



Masser, Michelle

From: Downtown New Jersey [info@downtownnj.com]
Sent: Monday, March 11, 2013 8:31 AM
To: Lashway, Lisa
Subject: Free Webinar: Developing a Post-Disaster Economic Recovery Plan

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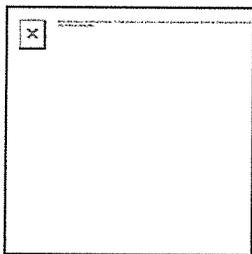

March 11, 2013

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Free Webinar: Developing a Post-Disaster Economic Recovery Plan on March 28th

When: Thursday, March 28, 2013, 2:30-4:00 pm ET



Disasters can have devastating impacts on industry and the local economy. They expose vulnerabilities that community leaders didn't know exist. Communities that have spurred long-term recovery have often pointed to a strategic plan that guided them along the way.

Following Hurricane Katrina, the economic development organization in Jefferson Parish, the neighboring parish to New Orleans, quickly acted to develop a recovery plan. Jefferson Parish Economic Development Commission (JEDCO) mobilized civic and business leaders to develop a vision for building back stronger. On March 28, Jerry Bologna of JEDCO will discuss the unique challenges imposed by the storm and will describe how his organization developed a

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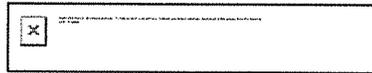
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plan of action for economic recovery.
From this webinar, attendees will:

- Learn how to develop an economic recovery plan with short- and long-term goals;
- Understand how to re-evaluate economic development objectives in light of vulnerabilities exposed by a major disaster;
- Learn how to effectively engage both the private sector and public sector as recovery partners;
- Understand the process to create a vision for building back stronger, including identifying strategies, action steps and resources.



NOTE: If you do not currently have an on-line account with the International Economic Development Council, you will be require to create one, for FREE. It takes a few moments but you will then be able to access other IEDC resources.

Speaker

Jerry Bologna

Executive Director, Jefferson Parish Economic Development Commission (JEDCO)

Jerry Bologna serves as the Executive Director of JEDCO, Jefferson Parish Economic Development Commission, the economic development organization (EDO) for the parish. In the aftermath of Hurricane Katrina, he served as the Director of Economic Development Services at JEDCO, assisting impacted businesses with accessing tax incentives, financing, workforce development and other programs for the purpose of business retention

After Hurricane Katrina, JEDCO quickly established two business counseling centers, and developed and administered a revolving loan fund (RLF), which distributed approximately \$50 million in loans to hundreds of small businesses after Hurricane Katrina. His contributions to the region's recovery efforts following Hurricane Katrina have been recognized by both business and political leadership, including members of the US Senate. More recently, he has been invited to help craft business recovery recommendations for communities hit by the BP oil spill and Hurricane Sandy. Jerry is married and is the proud father of two daughters.

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