



## ABOUT LA23

LA23 IS A BOLD INITIATIVE SPEARHEADED BY THE LOUISIANA ASSOCIATION OF BUSINESS & INDUSTRY (LABI) TO POSITION LOUISIANA AS A TOP-TIER ECONOMIC LEADER IN THE SOUTH BY THE YEAR 2030 CRAFTED THROUGH THOROUGH RESEARCH AND A VETTING PROCESS WITH A BROAD ARRAY OF STAKEHOLDERS. WE ARE ENGAGING BUSINESS LEADERS, OUTSIDE CONSULTANTS AND ISSUE EXPERTS TO HELP DEVELOP A ROADMAP FOR OUR STATE THAT WORKS NOT ONLY FOR LOUISIANA BUSINESSES, BUT FOR ALL LOUISIANANS. LA23 WILL BE RELEASED IN EARLY FALL OF 2023, AND WE WILL CONDUCT A ROADSHOW TO DISCUSS THE RECOMMENDATIONS AND GARNER SUPPORT.

## THE GOAL

### TO PRODUCE A SUBSTANTIVE STRATEGIC PLAN FOR LOUISIANA THAT WILL:

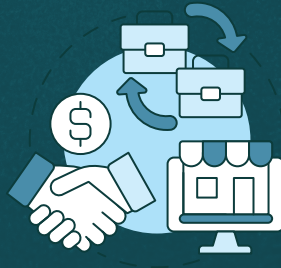
- ZERO IN ON THE TANGIBLE STEPS TO DRIVE SOLUTIONS
- DEVELOP A CLEAR VISION TO CREATE A ROADMAP FOR SUCCESS
- PROVIDE ANNUAL, REAL-TIME MONITORING AND DATA ANALYSIS TO ENSURE WE STAY ON THE RIGHT PATH

## THE ISSUES



### EDUCATION & TALENT SUPPLY

- Early childhood education
- K-12 education
- Market-relevant workforce training
- Higher-ed partnerships
- Cradle-to-career pathways



### ECONOMIC DEVELOPMENT

- Economic diversification
- Entrepreneurship
- Main Street Revitalization
- Emerging industries
- Incentives



### TAX POLICY & BUSINESS CLIMATE

- Tax burden/structure
- Constitutional barriers to change
- Legal environment
- Regulatory environment



### SAFETY & RESILIENCY

- Crime
- Infrastructure
- Healthy outcomes
- Insurance Affordability
- Coastal restoration

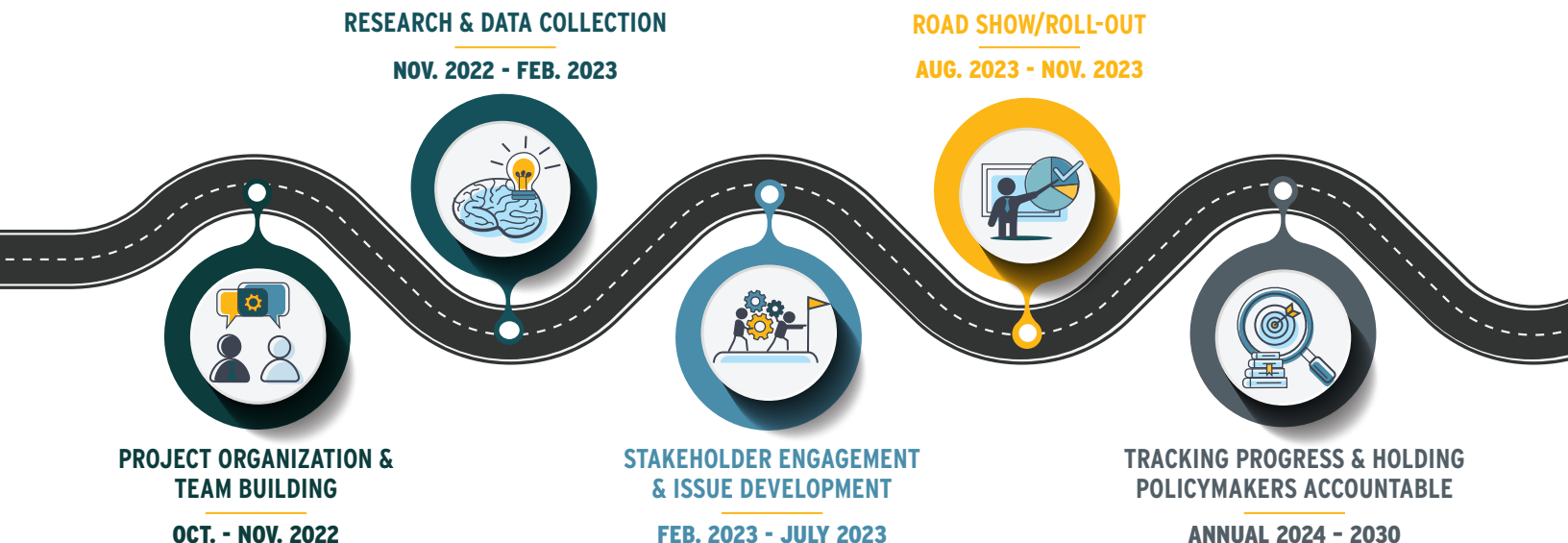
## THE PROCESS

DURING THE MONTH OF FEBRUARY, WE ARE HOSTING REGIONAL LISTENING SESSIONS THROUGHOUT THE STATE TO SHARE THE CURRENT RESEARCH, KEY CONCEPTS AND SOLICIT INPUT FROM BUSINESS AND CITIZENS. THE SECOND ROUND OF SESSIONS WILL BE HELD IN THE SUMMER.

### THE DATA GATHERING PROCESS:

- Conduct regional meetings, surveys and polling to hear directly from businesses, industry leaders and local experts
- Consult national experts to provide the perspective and reality check we need
- Utilize data and research to identify best practices from other states

## THE TIMELINE



## THE TEAM

To assist in the process, LABI has hired **Ted Abernathy** from North Carolina as lead project consultant. Ted is the **Managing Partner of Economic Leadership LLC**, a consultancy that is currently working in more than a dozen states to develop economic and workforce strategies. During the past five years, Economic Leadership has **led the development of State Economic Development and Economic Competitiveness Strategies for the state chambers of commerce in Kentucky, Missouri, Arkansas and for both the state Chamber and the Department of Commerce in North Carolina**. Economic Leadership assessed and presented extensive competitiveness and trends research; designed and facilitated strategic engagement processes; designed, conducted, and analyzed stakeholder surveys; created metrics for measuring future success and made presentations to large state gatherings.

Ted will be joining **Stephen Waguespack, LABI president and CEO**, and Beverly Haydel, founder of Sequitur Consulting, at each of the regional meetings.

As the **founder of Sequitur Consulting, Beverly Haydel** has more than a decade of experience working in both the private, public and nonprofit sectors. Her expertise lies in **project management, coalition building, stakeholder engagement, public outreach, issue advocacy, policy development and legislative strategy**.

Throughout her career, Beverly has demonstrated an ability to plan and execute complex projects involving multiple stakeholder groups and across numerous sectors, including health care, education, transportation and infrastructure, and economic development. Beverly applies her critical thinking and interpersonal skills to help clients plan and manage projects efficiently and to achieve positive results. Her ability to write persuasively, her vast knowledge across multiple policy areas and her in-depth knowledge of the legislative processes at both the local, state and federal levels provide her with the expertise to bring value to clients in a wide array of situations.

On the data collection front, LABI has hired **CMA Strategies founding partner, Pat McFerron**. **McFerron brings more than 30 years of election, lobbying, and voter opinion research experience** to help CMA clients win both at the ballot box and in the legislature. In addition to being CMA's point person on messaging and strategic planning, McFerron serves as President of Cole Hargrave Snodgrass & Associates, a nationally recognized survey research company that has worked in more than 40 states. All totaled, McFerron has worked with multiple presidential campaigns, as well as on more than **80 successful U.S. Senate, gubernatorial, and congressional campaigns, over 150 winning legislative races, and more than a dozen statewide or major city mayor victories**. In addition, he has been involved in 83 triumphant local ballot initiatives and more than 20 successful state ballot questions and constitutional amendments.