



# RESEARCH PARK BOARD VOTES TO ACQUIRE MALL

At its December 27 meeting, the board of the Research Park Corporation (RPC) voted unanimously to approve the purchase of the Bon Carré development from a group of lenders led by Memphis-based bank First Tennessee. RPC will join with the Baton Rouge Area Foundation's Wilbur Marvin Foundation to complete the \$9 million purchase. Cox Communications also announced at the meeting their renewed interest to renovate and occupy as their regional offices the 130,000 square foot property that was formerly the Montgomery Ward store at Bon Marché.

"This purchase will breathe fresh air into a project that is welcomed and needed for our local economy," said Mayor-President Bobby Simpson, an RPC board member who voted in support of the purchase. "With the potential movement of Cox into the old Montgomery Wards space, and plans

to renovate the old tire store at Lobdell and Florida into a day care center, we have truly moved from an old retail based economy into the high-tech era."

"The Foster Administration fully supports RPC's and the Wilbur Marvin Foundation's purchase of the Bon

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*Research Park Corporation Board Members discuss the proposed mall purchase as TV news media record the deliberations.*

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### Louisiana Technology Park Resources:

- 50+ Strategic Partner Companies
- Tier-One Data Center
- Experienced business mentors
- Can-do attitude
- *Space for your young company*

# MEMBER COMPANIES' YEAR-IN-REVIEW

2002 has been a great year for Members of the Tech Park. Here are some of the milestones achieved by our companies:

**Anthrogenesis:** Only two months residing at the Tech Park has seen this company sign placenta collection agreements, hire several full-time employees, finalize architectural drawings for its build-out, and begin discussions with area hospitals for donations of placentas and umbilical cord blood.

**Connect Utilities:** Connect Utilities has begun offering on-line utility connections outside of Louisiana. "We will continue to expand our model and our features to favorable markets," said Michael Trufant, CEO. Connect Utilities is developing new channels for consumers wanting to save time when moving.

**Emergent Technologies:** "The Tech Park has been the catalyst for our success," says CTO Cavin O'Neal. "We have added 3 full time employees to enable us to complete SecureChart® and begin to actively market, sell and install our new products."

**i-Notification** now provides a solid internet-based emergency communications platform for industrial customers, local fire departments, sheriff, and offices of emergency preparedness in East and West Baton Rouge Parishes. In addition, it is deploying its software for homeland security purposes with the Louisiana Office of Public Health. This was the first company admitted to the LTP accelerator program.

**iSeatz:** 2002 was a banner year for iSeatz.com. iSeatz launched three new products and saw over

900% growth in its revenues. Products include "Dining Destinations," a comprehensive online review of their most highly recognized restaurants, "Chef's Best," price-fixed dining packages at discount prices and "Dinner & a Movie," featuring restaurant coupons for casual dining at locations near theatres.

Partnerships launched in 2002 include relationships with three websites: NewOrleansCVB.com, GambitWeekly.com and BigEasy.com, as well as national partnerships with Expedia, FoodandWine.com and Fandango.com.

iSeatz moved its servers from Texas to NTG's Tech Park data center, which greatly strengthened its technology infrastructure by doubling its number of web and database servers.

Also in 2002, iSeatz CEO, Kenneth Purcell, was recognized as one of New Orleans' top "40 Under 40" by both Gambit Magazine New Orleans, and New Orleans City Business. He was presented with an award for "Best Case of Technology Entrepreneurship" by Tulane's Freeman School of Business.

**TurfCentric:** Has begun com-

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## EXPLORE INTERACTIVE'S DYNASITE TO MANAGE LTP WEBSITE



Ease of use, excellent customer service, and scalability are some of the reasons that Louisiana Technology Park has chosen Explore Interactive's (EI) Dynasite content management platform to be the backbone of the Park's web site. In addition, EI has also been selected to join the Park's Strategic Partner Program and will make their platform avail-

able to LTP Member companies on a discounted basis.

The Dynasite platform features menu-driven site management tools making it simple for a non-technical person to manage even the most complicated of web sites. Check out their content management services at [www.exploreinteractive.com](http://www.exploreinteractive.com). ✓

### NOTABLE QUOTE

*"It is an immutable law in business that words are words, explanations are explanations, promises are promises—but only performance is reality."*

Harold Geneen

# MINDCREEK JOINS TECH PARK

Mindcreek, Inc., a young Baton Rouge-based technology company which provides custom software solutions for the medical industry, has become the newest Member of the business accelerator program at the Louisiana Technology Park.

Mindcreek provides niche solutions to the medical industry to handle business and clinical integration processes including data capture, mining, storage, archiving, security, file management, and document imaging. The company also provides solutions to help meet government regulations.

“We meet the medical industry’s needs to integrate different software packages,” said Clayton Melson, President of Mindcreek. “We help hospitals and clinics resolve issues of sharing data among proprietary hardware and software providers. We are at a point in our business where we are focused on growth and where we are reaching critical mass with companies approaching us for more service. The Tech Park will help us in this stage of growth through their Strategic Partner Program and, since some of our software is

delivered over the Internet, through NTG’s state-of-the-art data center. We will have resources available to us that will help refine our business plan, grow our revenue, develop new product lines and continue to expand our reach.”

“The principals of Mindcreek have created specific applications that are yielding solutions for the healthcare industry,” said Doug Lee, executive director of the Tech Park.

“Mindcreek expands upon the medical industry market segment growing within Tech Park companies by providing software integration solutions for physicians and hospitals. ✓



that he could assist the growth of the companies.

During the 2 hour meeting, some topics addressed by companies were: access to early-stage funds, and tax incentives directed at startup companies. Kennedy vowed continued support of the Park and its efforts. He has announced his candidacy for Governor. ✓

## TECH PARK COMPANIES CREATE JOBS

The Louisiana Technology Park has a total of eight companies associated with its state-of-the-art business accelerator program. In part, the purpose of the Park’s program is to enhance state economic development and jobs creation by assisting young companies through the early, critical phase of their growth. Tech Park Member companies have a combined monthly payroll in excess of

**\$155,000.**

We’re proud of all of our Member companies and the impact they’re having on the Louisiana economy. ✓

## TREASURER KENNEDY MEETS LTP MEMBERS

As part of the ongoing effort to familiarize State elected officials with the Tech Park accelerator program, Member company representatives met with State Treasurer John Kennedy. Kennedy visited in November to hear first hand about Members’ success and to discuss ways



## LOUISIANA TECHNOLOGY PARK BOARD OF DIRECTORS AND STAFF

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#### **MOLLY BALL**

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#### **KASEY SWEARINGEN**

Receptionist

#### **CHARLES LANDRY**

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### RPC BOARD VOTES

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Carré property,” said Commissioner of Administration Mark Drennen, who was present at the meeting. “We have a \$37 million commitment to the Tech Park and the data center now owned by NTG. We see the movement of the property into local hands to be nothing but positive.”

“The Research Park Corporation and its business accelerator, the Louisiana Technology Park, remain focused on growing the technology industry in Louisiana,” said Edward Ashworth, president of the Tech Park. “The new own-

ership of Bon Carré is good for Baton Rouge and the Louisiana biotechnology and technology industries. We have been hampered by the failure of the previous owners to complete the development. This acquisition will mean we can finish the work and move on.”

With current tenants and Cox Communications, the Bon Carré property – which encompasses 863,000 square feet - will be approximately 50% occupied. The remaining space will be renovated to create working space for other technology-based companies and support services for the employees of the property. ✓

### YEAR-END REPORT

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mercialization of its patent-pending SmartShop® technology which eliminates manual systems associated with preventative maintenance operations. The software is geared toward the golf and turf industries. Their software manages golf courses as far away as Australia.

**VoterVoice** has expanded its market reach from 40 clients in 18 states to over 90 clients in 35 states. Revenue grew 110% achieving the second straight year of profitability. ✓