

**Horizon Initiative
Making N.O. The City of YES!**

Dear YES! To Business Oil & Gas Committee and Invited Speakers:

EVENT FORMAT / PANEL

TIME: Thursday, December 13th from 11:30 am – 2:00 pm

PLACE: InterContinental New Orleans Hotel. 444 ST. CHARLES AVENUE (Hotel Front Desk: 1-504-5255566)

TO BUY TICKETS: Online at acglouisiana@acg.org

COST: \$45

11:30 – 12:00: Networking half-hour

12:00 – 12:30: Lunch

12:30 – 12:40: Opening Remarks

(Moderator, Mark Singletary (Publisher of New Orleans CityBusiness))

12:40 – 1:30: Speakers

George R. Wentz, Jr. (Attorney with Baldwin Haspel Burke & Mayer and Co-founder Horizon Initiative) - Opening Remarks HI / NOLA Economic Development UPDATE

Chris John (President, Louisiana Mid-Continent Oil and Gas Association) - Overview of Impact of the Oil & Gas Industry in New Orleans and the region

Clint Coldren (President and CEO, Bayou Bend Petroleum Company) - Challenges faced by the Oil & Gas Start- Up

Terry Hall (CEO and Chairman of the Board, Superior Energy Services) - Challenges in the Service Sector

Frank A. Glaviano, Sr. (Vice President, Production Americas, Shell Energy Resource Company) - Challenges in the EMD Sector

1:30 – 1:45

Q&A

1:45 – 2:00

Closing Remarks - Arthur Pulitzer (Co-Founder, Horizon Initiative)

[Overview for those who are unfamiliar with the Horizon Initiative](#)

The Horizon Initiative, an organization formed after hurricane Katrina to help bring civic and business leaders together to rebuild New Orleans, yesterday (11/28/07) accepted the results of a study it commissioned from the Gulf States Policy Institute of The RAND Corporation, a nonprofit research organization, and committed to join with the City Administration and City Council to develop a public, private partnership to prepare a vision, organization, and process for economic development for New Orleans.

The Horizon Initiative, founded in the fall of 2006, has a membership and board comprised of an extensive list of diverse business and civic organizations and individuals. After several initial meetings, participating citizens and businesses focused on economic development planning as a critical need and priority for the organization, requiring more cooperative efforts between the public and private sector. The organization has made a point of being inclusive and transparent, reaching out to both long established organizations as well as new groups that have emerged since Katrina that are concerned about the city's future development.

The Horizon Initiative approached the RAND Gulf States Policy Institute, (RGSPI), asking if it could help Horizon identify best case models in other American cities which had improved their competitive economic position, and make recommendations for how New Orleans could do the same.

The Horizon Initiative includes in its membership most of the major economic and business organizations in the city. Horizon will now work with all of its members to make sure that the resources of each will be used effectively, and without duplication and in cooperation with the City Council and Mayor's Office of Recovery Management, which The Horizon Initiative thanks for their generous participation and shared commitment to this effort.

It is the hope and purpose of the Horizon Initiative that the strengths, expertise, and commitment to the city's future represented by our members can be put to work to plan and implement different aspects of the economic development program, working with the City Administration, and the City Council. HI based its model on The Beacon Council of Miami's successful plans for the resurgence of that city in the 1980s, as well as similar models in other American cities and we look forward to the same kind of success here in New Orleans.

YES! To Business Forums

What is Economic Development? In its purest form it is Business Retention, Business Outreach and Workforce Outreach. The YES! To Business Forums are designed to engage the designated industry sectors of greatest importance to New Orleans and begin the dialogue. What are the challenges and opportunities involved in doing business in our city? What can be done to insure future growth and prosperity? What is the long-term vision for success? Government cannot determine these things; only those in the trenches can. It is then up to the business community and city government to facilitate the implementation of that vision.

Please call me anytime if you have any questions, updates, or if you require additional information.

Thank you for *taking the Initiative* for New Orleans!

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