



# 2012

## annual report

connect • grow • profit

Grow your business. Support your community.  
Become engaged. Get involved.

This is *your* Chamber of Commerce.

over **200** members and growing...



**40** ribbon cuttings



**20** events and programs



MISSION: PROVIDE THE RESOURCES AND REPRESENTATION ESSENTIAL FOR THE ENHANCEMENT OF OUR BUSINESS ENVIRONMENT.  
VISION: BE THE LEADING BUSINESS AND PROFESSIONAL ORGANIZATION IN ST. BERNARD AND SOUTHEAST LOUISIANA.

[www.StBernardChamber.org](http://www.StBernardChamber.org)



St. Bernard Chamber of Commerce

## OUR YEAR AT A GLANCE

### 2012 Chairman's Letter

**Jodie Lohfink**  
Regions Bank

What a year! The St. Bernard Chamber is now over 200 members strong, our largest membership ever. And with 40 Ribbon Cuttings in 2012, our business community continues to grow at an unprecedented pace.

St. Bernard, this year was about *you!* This is *your* Chamber offering more benefits than ever before. The St. Bernard Chamber Board of Directors is proud to support your hard work and effort by showcasing your business and providing quality informational and educational programs throughout the year. In 2012 we hosted 20 events that featured incredible speakers covering subjects such as financial planning, education, economic development, our new hospital, local and state legislative updates, and much more. Additionally, we raised \$4000 for Nunez Community College at our Annual Roast in March, we sold out our Annual Business Expo with over 55 business participants in June, and we encouraged residents to shop local by promoting local businesses throughout the holiday season with our 2012 Shop St. Bernard initiative. Last but not least, we enhanced our website by launching "Tools for Business" -- a link on our site which offers up to date and local resources to help your business grow and prosper.

None of these accomplishments would be possible without the hard work of our members, volunteers, partners, and Board Members. Thank you for your devotion to our business community and commitment to St. Bernard Parish. Also, thank you to our 2012 Annual Sponsors who play such a huge role in the success of our Chamber: Peoples Health, Associated Terminals, Chalmette Refining, Regions Bank, Entergy, and the St. Bernard Economic Development Foundation. Additionally, thank you to all of our partners and sponsors who help support our special events throughout the year.

It has been my pleasure to serve this year as Chairwoman of the St. Bernard Parish Chamber of Commerce. This opportunity has allowed me to meet so many wonderful people and professionals in St. Bernard, and I look forward to helping the Chamber provide our business community with even more opportunities in 2013.

Sincerely,

### 2012 Chamber Events

#### Luncheons

Tax Tips and Financial Planning  
Speakers: Ross Gonzales and David Huff

Career Retrospective and Review  
Speaker: Sheriff Jack Stephens

100 Days in Office  
Speaker: Parish President Dave Peralta

Annual Crawfish Boil

Legislative Update  
Speaker: Congressman Steve Scalise

St. Bernard School System Update &  
Tour of Chalmette Elementary  
Speaker: Superintendent Doris Voitier

Water Management Strategies  
Speaker: David Waggoner

University of New Orleans Update  
Speaker: Peter Fos, President of UNO

#### Board of Directors Special Events

Meet and Greet with Congressman Steve Scalise  
Breakfast and Tour of St. Bernard Parish Hospital  
Economic Development Summit

#### After Hours Events

The Local, National, and World Economy  
Speaker: Guy Williams, CEO of Gulf Coast Bank

Council Update and State of the Parish  
Speakers: Councilmen Guy McInnis and Casey Hunnicutt

Networking After Hours  
Par 3 Restaurant

Health and Wellness in the Workplace  
Speaker: Jodie Lemoine, Owner of Bridges Physical Therapy

Networking After Hours  
Fradella's Collision Center and Enterprise Rent-A-Car

#### Special Events

Chamber Roast  
Roastee: Jeff Pohlmann, Owner of Today's Ketch Seafood  
Roasters: Sheriff Pohlmann, President Peralta, Jamie Reyes  
Raised \$4000 for Nunez Community College

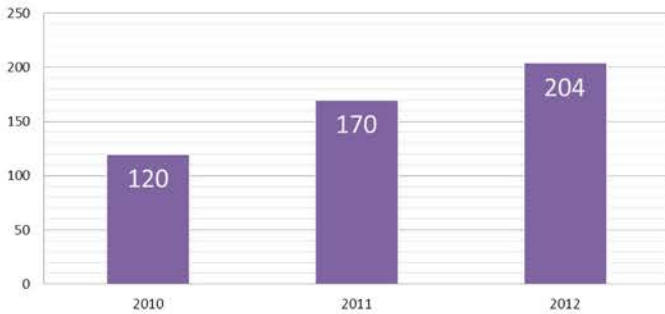
Business Expo  
Over 55 Participating Local Businesses and Organizations

Shop St. Bernard  
Over 30 Participating Local Businesses

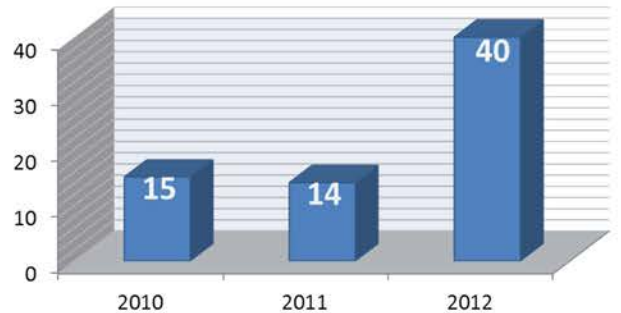
Annual Gala

# ORGANIZATIONAL OVERVIEW AND ACHIEVEMENTS

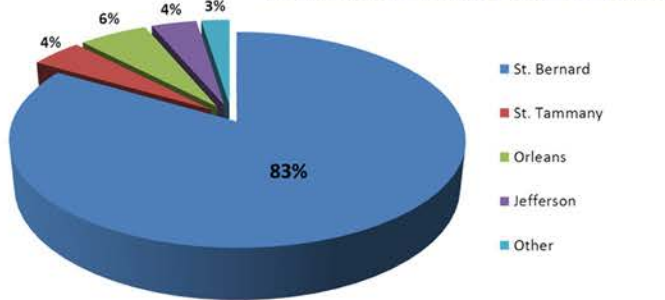
membership by year



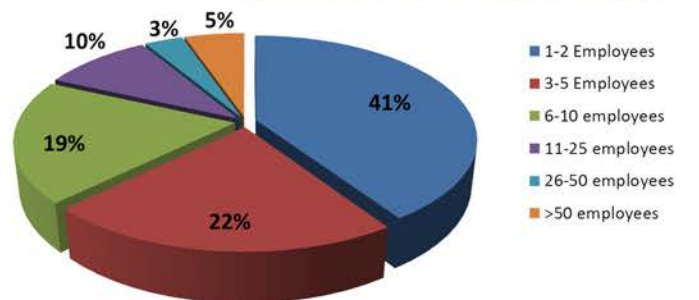
ribbon cuttings



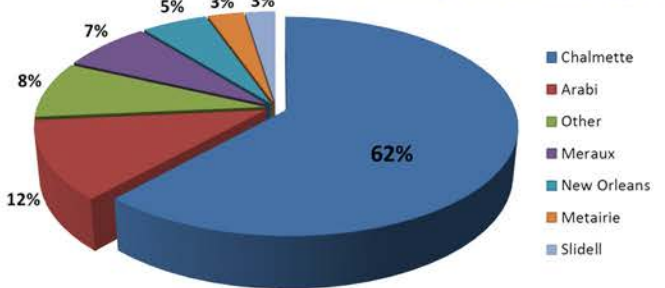
membership distribution by parish



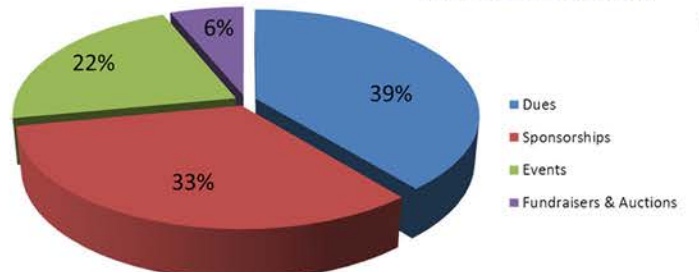
membership distribution by employees



membership distribution by city



sources of revenue



## web statistics

Jan 1, 2012 - Oct 31, 2012: ● Visits  
 Jan 1, 2011 - Oct 31, 2011: ● Visits

**Pages / Visit: 94.97%**  
4.06 vs 2.08

**Avg. Visit Duration: 104.24%**  
00:03:10 vs 00:01:33

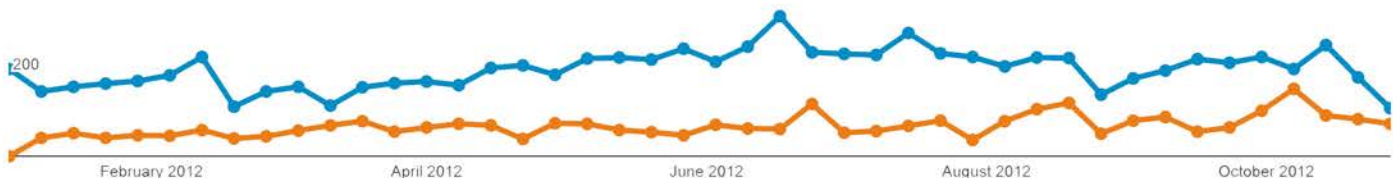
**Bounce Rate: -8.08%**  
52.42% vs 57.02%

**% New Visits: 7.55%**  
70.90% vs 65.92%

**Visits: 193.18%**  
7,347 vs 2,506

**Unique Visitors: 207.45%**  
5,282 vs 1,718

**Pageviews: 471.60%**  
29,809 vs 5,215



## 2012 Executive Committee

Chairwoman  
Jodie Lohfink  
*Regions Bank*

Vice Chairman  
Jerry Calcagno  
*Todd's Technology*

Secretary  
Fred Sigur  
*Frederick J. Sigur Investments*

Treasurer  
Joey DiFatta  
*J & J Jewelry*

Immediate Past Chair  
Sam Catalanotto  
*Ditto's Printing*

Chief Executive Officer  
Stephen Reuther

## 2012 Board of Directors

Richie Clements  
*Clements Insurance*

David Huff  
*Person Huff CPA Group*

David Fennelly  
*Associated Terminals*

Mike Fradella  
*Fradella's Collision Center*

Walter Leger  
*Leger & Shaw*

Danny Menesses  
*Domino Sugar*

Neil Ponstein  
*Ponstein's Food Store*

Corky Potts  
*Potts & Potts, APLC*

Chris San Marco  
*San Marco Tour Guide*

Cindi Meyer  
*State Farm Insurance*

Jeff Pohlmann  
*Today's Ketch Seafood*

Eric Schmidt  
*Evanschmidt Design*

Patrick Trahan  
*Chalmette Refining, LLC*

Charlene Walsh  
*Olive Branch Emporium*

Sean Warner  
*Gulf Coast Bank*

Carl Zornes  
*Valero Meraux Refinery*

## ADMINISTRATION, ACTION, AND ADVOCACY

- 10 Board of Directors Meetings
- Development and Launch of "Tools for Business" Website Portal
- Appointment of Eight Committees
- Development of Organizational Paperwork
- Additional Development of Sponsorship Program
- Implementation of New Board Nomination Process
- Monthly Maintenance of Financial Records
- Regular Maintenance of Website and Social Media Presence
- Regional Outreach including GNO Inc., RPC, SBA, LSBDC, WIB
- Membership to U.S. Chamber of Commerce
- Membership to LACCE
- Implementation of Microsoft Exchange
- Public Relations Development including Press Releases and Media Outreach
- Regular Maintenance and Management of Membership Database
- Hosting of Site Selection Tour
- Coordination of Economic Development Summit
- Candidate Nomination for the New Orleans Dock Board
- Issuance of Nine Letters of Support/Resolution in the interests of the St. Bernard Business Community

## Thank You To Our 2012 Annual Sponsors



**ASSOCIATED TERMINALS**



### Community Representatives

Dr. Mike Cusack  
*Louisiana Small Business Development Center*

Cindy Graf  
*Business and Career Solutions Center*

Elizabeth McDougall  
*St. Bernard Office of Tourism*

Parish President Dave Peralta  
*St. Bernard Parish Government*

Sheriff Jimmy Pohlmann  
*St. Bernard Sheriff's Office*

Port Director Dr. Robert Scafidel  
*St. Bernard Port, Harbor, and Terminal District*

Superintendent Doris Voitier  
*St. Bernard Parish Public Schools*

Chancellor Thomas Warner  
*Nunez Community College*

# TOOLS FOR BUSINESS SUCCESS



[www.StBernard.ToolsForBusiness.info](http://www.StBernard.ToolsForBusiness.info)

