vice chair. Thank you,  
19 Iam. And, for 2022 we have chairman, Mr. EJ  
20 Krampe and our vice chair, Ms. Iam Tucker.  
21 Thank you both, again.

22 So, moving right along. I am going to  
23 try to be brief with our next agenda item,  
24 because we have Mr. Patrick Bell with us  
25 today, who has some valuable information to

1 share from the Department of Insurance, but  
2 last week we disputed a draft to the counsel  
3 of the 2022 LSBCE report that is to be  
4 submitted to the counsel by the legislature  
5 each year. This draft that we sent includes  
6 updated information on small business  
7 demographics, resources around the state for  
8 small business, as well as, LAD Small  
9 Business resources and LAD incentives, and  
10 also a section that includes the  
11 recommendations from the LSBEC.

12 We kept the additions to the  
13 recommendations that were included in the  
14 2021 report, and expanded the access to  
15 capital recommendations to include the  
16 counsel's input related to the state's audit  
17 as credit initiative discussed at the  
18 September 21<sup>st</sup> meeting. So, the report needs  
19 to be accepted in meeting by the counsel.  
20 So, if we do have any edits, we need to call  
21 an additional meeting or have a late  
22 submission or include that in the next  
23 quarterly meeting and have that submission  
24 be late, but I do want to ask at this time,  
25 are there any motions to accept or edit the

1 report or any notes? Any comments or  
2 questions from the counsel before motions to  
3 accept or edit?

4 MR. HAYWORTH:

5 No. But, do you need a motion to  
6 accept?

7 MS. HARTMAN:

8 Yes.

9 MR. HAYWORTH:

10 I misunderstand that. I will.

11 MS. HARTMAN:

12 I'm sorry.

13 MR. GREENWOOD:

14 I will second that.

15 MS. HARTMAN:

16 Okay. We have a second to accept the  
17 draft and make that the final report for the  
18 Small Business and Entrepreneurship counsel  
19 to submit to the legislature. I thank you  
20 all, and I will redistribute that as final  
21 to all of you before we send it to the  
22 legislature.

23 All right. So, moving quickly to our  
24 next agenda item, I want to welcome our  
25 guest, Mr. Patrick Bell, who is the

1 Assistant Commissioner Division of Diversity  
2 and Opportunity for the Louisiana Department  
3 of Insurance, who is here to speak to the  
4 counsel and discuss questions related to  
5 insurance as it impacts small business. So,  
6 Mr. Bell, I will pass it over to you, and  
7 you should have the ability to share your  
8 screen, if you would like to share any  
9 slides as you go through your presentation  
10 and discussion.

11 MR. BELL:

12 Yes, sure thing. Good morning,  
13 everyone. I appreciate the opportunity to  
14 be able to share this information with you.  
15 I think it is important for us to provide  
16 this information to small businesses, and to  
17 give you a little quick history about this  
18 presentation is that through my working  
19 career, working for a congressman, a member  
20 of the Louisiana Congressional Delegation  
21 and having tour areas following numerous  
22 hurricanes in our congressional district,  
23 which was the third congressional district  
24 at that time. When I transferred from there  
25 to working in banking, I saw some of the

1 same things occurring, and what was the  
2 reoccurring thing was that so many business  
3 owners would tell me that they didn't have  
4 enough insurance, or they didn't have the  
5 right insurance, and I say whenever I would  
6 have the opportunity, I would like to create  
7 a presentation to share with business owners  
8 or what would be business owners about what  
9 business -- what exposures they face and how  
10 to mitigate those exposures with having the  
11 right insurance products and coverages. And  
12 so, when I joined the Department of  
13 Insurance 11 years ago, I created this  
14 presentation that I would like to share with  
15 you today.

16 First of all, the information contained  
17 in this presentation is not intended to  
18 provide a complete list of the insurance  
19 products and coverages that organizations  
20 should have. Instead, it is intended to  
21 provide information to aid the organization  
22 and the conversation with a licensed  
23 professional insurance agent, and then,  
24 finally, be sure to consult a professional  
25 license insurance agent to discuss your

1 insurance leads.

2 So, a lot of times when I am doing this  
3 presentation, which I do quite often to  
4 change the converse, the small business  
5 development centers at Southern and SUNO and  
6 a couple of other SBDC's across the state, I  
7 first of all tell them focus your attention  
8 on the slide and burn into the back of your  
9 memory. You don't have to be at fault to be  
10 sued. The second piece to that is defending  
11 yourself in court can be expensive. So,  
12 with that in mind, we are going to continue  
13 on. We are going to talk about how  
14 insurance is a mechanism of transferring  
15 risk from you or your business to somebody  
16 else, to the third party, which is an  
17 insurance company.

18 And so, in place of having that  
19 responsibility on you, you transfer that  
20 risk to any insurance company when you  
21 purchase an insurance policy, and the  
22 premiums you pay go towards the transfer of  
23 that risk. And so, there are numerous types  
24 of insurance products coverages and  
25 endorsements that you can consider



1 purchasing, and I am not going to go through  
2 all of them. As a matter of fact, this  
3 presentation this morning is a modified  
4 version of what I normally go through, but  
5 we are going to cover some of the main ones  
6 that, I think, are applicable to every  
7 business that needs insurance.

8 First of all, we're going to look at  
9 general liability insurance. Provides  
10 coverage for liability exposure, property  
11 owned by or occupied by. If you own a  
12 building, if you lease a building, you are  
13 going to have -- you need to have some type  
14 of general liability on the premises, but it  
15 also provides coverage for incidents  
16 relating to business operations, whether it  
17 is on site or off site, and it is may, also,  
18 provide contingent coverage for protection  
19 for the acts above, such as, independent  
20 contractors or vendors.

21 Okay. Product liability coverage, this  
22 is a type of insurance liability coverage  
23 that provides for damages resulting from  
24 multi-products. It protects sellers, as  
25 well as, manufacturers from liability

1 losses. So, if you are looking at this  
2 slide, you see the picture there with the  
3 blown out tire. Years ago, Firestone had a  
4 problem with their tires blowing out, which  
5 caused people to get into accidents, which  
6 also caused them to sustain physical  
7 injuries and even some deaths.

8 Well, their product liability insurer  
9 paid out all of those claims. More  
10 recently, you may have heard about the  
11 Toyota having a problem with its automobiles  
12 accelerating, and this is just one example  
13 of 29 million dollar multi-state settlement,  
14 which was part of a 1.1 billion-dollar total  
15 amount of claims that were filed against  
16 Toyota. Just imagine if they didn't have  
17 product liability insurance, what would have  
18 happened to that company. They would have  
19 had to pay those claims out from their  
20 operating cash, their reserves and possibly  
21 would have bankrupted the company, but  
22 because they had product liability  
23 insurance, the insurance carrier paid out  
24 those claims.

25 Okay. Commercial property insurance,

1 similar to your homeowners. It provides  
2 coverage for damage to the structure, as  
3 well as, the contents. Builders risk, this  
4 is a special type of commercial property  
5 policy. If you are in the middle of  
6 construction, if you are having a building  
7 built, you may want to consider getting  
8 this. So, for example, it provides coverage  
9 to protect the interest of a building owner,  
10 contractor or subcontractors. It is based  
11 upon the completed value and continued  
12 during construction and automatically  
13 terminates when the building is either  
14 completed or occupied.

15 So, you might be wondering why would I  
16 need to get this. Well, let's say you are  
17 in the middle of construction and one night  
18 you get some really bad weather and blows  
19 down everything that has been built so far.  
20 So, what do you do? Do you go back to the  
21 bank to try to borrow additional money, or  
22 do you reach in your pocket to pay for the  
23 start of construction all over again, or  
24 would you rather file a claim with your  
25 insurer and have them provide you with the

1 resources to start the project all over  
2 again? Another situation could be, similar  
3 to that, let's say you are in the middle of  
4 construction and some vandals come and  
5 destroy everything that's been built up so  
6 far. Again, do you come up with the money  
7 out of pocket, or would you rather file a  
8 claim? Another scenario could be, let's  
9 say, you have materials that are delivered  
10 to the job site, and one night somebody gets  
11 the bright idea of backing up a pick-up  
12 truck and stealing all of the materials.  
13 So, what do you do? Do you borrow  
14 additional money, do you come out of pocket  
15 to replace those items, or do you file a  
16 claim? So, those are just some examples  
17 where builders risk insurance would be  
18 helpful.

19 Okay. Commercial auto insurance  
20 provides liability protection for vehicles  
21 used in this. It provides coverage for  
22 damage to the businesses own vehicles and  
23 the vehicles of other and it also provides  
24 coverage for employees driving business  
25 vehicles. I want to pause here and

1 highlight a couple of things with regard to  
2 this.

3       Number one, if you're using your  
4 personnel automobile in your business, be  
5 sure to let your insurance agent know. One  
6 of two things are going to happen. They are  
7 either going to make a notation in the file,  
8 or they would have to sell you a commercial  
9 endorsement to your private insurance  
10 policy, because the insurance company could  
11 be within their rights to deny claims  
12 involving your vehicle when it is used for  
13 business and they were not aware that you  
14 were using that vehicle in business. So, be  
15 sure to have that conversation with your  
16 agent.

17       Again, it is going to vary by insurance  
18 companies. It is going to vary by the  
19 business and the frequency that you use that  
20 vehicle.

21       Another thing I want to point out about  
22 the vehicles is so many times individuals  
23 that are -- they want to advertise, so they  
24 get these magnet signs made, and they put  
25 them on the side of their vehicles. Guess

1     what? Your chances of getting into an  
2     accident goes up, because those would be  
3     insurance fraud perpetrators will see that's  
4     a commercial vehicle, these are some deep  
5     pockets, I can really collect if I get into  
6     an accident with them. So, be sure to  
7     discuss that with your insurance agent, and  
8     again, one of two things are going to occur.  
9     Either, notation in the file or they will  
10    sell you a commercial endorsement to your  
11    private accident policy.

12           Okay. Common carrier insurance, if you  
13    are paid to transport products, goods or  
14    people on behalf of others, this is a  
15    special type of liability coverage that you  
16    would need to have. Entities, such as, bus  
17    companies, trucking companies, airlines,  
18    taxes, hot shots, limousines, all of those  
19    entities, they all have or should have  
20    common carrier insurance to provide for  
21    those incidents when you are being paid to  
22    transport goods and people on behalf of  
23    others.

24           Okay. Professional liability provides  
25    coverage for actions of professional

1 individuals performing a task, lawyers,  
2 doctors, accountants, insurance agents,  
3 investment advisors, tax preparers, the  
4 lists goes on of those that should have  
5 professional liability insurance. It  
6 protects those serving in business  
7 organization as the offices and directives,  
8 and it provides for coverage for errors and  
9 admissions.

10 To give you a good example, let's say  
11 you are preparing taxes, and you make a  
12 mistake on somebody's tax return, which  
13 causes them to owe additional money to the  
14 Department of Revenue or to the Internal  
15 Revenue Services. Guess what? They are  
16 going to want to be made whole, and so what  
17 they may do is end up suing you in order to  
18 be made whole again. And so, you want to  
19 make sure that if you are providing a  
20 professional service that you have  
21 professional liability insurance, sometimes,  
22 also, known as malpractice insurance.

23 Okay. Flood insurance, I don't think I  
24 need to talk about that much because we've  
25 learned our lesson over the years that we

1 are all subject for floods, but it is the --  
2 the national flood insurance program was  
3 created by congress, and it is administered  
4 by the federal emergency management  
5 agencies, which is FEMA. It is a separate  
6 policy, usually, purchased in conjunction  
7 with your property insurance, and it  
8 provides protection for those items that are  
9 not covered in your property insurance  
10 policies.

11 So, I would like to use the simple  
12 definition that flood insurance covers  
13 rising water, whether it is from rains or  
14 the flooding of a bayou, creek or river or  
15 storm surge. That is a flood event, and  
16 your property insurance will not pay out on  
17 those type of incidents. However, if you  
18 have a hole in the roof or a pipe burst in  
19 the wall, then that is going to be covered  
20 under your property insurance, but if it is  
21 rising water, then it is not going to be  
22 covered, and you would definitely need to  
23 have flood insurance.

24 Okay. Home base business insurance, if  
25 you are operating out of your home, pay



1 close attention, because you would need to  
2 consider purchasing a business policy,  
3 because your homeowner's policy will not  
4 cover business equipment, inventory,  
5 supplies. It won't cover liabilities  
6 resulting from the home business, and it  
7 probably won't cover that portion of the  
8 house that is used for your home business.

9 So, let me give you a couple of  
10 examples. Let's say you are preparing taxes  
11 out of your home, and one of your clients  
12 comes over to either drop off their tax  
13 information or to pick up their tax returns,  
14 and let's say they stumble over one of the  
15 kids' toys in the yard, and they break a  
16 leg. Guess what? They will be on you if  
17 you don't have the coverage to cover that  
18 incident on your property. So, be sure,  
19 again, to have the conversation with the  
20 insurance agent to discuss whether or not  
21 you will be covered.

22 So, again, one of two things are  
23 happening in this scenario. One, they make  
24 a notation in the file that you are  
25 operating a business out of your home, or

1 two, they will sell you a home base business  
2 policy to cover those items. Another  
3 situation might be, let's say you have a  
4 private home, and let's say you are  
5 operating a business out of your home, and  
6 you have a room designated for the business.  
7 Well, the claims adjuster is going to come  
8 out, and when they do the inspection, they  
9 are going to say, okay, this is your living  
10 room, that is covered. This is a bedroom,  
11 this is covered, but when they get to this  
12 room, and say it looks like you -- well,  
13 what is going on here. Well, that is where  
14 I operate my business. Guess what? Your  
15 equipment, your supplies, your inventory may  
16 not be covered for that part of the house  
17 that is used for your business.

18 So, again, be sure to have that  
19 conversation with your agent to see whether  
20 or not your coverage can be extended, or you  
21 would have to purchase a home base business  
22 policy to cover those incidents.

23 Okay. Worker's comp state mandated  
24 coverage, if you have employees that  
25 provides coverage for injured workers. It

1 covered injured workers, as well as, the  
2 employer liability and the benefits  
3 determined by the state, typically, no  
4 policy limits. I want to mention this to  
5 you. Sometimes you may engage in a contract  
6 where you as the owner will have to be  
7 covered under worker's comp, not just your  
8 employees, but you as the owner as well.  
9 So, you might want to be aware of that.

10 The premiums are based upon the total  
11 payroll and job classification of the  
12 employees. There may be some situations  
13 where independent contractors or  
14 subcontractors may have to be covered under  
15 your worker's comp. And, be mindful of that  
16 periodically you may be subject to an audit,  
17 and when you are subject to an audit, they  
18 could -- they could fine you, they could  
19 cancel the policy or they could decline to  
20 cover an incident. So, be sure to  
21 classified your employees correctly.

22 Okay. Business package, these are  
23 packages that combine several types of  
24 coverages all in one policy, and they may  
25 contain a coverage for general liability,

1 property, business vehicle, worker's comp,  
2 electronic data. There are some packages  
3 that are designed for specific industries.  
4 So, if you have a regular service business,  
5 there is a package for that. If you have a  
6 regular retail store front, there is a  
7 package for that or construction or home  
8 base business. There are packages out there  
9 that will save you some money by having all  
10 of those coverages lumped into one policy.

11 Okay. Business and key person  
12 insurance, mostly key personnel can be  
13 devastating to a business. And so, you  
14 would need to consider covering the likely  
15 disability of those key individuals. The  
16 policy provides coverage for losses related  
17 to the death or incapacity of key personnel  
18 of the business, usually the owner and  
19 beneficiary of the policy.

20 So, here is a couple of scenarios.  
21 Let's say you have a restaurant, and you  
22 have a partner or an employee who is a  
23 chief. They have the cooking skills. They  
24 have the recipes that are responsible for  
25 that business being successful. If

1 something happens to them, you are going to  
2 find yourself in a situation where, number  
3 one, you are going to have to replace that  
4 person, so where are the funds going to come  
5 from? But, if you have key person  
6 insurance, then you can receive the  
7 insurance proceeds and use that to either  
8 compensate the person who is out, or you can  
9 use it to bring on somebody or to contract  
10 with somebody by the services that they were  
11 previously providing for you. So, that is  
12 something to consider if you have  
13 individuals that are responsible for, or  
14 that are key to the success of your  
15 business.

16 Okay. Business interruption and extra  
17 expense coverage, this is where a lot of  
18 businesses were hurt, certainly, after  
19 disasters. It provides coverage for lost of  
20 income, cost by disruption of business  
21 activity. The disruption may be as a result  
22 of damage to the property occupied by the  
23 insurer, or damage to somebody else's  
24 property, such as, another tenant in an  
25 office building or at a strip center,

1 provides coverage for expenses relating to  
2 the temporary re-location of the business,  
3 and it also could provide coverage for extra  
4 expenses incurred by business as if the  
5 disruption had not occurred.

6 So, let's say you are operating out of a  
7 strip center, and one of the tenants in the  
8 strip center has a fire and it damages their  
9 business essentially, but you are perfectly  
10 fine. However, the fire marshal comes in  
11 and condemns the whole or shuts down the  
12 whole strip center. You are able to operate  
13 but because the fire marshal shut it down as  
14 a hazard, you are not able to operate, but  
15 in the meantime, you've got bills to pay.  
16 You know, you need to be able to, maybe,  
17 move into a temporary location in order to  
18 operate your business. Well, if you have  
19 this interruption coverage, you could get  
20 assistance from the insurance company to do  
21 just that.

22 And so, that is -- a lot of businesses  
23 don't realize that they may need that  
24 business interruption, or sometimes even  
25 have it and don't realize that they have it.

1 Throughout my experience working for the  
2 congressman, working in banking, and now the  
3 Department of Insurance, I hear those  
4 stories all the time, and that just -- I  
5 just want to emphasize to you you look at  
6 business interruption as an extra expense.  
7 You could get the assistance to pay your  
8 bills while you are not able to operate, or  
9 you could get assistance to move to a  
10 temporary location or to permanently  
11 relocate.

12 Okay. Umbrella coverage, in conjunction  
13 with other liability policies, it may  
14 provide liability coverage over and beyond  
15 primary policy limits, and it may provide  
16 protection for liabilities not covered by  
17 primary policies.

18 So, think of it in these terms, like an  
19 umbrella it overlaps. So, if it is raining  
20 outside, you know, the first thing you may  
21 want to do is put on a rain coat and a rain  
22 hat. However, you are still getting soaked.  
23 And so, what you want as some additional  
24 protection is open up an umbrella to provide  
25 you with an additional layer of protection

1 from the elements. Well, that is the way an  
2 umbrella policy insurance works. It  
3 provides an additional layer of liability  
4 protection.

5 So, if you have, let's say, a million  
6 dollars of dental liability, but there is  
7 the rare chance that your liabilities may  
8 exceed that one million dollars, but rather  
9 than buying two million dollars of general  
10 liability, stick with the one million  
11 dollars that you may need on a regular  
12 basis, and then get an umbrella to take you  
13 from the one million dollars, up to whatever  
14 that umbrella provides coverage for. It  
15 will save you money if you do it that way.

16 The other thing about umbrella insurance  
17 is that you can't just go out and buy an  
18 umbrella policy. You have to have other  
19 liability policies underneath the umbrella.  
20 So, you could put your professional  
21 liability. You could provide for -- put in  
22 your general liability, your commercial  
23 auto, your commercial property, all of those  
24 can be lumped under the umbrella policy to  
25 give you that additional protection.



1           Okay. Dealing with your agent, number  
2 one, make sure your agent is properly  
3 licensed, and you can do that with our  
4 websites, since we license all of the  
5 insurance agents. You can go to our  
6 website, and you can look to see if a person  
7 is licensed, see what types of license they  
8 have. Check with us to see if there are or  
9 have any complaints against your agents.  
10 Just last week, we issued seize and assist  
11 orders on, about, four insurance agents for  
12 some fraudulent activities that they were  
13 engaged in.

14           So, you might want to check our website  
15 to see if there have been any complaints  
16 against your agent. Check to see if your  
17 agent has any special industry designations.  
18 You know, a lot of these agents will take  
19 classes and pass examinations to get these  
20 designations, and one of the designation you  
21 may see is, probably, CPCU, meaning a  
22 Charter Property and Casualty Underwriter.

23           Be sure the agent fully understands your  
24 business. So, you may want to invite your  
25 agent to come see your operation, whether it

1 is onsite or offsite. Be sure to reach a  
2 policy or policies. Ask your agent  
3 questions about the policy and any potential  
4 exposures you may have. Ask your agent  
5 about items that are excluded from the  
6 policy and about deductibles. These are two  
7 areas where people are surprised the most.  
8 They find out something is excluded or they  
9 find out what the deductible is, and a lot  
10 of people with Hurricane Ida found out that  
11 they may have had a 5 percent name storm  
12 deductible. That is 5 percent of the  
13 insured value, which could easily amount to  
14 a lot of money, and did not expect to have  
15 to pay out. So, be sure you are aware of  
16 what items are excluded and what items are  
17 deducted -- or what the deductible is.

18       Something else you want to do is when  
19 they send out the renewals, be sure to read  
20 those renewal notice, because sometimes  
21 there may be a change to the policy that you  
22 need to be aware of. For example, the  
23 church -- my church, we got our renewal  
24 notice back in December saying that when a  
25 policy comes up for renewal, they are going

1 to drop wind and hail coverage because being  
2 in the field of insurance I knew what that  
3 meant, meaning I had to go out and find an  
4 insurer for wind and hail coverage. So, be  
5 sure to look at those notices when they come  
6 out.

7 Ask your agent how particular losses  
8 will be handled, and then consult your agent  
9 before filing a claim, because so many times  
10 you may leave benefits on the table by not  
11 consulting your agent. And then,  
12 periodically, review your coverages with  
13 your agent because as your business grows,  
14 your insurance needs are going to change.

15 So, the declaration is paid, which is a  
16 part of the insurance policy. If you don't  
17 read the entire policy, at least, be  
18 familiar with the declaration page. It  
19 describes the property that is insured. So,  
20 you want to make sure that it lists every  
21 property and structure that you may have to  
22 make sure it is covered. List the coverage  
23 -- it lists the coverage provider and the  
24 amounts, and lists any items that are  
25 excluded. It lists and mortgagees, states

1 the amount of the premium and things, and  
2 then it lists the deductible amounts, and  
3 then it lists the amount on the coverage  
4 forms and endorsements that are attached to  
5 the policies, such as, an umbrella. It  
6 states the policy period. It lists an co-  
7 insurance coverage you may have or any  
8 optional coverages you may have, and then,  
9 finally, the name and contact information of  
10 the agent, and then the name of the  
11 insurance company.

12 So, if there are any questions, I'll be  
13 glad to answer those, and here is my contact  
14 information.

15 MS. HARTMAN:

16 Thank you so much, Mr. Bell. I want to  
17 pass it over to the counsel for any comments  
18 or questions for Mr. Bell.

19 MS. DAVIS:

20 The only comment that I have is that I  
21 felt like I had every possible line of  
22 insurance that you would need, but now I  
23 realize there are more. There is more than  
24 I thought.

25 MR. BELL:

1           You know, Courtney, I hear that all the  
2 time after my presentation. It's so funny.  
3 When I participated in these workshops and  
4 then the breakout session, and I do the one  
5 on insurance, I get a small crowd, and you  
6 know, a lot of people didn't want to go into  
7 the marketing or one of those other ones,  
8 but then we come back together, and I do a  
9 summary of what I presented. I am looking  
10 at the faces of the attendees, and they say  
11 I should have been there. I should have  
12 been paying attention to you.

13 MS. DAVIS:

14           Yes. I will say, it is one of the  
15 biggest expenses that we have here. I have  
16 a commercial location company and furniture  
17 installation, warehousing. So, there are a  
18 lot of opportunity for the need for  
19 different types of insurance. It is a huge  
20 cost to my company, but we need it to stay  
21 in business and to protect ourselves. I can  
22 see why people don't want to show up to it,  
23 because it is not the most exciting thing  
24 about my business, but it is also a very  
25 important piece of my company, just making

1     sure that we are protected.   So, thank you  
2     for the information today.

3     MR. BELL:

4         Sure.

5     MS. HARTMAN:

6         We have a question from Angelica.   She  
7     thanked you for the presentation, and asked  
8     if it is possible for a copy of that  
9     presentation to be shared with the counsel,  
10    as well as, if you would be willing to do  
11    that presentation for, I believe, the  
12    Hispanic Chamber of Commerce.

13    MR. BELL:

14         Absolutely.   I don't know how many I do,  
15    but -- I probably do this presentation about  
16    30 times a year.   And so, I welcome the  
17    opportunity to do it for anybody.   LSBDC is  
18    one of my regulars, but I have done a few  
19    chambers of commerce.   So, I will be glad  
20    to, and what I'll do, Stephanie, I'll send  
21    you the presentation.   I'll send you the  
22    complete one, not this abbreviated one.  
23    I'll send you a complete one that you can  
24    share with the counsel.

25    MS. HARTMAN:

1 Perfect. Thank you.

2 MR. KRAMPE:

3 I do have one question, Stephanie. Mr.  
4 Bell, I'm wondering, do you guys -- if you  
5 guys have been studying any of the cyber  
6 type policies or cyber terrorism policies  
7 that are out there, and what your thoughts  
8 are on that?

9 MR. BELL:

10 Yes. Well, the property and casualty  
11 division, they are the ones that license all  
12 the insurance companies, and they do the  
13 review of all the insurance companies, as  
14 far as, the filing of their rates and filing  
15 of their policy forms. And, yes, cyber  
16 insurance is, kind of, one of those areas  
17 that is becoming more and more important as  
18 attacks occur and ransom is spread about so  
19 much, and yes -- as a matter of fact, I have  
20 a separate presentation on cyber insurance.

21 MR. KRAMPE:

22 Thank you.

23 MR. BELL:

24 Does that answer your question, EJ?

25 MR. KRAMPE:

1 Yes, it sure does. Thank you very much.

2 MR. BELL:

3 Sure. I think Mandi you had your hand  
4 up?

5 MS. MITCHELL:

6 Yes, but I wanted to get permission to  
7 chime in. I am not a commission member  
8 anymore. I didn't want to be out of order,  
9 but I just wanted to ask, Patrick, if you  
10 think there will be any policy matters up  
11 for discussion at the upcoming session that  
12 could impact small business from an  
13 insurance standpoint?

14 MR. BELL:

15 There could be. As a matter of fact, I  
16 attended this when we started. This is our  
17 insurance package, and I haven't gone  
18 through it yet. So, I can let you know. It  
19 is good to see you, Mandi.

20 MS. MITCHELL:

21 Thank you. Yes, sir, absolutely.

22 MR. BELL:

23 And, Mr. Secretary, it is good to see  
24 you. It has been a long time. I think the  
25 last time I saw you, you were still in



1 Shreveport. And, Pat Witty, it is good to  
2 see you, Bud.

3 MS. HARTMAN:

4 Patrick, I have another question. Is  
5 there anything that is a most common  
6 question that you all get, in terms of,  
7 hurricane aftermath or disaster response  
8 from businesses or something? I know you  
9 touched on that a little in the  
10 presentation.

11 MR. BELL:

12 Specifically, what are you talking  
13 about? You know, the questions that we get  
14 --

15 MS. HARTMAN:

16 -- Yes. If there is anything that is a  
17 predominant issue that you see frequently  
18 with small businesses, or any particular  
19 advice or counsel that your office has given  
20 to businesses in response to disasters?

21 MR. BELL:

22 Yes. The number one thing is to be sure  
23 to look at all of these things on the front  
24 end, you know, because after disaster, that  
25 is the worst time you want to hear the

1 insurance company say, you are not covered.  
2 I mean, those are four dreadful words that  
3 you can ever hear from somebody, you are not  
4 covered for a particular incident.

5 And so, one of the -- again, the reason  
6 that I created this presentation is because  
7 I've seen over the years how so many  
8 businesses were not adequately covered, you  
9 know, which I can understand, because a lot  
10 of times you are sitting down with an agent,  
11 and the agent is recommending this,  
12 recommending that, and you're thinking,  
13 okay, how much is this going to cost, and  
14 you say, well, I don't really need that, I'm  
15 going to save some money, and then you end  
16 up finding yourself having to put out more  
17 money than what you anticipated. So, it is  
18 important to do all of those things up  
19 front.

20 And, again, you know, as far as after a  
21 disaster or after an incident occurs, reach  
22 out to the agent, and let the agent help you  
23 with filing the claim so that you can get  
24 all of the benefits that are available to  
25 you, because there may be some things that

1 you may be unaware of that could be -- that  
2 you could be compensated for.

3 MS. HARTMAN:

4 Thank you. Any other questions before  
5 we move onto the next agenda item?

6 MR. BELL:

7 Thank you for the opportunity and to  
8 those organizations. If you want to have us  
9 come out, we will be glad to do it. This is  
10 one of the things we do quite often, so I  
11 will be glad to do it. So, thanks, again.

12 MS. MITCHELL:

13 Thank you.

14 MS. HARTMAN:

15 Thank you so much, again, Mr. Bell, and  
16 I will make sure that when you send that  
17 information, we also have your contact  
18 information shared with the counsel when we  
19 send those slides.

20 All right, moving onto the next agenda  
21 item, we will have updates from our Small  
22 Business Services Team. First off, I will  
23 go ahead and pass it over to our Assistant  
24 Director of Small Business Services, Chris  
25 Cassagne to speak to the area that he

1 oversees in Small Business Services, some of  
2 the program specific to our second stage  
3 companies.

4 MR. CASSAGNE:

5 Thank you, Stephanie, and good to see  
6 everybody. Happy Tuesday, happy Super  
7 Tuesday 2-22-22, if y'all weren't aware.  
8 Again, Chris Cassagne. I am the Assistant  
9 Director of the Small Business Services  
10 Division at Louisiana Economic Development.  
11 For those of you that don't know me, my  
12 primary charge at the department is managing  
13 the LAD growth network, which we formally  
14 launched in 2017.

15 I think most of you are familiar with  
16 that, but the LAD growth network is,  
17 essentially, the suite of services that we  
18 have designed to accelerate the growth of  
19 our second stage small business community,  
20 and the suite considers of a number of  
21 different programs, resources, the CEO round  
22 tables. Some of you have actually been  
23 through that program. It is all around  
24 peer-to-peer learning. We have our  
25 strategic research program, which provides

1 business intelligence and strategic  
2 information in order for companies to  
3 overcome growth obstacles entering into new  
4 markets, diversify and so forth.

5 We are also involved with the suit with  
6 leadership development programs, mentorship  
7 opportunities, networking recognition and  
8 various other support activities. By the  
9 way, the LAD growth network is a suit of  
10 services, and it also an alumni network that  
11 consists of over 550 small businesses that  
12 employ, collectively, over 20,000 full-time  
13 equivalent employees, and generate nearly 4  
14 billion in annual sales of 3.9 billion in  
15 annual sales.

16 Now, some of you may be asking yourself  
17 what is second stage, and how does LAD  
18 define second stage. I won't bore you with  
19 all of the details that are in the report,  
20 but basically, those companies are the ones  
21 that are passed the start-up phase, pass the  
22 survival stage, but they have not yet reach  
23 maturity.

24 So, they still have growth potential in  
25 their growth. Sometimes, they are extremely

1 high growth. Gazelles is the terminology  
2 that gets thrown around quite often, but  
3 more often, they generate slower, more  
4 steady growth. It might two, three handful  
5 ten jobs annually that these companies are  
6 generated, but they are always innovative.  
7 They are selling to external markets and  
8 importing new wealth into the tax base, and  
9 in my experience they are often very  
10 (inaudible) and give back their local  
11 communities.

12 So, they are job creators. In fact, in  
13 2020 in Louisiana, according to your  
14 economy.org second stage companies  
15 represented 16.34 percent of overall  
16 establishments, but that, roughly, 16  
17 percent of companies generated 39.43 percent  
18 of all of the jobs.

19 They pack a pretty big punch, and I want  
20 to let the counsel know this is the report,  
21 but I'll highlight that at the end of 2021  
22 last year in October, the department, LAD,  
23 was recognized with the gold award from the  
24 international economic development counsel  
25 in the entrepreneurship, 500,000 or greater

1 or just population categories, specifically,  
2 related to the activities around the LAD  
3 growth network.

4 So, someone asked me to join here and  
5 provide just a real quick preview, if you  
6 will, on some of the items that we have  
7 going on in calendar in 2022. So, I am not  
8 going to cover everything, but I'll  
9 highlight a few of the activities. The  
10 first that I want to highlight our CEO  
11 roundtables program that we have been  
12 running for a number of years.

13 We have six ongoing regionally based  
14 ground tables right now that will conclude  
15 no longer than June 30<sup>th</sup>. That coincides  
16 with our fiscal year. We currently in an  
17 open application period through the end of  
18 March and accepting applications around the  
19 state for companies to populate new  
20 roundtables that will commence in July of  
21 this year. So, we have an open application  
22 period that's time sensitive, and we would  
23 appreciate you getting the word out to  
24 eligible small business owners.

25 Of course, we continue to run our

1 strategic research program. Again, that is  
2 customized, strategic information to help  
3 companies grow, and that is open year  
4 around. Normally, about 60 or so companies  
5 participate in that annually. Coming up in  
6 April, we have our 5<sup>th</sup> Annual Spotlight  
7 Louisiana Event, which is around recognition  
8 and networking and will be honoring a -- the  
9 2022, a new class of Louisiana Growth  
10 Leaders, as well as, an All-Girl Louisiana  
11 Growth Leader Legend.

12 Building upon the success of a couple of  
13 pilot initiatives that we launched last  
14 year. We planned to in May and September,  
15 respectively, launched second-coat awards of  
16 a rural entrepreneurship initiative, as well  
17 as, a diversity and entrepreneurship  
18 initiative. That's code for style program  
19 where, basically, a group of companies will  
20 get access to a condense period of time,  
21 leadership, development, CEO roundtables,  
22 good learning, and a customized research  
23 engagement provided at no cost or fully  
24 funded by LAD.

25 In July we will launch a new code award



1 of the American Academy of Entrepreneurs,  
2 which is, basically, pairing more mature  
3 second-stage companies, mentor companies  
4 with earlier stage, second-stage companies,  
5 depending upon what phase of second-stage  
6 they are in, but groups of companies will be  
7 paired, mentors and mentees and work for six  
8 months following a retreat on items to help  
9 the mentee break down their brick walls.

10 In October we have a leadership retreat  
11 that will be held at the foundation for a  
12 group of LAD growth network companies. So,  
13 that is a real quick -- some of the items  
14 that we have on the calendar that I wanted  
15 to highlight, but I certainly look forward  
16 to the counsel of the stakeholders and the  
17 business community's input on how LAD can  
18 continue to and better serve the second-  
19 stage business community, because we believe  
20 that they are extremely important. So, any  
21 questions? That concludes my report.

22 MS. HARTMAN:

23 Thank you so much. I am going to pass  
24 it over to questions.

25 MR. KRAMPE:

1           Can you hear me, Stephanie? This is EJ.

2           MS. HARTMAN:

3           Yes.

4           MR. KRAMPE:

5           I do have a comment and a question. I  
6           think the mentorship program of second-stage  
7           and first-stage companies sounds great. I  
8           mean, I think that is a fantastic idea, and  
9           I can't wait to see how that works.

10          And then, I'm wondering if Chris could  
11          give us examples of or discussions of what  
12          this strategic research program might  
13          entail, or what that looks like.

14          MR. CASSAGNE:

15          Certainly. So, our bread and butter, if  
16          you will, where we see the line share of the  
17          impact and our success is on the increasing  
18          sales side of the equation. What we are  
19          really looking to do is, kind of, give a  
20          shot out of steroids, if you will, to help  
21          companies diversify into industries or  
22          expand into new geographical markets or  
23          enhance their online presence.

24          We have the ability to provide a very  
25          fine tune, qualified sales leads list or

1 prospect list, specific contacts, specific  
2 companies, if it is a BDB orientated type of  
3 firm. So, I would say the biggest impact  
4 from an economic development standpoint and  
5 also from a company standpoint is to help  
6 companies enter into new markets and find  
7 additional sales.

8 Now, through the strategic research  
9 program, we also have the ability to help a  
10 number of different areas, including HR and  
11 operations and supply chain and so forth.  
12 But, again, to answer your question, I  
13 think, the biggest success that we've seen  
14 is on the increasing sales and acquiring new  
15 customers and expanding geographically.

16 MR. KRAMPE:

17 Thank you. That is impressive. I  
18 didn't know that even existed. Thank you  
19 very much.

20 MR. CASSAGNE:

21 Yes, sir.

22 MS. HARTMAN:

23 Thank you. Any other questions for  
24 Chris? Yes. Certainly in a very strong  
25 suit of resources under Chris' section of

1 our shop, focusing on second-stage, and  
2 unfortunately, we do hear a lot of people  
3 that are not aware that that is out there.  
4 So any opportunity that we have to spread  
5 that to the -- more broadly to the business  
6 community, we are always looking to do that.  
7 Thank you, again, Chris.

8 I will go, next, onto Tatiana Bruce, our  
9 Senior Program Manager from the Small  
10 Business Services Team for some additional  
11 updates on Small Business Resources at LAD,  
12 and also just to speak a little bit more to  
13 the summit that Mr. Secretary mentioned  
14 earlier.

15 MS. BRUCE:

16 Hi. Good morning, everyone. I'm  
17 Tatiana Bruce with LAD Small Business  
18 Services, and today we wanted to share more  
19 information about a couple of events that we  
20 have coming up.

21 Secretary Pierson, he mentioned the  
22 Small Business. Some of it will take place  
23 on April 5<sup>th</sup> here in Baton Rouge (inaudible).  
24 The main goal of the Small Business is to  
25 connect business owners, to train resources

1 and also the potential opportunities to  
2 businesses with State of Louisiana.

3 One of them is a trade show, so all  
4 estate agents, they are going to have a  
5 table, and there will be sharing more of the  
6 potential improvement and contracting  
7 opportunities with small businesses. We,  
8 also, have a certification. So, business  
9 can (inaudible), or they can gain access to  
10 the certifications that they provide, and  
11 also (inaudible) in the program that's small  
12 for training.

13 On top of that, we're in the process of  
14 finalizing it, but we have been in  
15 discussions with business owners, and they  
16 will be sharing about different resources  
17 that are available LAD and through other  
18 partners and how they have been taking  
19 advantage of those.

20 We also have information stations with  
21 office of state precluding on how to  
22 business with the state. We are planning on  
23 having someone to talk about recovery and  
24 emergency precludement. We have a session  
25 with DOTD, SBA and LED, and we will be

1 talking more about certification and how to  
2 use those certifications to increase  
3 constructing opportunities, and as I  
4 mentioned, we are in the process of  
5 finalizing the details and agenda, and we  
6 will be reaching out to you with more  
7 information, and we will available the  
8 registration process.

9 So, that's April 5<sup>th</sup>, the Small Business.  
10 We are also hosting the Small Business  
11 Awards, and that is going to happen on May  
12 5<sup>th</sup>, but are planning to have it in session  
13 in person at the Capital Park here in Baton  
14 Rouge. The main goal of the Small Business  
15 Awards is to recognize Louisiana Small  
16 Businesses that have shown an exceptional  
17 growth and are supporting our communities.  
18 The Small Business Awards provide awards  
19 from LAD, as well as, other partners, and  
20 those partners include small business  
21 administration, FID, PETAC, USDA of  
22 Louisiana.

23 So, that is going to happen on May 5<sup>th</sup>.  
24 Just keep in mind the date and be on the  
25 lookout for the save the date because you

1 are going to receive an invite to attend the  
2 event. So, those are, kind of, like the  
3 main small business related events that we  
4 have coming up, and we will be keeping you  
5 posted with more information. So, thanks,  
6 everyone.

7 MS. HARTMAN:

8 Thank you, Tatiana. So, some invites  
9 and event information coming y'all's way.  
10 We, also, want to share information for the  
11 second-stage of business highlight event,  
12 which was Spotlight Louisiana on April 21<sup>st</sup>.  
13 That is a correct date, Chris, April 21<sup>st</sup> for  
14 Spotlight as well?

15 MR. CASSAGNE:

16 That is correct, and we are hopeful to  
17 get those invitations out. We are in Mardi  
18 Gras next week, but possibly as early as  
19 next week or the week following.

20 MS. HARTMAN:

21 We are in heavy spring events mode. So,  
22 hoping to see everybody's faces soon.  
23 Before I go onto the next item, I want to  
24 check if -- Sonia, I don't believe we had  
25 any public comment as of yet, but just to

1 confirm, we don't have any additional public  
2 comments?

3 MS. CHRISTOPHE:

4 No, we do not.

5 MS. HARTMAN:

6 All right. And then, I, also, before I  
7 pass it onto Mr. Krampe for adjournment, I  
8 do want to open up the floor, if there are  
9 any other items or questions from any  
10 members of the counsel that wanted to  
11 discuss today.

12 MR. SOULE:

13 Stephanie, Rene Soule.

14 MS. HARTMAN:

15 Yes.

16 MR. SOULE:

17 Thanks for the opportunity. I'm working  
18 with a group of farmers here in the state,  
19 and many of them are looking into growing  
20 hemp, which is a very profitable crop for  
21 them, but there is a little bit of push-back  
22 on the climate for investment here in  
23 Louisiana, and I'm talking to a private  
24 investment firm out of New Orleans who has  
25 experienced this.



1 I know we are oil and gas, and I know we  
2 have some other main industries, but I am  
3 expressing what they expressed to me, that  
4 the climate for investment around hemp is  
5 not the same as other industries here in the  
6 state. So, I just want to throw that out  
7 there.

8 MR. PIERSON:

9 Don Pierson here. You may have already  
10 done some of these things, but just make  
11 sure that you have an agricultural  
12 commissioner Mike Strain involved.

13 MR. SOULE:

14 Okay. Sure.

15 MR. PIERSON:

16 He is for hemp. There is important work  
17 being done in Northeast Louisiana with the  
18 pharmacology college at the University of  
19 Louisiana Monroe. He is very active in  
20 this. There is a North Louisiana location  
21 where the state's contract on medical  
22 marijuana is executed in labs, and there are  
23 expensive equipment associated with that,  
24 but there's a whole wing of the AG community  
25 that is focused on this, and they would

1 probably love to be connected to some people  
2 that have some ideas and thoughts  
3 surrounding investments. So, we will be  
4 happy to make those introductions for you.

5 MR. SOULE:

6 Sounds great. Thank you.

7 MS. HARTMAN:

8 So, any other comments from counsel?  
9 Mandi?

10 MS. MITCHELL:

11 Yes. I was just going to remind  
12 everyone that the legislative session starts  
13 March 14<sup>th</sup>, and we will be looking out for  
14 any and all legislative proposals that will  
15 impact small business, and I will be  
16 collaborating with Ms. Maquesha Judson and  
17 the team at LAD to make sure that from an  
18 economic developments standpoint, our voices  
19 are being heard to protect the small  
20 business community.

21 I did learn in another meeting that  
22 there will, possibly, be some discussion  
23 around centralized sales taxes being brought  
24 up again. Just stay tuned and be on the  
25 lookout for that. I know this group had

1 specific interest in that policy proposal.

2 So, I just wanted to share that.

3 MR. KRAMPE:

4 Mandi, this is EJ. Is there anything  
5 that we can do to make that or make our  
6 legislatures more aware of the importance of  
7 centralized sales tax collection? I mean,  
8 that is a huge burden on multi-parish  
9 businesses in the state, and anything that  
10 we can do as a small business group could  
11 really remove that burden from us as  
12 business people.

13 MS. MITCHELL:

14 Yes. And, rest assured, EJ, that the  
15 Chambers of Commerce of the world and the  
16 Economic Development Organizations are  
17 making that argument to our legislature, and  
18 I would just encourage each of us, that are  
19 members of this commission counsel, to make  
20 that known to your legislature, the counsel,  
21 itself, can't take a position, if you will,  
22 on that, and the department as well has to  
23 be careful with its approach on centralized  
24 sales tax collection, because on the other  
25 end, there are concerns from local

1 government.

2       However, as individuals, small business  
3 owners, especially those who operate multi-  
4 parish businesses, we would just urge that  
5 you reach out to your legislature, let them  
6 know your position, but rest assured, that  
7 Chambers of Commerce and Economic  
8 Development Organization, public/private  
9 EDO's around the state are coalescing around  
10 messaging to legislatures, and some  
11 prominent legislatures are researching as we  
12 speak how, if at all possible, to present it  
13 or repackage it for the upcoming session.

14 MR. KRAMPE:

15       Thank you.

16 MS. MITCHELL:

17       Yes, sir.

18 MS. HARTMAN:

19       Thank you, both. I wanted to touch back  
20 just before we come to a close and ask for  
21 motions to adjourn. We will be reaching  
22 out, again, to all of you to try and meet  
23 again in mid-May.

24       Just to restate, we will be  
25 redistributing that final report, as well

1 as, the slides from Mr. Patrick Bell with  
2 his contact information to the group, and be  
3 on the lookout, again, for the notification  
4 for this upcoming events, particularly with  
5 the summit that both the secretary and  
6 Tatiana spoke to you, is that the purpose of  
7 that summit is focusing on opportunity and  
8 specifically as it relates to Hudson  
9 initiatives and focusing on opportunities  
10 for our local small businesses.

11 It does pertain to recommendations that  
12 we have received from this counsel, as well  
13 as, some of those recommendations relative  
14 to disaster recovery and try to have those  
15 breakouts that are more specific to helping  
16 our small business community navigate and be  
17 prepared for and know what kinds of  
18 opportunities that have been made, either  
19 for the aftermath of a nature disaster.

20 So, we very much look forward to that  
21 event, as well as, as the awards events that  
22 we hope that we can see you all there, and  
23 again, we will reach out to you all for  
24 dates for a mid-May meeting. I will pass it  
25 over to you, Mr. Chairman, for any closing

1 remarks or anything you'd like to add before  
2 adjournment.

3 MS. GUESS:

4 Thank you. I just want to say good  
5 morning to all, and I enjoyed being a part  
6 of this video this morning, this  
7 presentation. It is very enlightening, and  
8 I just wanted to let the counsel members  
9 know that I look forward to working very  
10 closely with the counsel, and reviewing the  
11 report, and looking at some of the things  
12 that are the thoughts regarding the access  
13 to capital for small business and looking at  
14 some of the recommendations.

15 We have addressed that in our -- not  
16 only in our SSBCI application that we  
17 submitted to the feds, but there is another  
18 portion of what the Louisiana Economic  
19 Development Corporation already does in the  
20 operation of the -- of access to capital  
21 within LAD that can address a lot of those  
22 ideas, and very forthcoming and I look  
23 forward to making a more formal presentation  
24 to the body. Once we receive our approval  
25 from the federal government, which may take

1 place, probably, within the next 30 or 60  
2 days. So, I just wanted you to know those  
3 items were addressed in our application and  
4 we look forward to sharing those with you.

5 MS. HARTMAN:

6 Thank you so much, Assistant Secretary,  
7 and I did want to note that as well for our  
8 mid-May meeting. Hopefully, that aligns  
9 with the timeline to be able to share the  
10 SSBCI updates with the group, because I know  
11 it was a high item of interest for the  
12 counsel. All right, Mr. Krampe, back over  
13 to you. I apologize.

14 MR. KRAMPE:

15 No problem. Well, I would like to  
16 reiterate the congratulations to Mandi  
17 Mitchell and to Bryan Greenwood. Mandi has  
18 already started doing great things in  
19 Lafayette with Lena, and Bryan, we know you  
20 will as well, so thank you very much, and  
21 congratulations to both of you, and I think  
22 we forgot to congratulate Stephanie for  
23 taking over the LAD of the organization.  
24 Stephanie, we certainly look forward to  
25 working with you in the future and

1 congratulation. So, with that --

2 MR. PIERSON:

3 -- And, don't leave our Brenda's  
4 promotion, either. She is now our new  
5 assistant secretary.

6 MR. KRAMPE:

7 Thank you, Secretary. Brenda,  
8 congratulations to you as well. That is  
9 fantastic.

10 MR. GUESS:

11 Thank you. I look forward to meeting  
12 you, sir.

13 MR. KRAMPE:

14 Okay. Me, too. So, I will ask for a  
15 motion for adjournment.

16 MS. TUCKER:

17 So moved. This is your vice president.

18 MR. KRAMPE:

19 Thank you, I am. Do I have a second?

20 MS. DAVIS:

21 I will second. Courtney Davis.

22 MR. KRAMPE:

23 Thank you, Courtney. All in favor of  
24 adjournment, please say "I".

25 EVERYONE:



1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

I .

MS. HARTMAN:

Good to see everybody. Have a wonderful  
afternoon.

(WHEREUPON THE MEETING CONCLUDED)

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

**C E R T I F I C A T E**

This certification is valid only for a transcript accompanied by my original signature and official seal on this page.

I, TORI G. PERRET, Certified Court Reporter, in and for the State of Louisiana, as the officer before whom this deposition was taken, do hereby certify that **NO WITNESSES**, after having been first duly sworn by me upon authority of R.S. 37:2554, did testify as hereinbefore set forth in the foregoing 76 pages;

That the testimony was reported by me in the voice-writing method, and was prepared and transcribed by me or under my personal direction and supervision, and is a true and correct transcript to the best of my ability and understanding;

That the transcript has been prepared in compliance with transcript format guidelines required by statute or by rules of the board, and that I am informed about the complete arrangement, financial or otherwise, with the person or entity making arrangements for deposition services;

1           That I have acted in compliance with the  
2 prohibition on contractual relationships, as  
3 defined by Louisiana Code of Civil Procedure  
4 Article 1434 and in rules and advisory  
5 opinions of the board;

6           That I have no actual knowledge of any  
7 prohibited employment or contractual  
8 relationship, direct or indirect, between a  
9 court reporting firm and any party litigant  
10 in this matter nor is there any such  
11 relationship between myself and a party  
12 litigant in this matter; and

13           That I am not related to counsel or to  
14 the parties herein, nor am I otherwise  
15 interested in the outcome of this matter.

16  
17  
18  
19  
20  
21  
22  
23  
24  
25

---

TORI GONOR  
CERTIFIED COURT REPORTER  
LICENSE NO. 2018014

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

R E P O R T E R ' S P A G E

I, TORI GONOR, Certified Court Reporter in and for the State of Louisiana, before whom this sworn testimony was taken, do hereby state on the Record:

That due to the interaction in the spontaneous discourse of this proceeding, dashes (--) have been used to indicate pauses, changes in thought, and/or talkovers;

That same is the proper method for a Court Reporter's transcription of proceedings, and that the dashes (--) do not indicate that words or phrases have been left out of this transcript;

That any words and/or names which could not be verified through reference material have been denoted with the phrase "(spelled phonetically)."

---

Tori Gonor  
CERTIFIED COURT REPORTER  
LICENSE NO. 2018014