

THE HOSPITALITY ISSUE

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JEFFERSON STREET PUB

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CALLOWAY INN & SUITES

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# inGOODcompany

The Official Magazine of LCIA.



THE MEMBER SERVICES ARM OF LCI WORKERS' COMP

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# Association News:

∴ **New Industry Categorization** – Did you know that LCIA is composed of all different kinds of businesses (contractors, retailers, manufacturers, truck drivers, etc.)? We believe our diversity is what makes us unique. In order to better structure LCIA, we have created these categories based on our current membership, so we can focus on the specific needs of each industry. Our new categories include: *Agriculture, Construction & Building Services, Food Service & Hospitality, Healthcare, Industrial, Nonprofits/Government/Education, Professional & Clerical, Retail & Sales, Transportation, “Other.”*

This change does not affect you or your LCI policy. This will simply help LCIA in creating more refined, relevant, and useful programs for you and your business.

∴ **CE Classes** – In conjunction with our industry-specific efforts, we are working to offer more continuing education classes. Do you have CE requirements? Email Christina Buras at [christina@lciassociation.com](mailto:christina@lciassociation.com) to begin a discussion about possible CE classes for your license or permit.

∴ **New Workshop Series** – This year LCIA has created two new workshop series: The Every Hat Entrepreneur Series and the Ask the Expert Series. The Every Hat Entrepreneur Series is geared toward the jack-of-all-trades business owner or small business team who all wear the different hats in a business and need to know a little bit about everything. These half-day workshops were created to present valuable information in a compact format and to feature key speakers who each address a different aspect of the topic at hand. In March, the EHE spotlighted Marketing with four speakers, each discussing one of the following topics: What’s Important about Marketing?, Branding, Developing an Affordable Website, and Online Marketing & Social Media. The Ask the Expert Series allows you to get your questions answered by professionals that might be costly or inaccessible. Use this workshop series to access professional advice without the hefty price tag. Keep an eye out for these workshops near you.

∴ **Family Day** – Thank you to everyone who braved the pouring rain to attend Family Day at Global Wildlife Center on May 31. The weather created some challenges, but the rain didn’t dampen any spirits! We even collected canned food for Second Harvest from some generous event-goers. Thank you, and hopefully next Family Day will be a tad drier!

∴ **Online Safety Classes** – We have had a number of companies register for the online safety training. If you are interested in gaining access to the online safety program, please go to the Member Portal at [members.lciwc.com](http://members.lciwc.com), and click on the tab that says “Register for Online Safety Training.”

# LCIA Events:

## JULY

### LCI WEBINAR SERIES: WHAT IS AN E-MOD?

**WHEN:** JULY 16  
10:30 AM - 11:00 AM  
**WHERE:** ONLINE  
GOTOWEBINARS

### ASK THE EXPERT: A TOUR OF QUICKBOOKS ONLINE WITH TAX HELP NOLA

**WHEN:** JULY 30  
10:30 AM - 11:15 AM  
**WHERE:** ONLINE  
GOTOWEBINARS

### EXCEL BASICS FOR BEGINNERS

**WHEN:** JULY 31  
8:00 AM - 5:00 PM  
**WHERE:** LANtec CORPORATE  
TRAINING CENTER  
LAFAYETTE

## AUGUST

### SERVSAFE MANAGER CERTIFICATION

**WHEN:** AUGUST 12  
8:30 AM - 4:30 PM  
**WHERE:** HOLIDAY INN  
METAIRIE

### LCI WEBINAR SERIES: BENEFITS OF WORKERS' COMP

**WHEN:** AUGUST 13  
10:30 AM - 11:15 AM  
**WHERE:** ONLINE  
GOTOWEBINARS

### RESPONSIBLE VENDOR SERVER PERMIT SEMINARS (2 CLASSES)

**WHEN:** AUGUST 19  
1ST CLASS: 8:30 AM - 12:30 PM  
2ND CLASS: 1:00 PM - 5:00 PM  
**WHERE:** HOLIDAY INN  
METAIRIE

### ASK THE EXPERT WEBINAR: HOW TO CREATE AN AFFORDABLE WEBSITE

**WHEN:** AUGUST 20  
10:30 AM - 11:30 AM  
**WHERE:** ONLINE  
GOTOWEBINARS

### SERVSAFE FOOD HANDLER SEMINAR

**WHEN:** AUGUST 26  
9:00 AM - 1:00 PM  
**WHERE:** HOLIDAY INN  
METAIRIE

## SEPTEMBER

### EVERY HAT ENTREPRENEUR SERIES: SAFETY PLANNING FOR MANAGERS

**WHEN:** SEPTEMBER 5  
8:00 AM - 3:00 PM  
**WHERE:** MONROE

### LCI WEBINAR SERIES: WHAT YOU CAN DO TO KEEP WORKERS' COMP COSTS LOW

**WHEN:** SEPTEMBER 10  
10:30 AM - 11:15 AM  
**WHERE:** ONLINE  
GOTOWEBINARS

### ASK THE EXPERT: CONTRACTOR LICENSING WITH THE LSLBC

**WHEN:** SEPTEMBER 24  
11:00 AM - 1:00 PM  
**WHERE:** ACME OYSTER HOUSE  
BATON ROUGE

For more information and to register for these events, go to LCI and LCIA's Member Portal at [members.lciwc.com](http://members.lciwc.com), or email Christina Buras at [christina@lciassociation.com](mailto:christina@lciassociation.com).



# On the Issues:

## HOSPITALITY

Hospitality is defined as: “The friendly and generous reception and entertainment of guests, visitors, or strangers.”

And let’s add customers and clients to that list. While some of you—such as restaurants and hotels—make your living off of making your customers feel welcome, couldn’t we all stand to show a little more kindness and warmth? In this edition of “On the Issues,” we first hear from Annette Wray about being more than hospitable with your customers. We then learn about the positive impact that Louisiana’s hospitality and tourism industry has on all of us. Finally, we receive hospitality tips from fellow LCI policyholders who are in the hospitality industry in the Members’ Voices section.

## The Tourism Industry’s Impact on the Local Economy: How Tourism Benefits Louisiana Businesses

New Orleans Convention and Visitor’s Bureau



Louisiana attracts a lot of visitors each year for both business and pleasure. Whether they come for Jazz Fest or jewelry conventions, bayou fishing or business trips, they bring money into Louisiana that would otherwise be spent elsewhere. Or more simply put, when people visit our state, they spend money.

*See Economic Impact graphic on right.*



## ECONOMIC IMPACT

# How many visitors does Louisiana attract, and how much money do they spend?



**27.3**

million people visited Louisiana in 2013, which is a 3.8 percent increase in visitation over 2012.

**\$807**

million state tax revenues generated by travel and tourism activities in Louisiana.



**\$10.8**

billion spent by domestic and international visitors in Louisiana in 2013.

**11.6**

million total passengers arrived and departed Louisiana airports in 2013.



<http://www.crt.state.la.us/tourism/louisiana-research/index>

<http://www.crt.state.la.us/Assets/Tourism/research/documents/2013-2014/LATourismForecastReport2014-2017.pdf>

## A lot of money comes into the state. Does it all go to large corporations, as well as hotels and restaurants?

*Tourism dollars reach businesses in a number of industries. While it's true that the hospitality industry is a large beneficiary, there are opportunities for all industries. Let's meet a few local businesses who have found success working with our state's visitors.*



### DOCUMART

INDUSTRY: **Printing**  
CITY: **Harahan**

Documart has produced materials for conventions taking place in New Orleans. Their clients include the American Academy of Orthopaedic Surgeons and Garden Club of America.

### HOME TEAM PRODUCTIONS, INC.

INDUSTRY: **Staging and Scaffolding**  
CITY: **New Orleans**

Home Team has worked with the American College of Cardiology and NBA All Star Game. Home Team Productions is also a fellow LCI policyholder.



### EVENTIONS, LLC

INDUSTRY: **Staffing**  
CITY: **New Orleans**

Eventions' services include on-site management and staffing, registration, and transportation. They have worked with American Academy of Cardiovascular Perfusion and the Telecommunications Industry Association.

### EXHIBIT TRANSFER SYSTEMS, LLC

INDUSTRY: **Trade Show freight**  
CITY: **Saint Rose**

Exhibit is primarily a trade show freight company originating from and delivering to the New Orleans Convention Center.





## Hospitable Customer Service

Annette B. Wray, CHBC



Is being “hospitable” enough to keep the customer coming back?

All business owners and managers understand the need to keep their businesses focused on the customer experience. The ability to listen and learn from the customer perspective about your business can be a catalyst for its growth. The customer experience is so valuable, many industries, like the hospitality industry, focus many of their team member trainings on how their teams can improve the customer’s perspective of the business and keep striving for a culture that is filled with a rewarding experience. The goal? Customers will want to not only come back for more but also share their positive experiences with others. But is being “hospitable” enough?

Think about how and why you make your decision about where you shop today. How many of your past experiences from visits to the grocery store, convenience store, hair dresser, insurance agency were positive and rewarding? I think you will agree that we tend to return to the places where we have been treated with respect, kindness, and especially when we have received personal attention.

Robert Whitley from the Forum Corporation noted “The only right way to run a company –and the most profitable way–is to saturate your company with the voice of the customer.” Are we doing enough to saturate our customers with the best customer service we can achieve?

Asking your employees to be cordial and hospitable is just not enough. Are you looking

to take your business to the next level in customer service? Consider the following best practices:

- 1. Define and explain your vision of a positive customer experience to your team.** The Golden Rule simply states “do unto others as you would have them do unto you...” You and your employees should be trained and experienced in what makes a customer feel welcome and comfortable when visiting your business. With your team, make a list of what defines a positive customer experience. Imagine you as a customer walking in the door of a business. What will make you feel welcome? Some simple suggestions (and be consistent): warm greeting from team members, eye contact with customers, smiling faces (even when you

are on the phone), offering assistance, just to name a few. Another consideration is to make sure your business appeals to the senses: sounds (music?), smells (pleasant aromas, but not overbearing), sights (professional presentation).

Essentially a team that presents itself professionally and hospitably portrays a team that cares about the customers as the most important element in their job.

- 2. Test your vision.** Try this exercise. Ask a neighbor or a colleague to come into your business and grade their experience. Kind of like a secret shopper. Getting feedback from your guests and colleagues can help you identify where improvements are needed.







### 3. Change the way you communicate.

Technology has become an integral part of our daily lives. It is used to keep us on time, communicate farther and faster. However, the art of conversation can easily get lost in technology. Bring back the days of hand written notes, follow up phone calls, and a simple thank you; it will keep your customers engaged and feeling important. It will also encourage loyal behavior. Earlier generations understand the value of taking the time to show others appreciation through handwritten notes. Sometimes we need to encourage the newer generations to use old fashioned conversation to improve the customer experience.

4. **Exceed the customer expectation.** A typical customer service philosophy is based on understanding customer needs, wants, and expectations. Have you and your team create weekly goals as to how they can exceed the customer's expectation. For example, a customer is looking to purchase a product or service to alleviate some sort of "pain." Replacing broken items, sprucing up a room with more color, making their lives easier to manage, saving money—

we need to converse with our customer to identify their "pain" and then offer recommendations to become more comfortable. Listen and empathize with your customers.

The customer experience goes beyond the niceties. I remember going to a state college with my daughter to take a look at the campus. Our expectation was to obtain all the information we needed to evaluate the academic offering and the financial breakdown so we as a family could make a decision on her college education. The recruiter accomplished that and more. He went one more step and offered my daughter and me a tour not only of the campus but also of the small town surrounding the college. The recruiter showed us local shopping spots, apartment complexes nearby for future consideration and various local attractions. I did not expect this at all, and we left feeling very comfortable about the town and more so about the college. Subsequently I wrote a thank you note to this recruiter and his manager thanking them for a true positive customer experience.

Focus on the customer experience at all times. Think about it—you ask recommendations

from friends and family because you can relate to them and trust them. Use this behavior with your customers. Relate to them as much as you can; work on being empathetic and show the desire to make them happy.

*Annette B. Wray, a Certified Human Behavior Consultant, has been inspiring and captivating audiences with her seminars and workshops since 2002. Her primary focus is working with medium and large-sized businesses and their management teams to create effective service plans to keep them motivated and moving forward toward their goals. Learn more at [annetthewray.com](http://annetthewray.com).*



# Members' Voices

*Hospitality Tips from the Hospitality Industry*

Owning and operating your own business gives you a lot to talk about with the folks running the 3,000 other Louisiana-based businesses that LCI insures. Given these shared experiences, we believe that you can learn a lot from your fellow entrepreneurs. In this Members' Voices section, we ask you questions related to the topic of the issue.

Businesses in the hospitality industry spend their time serving a lot of different customers with a variety of personalities every day. In a lot of cases, their business depends as much on the experience they give their customers as it does on their product. Because they earn their living showing hospitality, let's see what we can learn from them about interacting with customers.



## MATT AND ALICIA MURPHY

COMPANY: *The Irish House*

CITY: *New Orleans*

**Q. DESCRIBE THE PROCESS OF DEALING WITH DIFFICULT CUSTOMERS. HOW DO YOU STILL SHOW HIM/HER HOSPITALITY?**

**A.** In the restaurant business it is not unusual to have guests who complain about a multitude of things: food, service, etc. The key is to let them know that you have heard them and that you want to fix the problem. We let them know that it was not supposed to happen—and that we want them to come back to have the real experience that they should have had in the first place. This frequently means offering a gift card for future use.



## PAM FORTNER

COMPANY: *Orleans Grapevine*

CITY: *New Orleans*

**Q. WHAT DO YOU EMPHASIZE WITH YOUR STAFF WITH REGARD TO CUSTOMER SERVICE?**

**A.** I tell my staff—as I believe myself—that we are nothing without our customers. We don't build something like cars or machinery, instead we sell our customers an experience that includes their meal. Our customers are our guests, and each one is equally important.



## BRANDI NAJOLIA

COMPANY: *Cafe Lynn*

CITY: *Mandeville*

**Q. DESCRIBE THE PROCESS OF DEALING WITH DIFFICULT CUSTOMERS. HOW DO YOU STILL SHOW HIM/HER HOSPITALITY?**

**A.** In this business, we know customer complaints are something we have to deal with. When this does occur, we take immediate action to rectify the situation, whether it is removing something from their bill or giving them dessert. We stand by the quality of our product and never compromise when it comes to the quality of our food. When someone is not happy, we want to change their mind and to see them leave happy.



# Member Spotlight

LCIA would not exist if not for our members. You, the 3,000 businesses insured by LCI Workers' Comp, are LCIA. You represent countless industries throughout Louisiana. We use this Member Spotlight section of our magazine to showcase our members' unique businesses. By sharing the contributions our members make to their industries and communities, we are showing you that with LCIA, you're In Good Company.

Jefferson Street Pub



Calloway Inn & Suites



# RAISING THE BAR

## FOR PUB

### cuisine



#### About Jefferson Street Pub

Located in an old bank building in downtown Lafayette, Jefferson Street Pub (JSP) is a gastropub, offering high quality food and an extensive beer and cocktail selection. Gus Rezende, who owns JSP with a business partner, runs the bar & restaurant with the help of his team. Jefferson Street Pub first opened its doors in 2002 under previous ownership. At the time Gus took over in 2009, the kitchen was closed. Gus, with his 10 years' experience in the hospitality industry, decided to make conceptual changes to the business—particularly to the restaurant portion—and presented his gastropub vision to the world.

#### GastroPub Fare

When Gus purchased Jefferson Street Pub, his first priority was to completely overhaul the restaurant. To do this, he enlisted the help of Chef Robert Sandberg. Bringing both culinary training and extensive restaurant experience to the table, Robert helped Gus's gastropub vision—defined by Gus as, “high-end culinary bar food”—come to fruition. JSP's menu boasts both seasonal and local ingredients, including seafood and produce. The star of the menu is the JSP burger, which is a beef burger topped with roasted poblano peppers, gouda cheese, and a house chipotle aioli. In addition to its

food, Jefferson Street Pub offers an impressive beer list and cocktail menu. Many of the beers offered come from Louisiana breweries.

#### Special Events

JSP hosts live bands on Thursday nights and DJs on Friday and Saturday nights, all the while serving food from a special late night menu. JSP also has weekly events including a running club on Tuesdays and fish taco Wednesdays. On Tuesdays, participants venture on a 5 kilometer run before meeting back at the Pub for post-run libations, and on Wednesdays, customers are treated to \$2 fish tacos and two-for-one Dos Equis beers all night. To top it off, on Saturday mornings, Jefferson Street Pub hosts its Vinyl Brunch, during which guests are invited to bring their own vinyl records and play them during brunch. All of this is Gus's

successful attempt at being unique and giving his customers what they want.

In addition to their own weekly events, Jefferson Street Pub is available for special events. With the ability to welcome up to 360 guests, JSP hosts parties of all kinds, including reunions and wedding receptions. Additionally, sponsoring the recent Festival International de Louisiane, Jefferson Street Pub served meals to over 4,000 volunteers and musicians, proving that JSP can handle large groups and that they are tied to the Lafayette community.

*You can visit Jefferson Street Pub at 500 Jefferson Street in Lafayette. For more information or to book private events, call 337-232-5040, or visit their website at [jeffersonstreetpub.com](http://jeffersonstreetpub.com).*







## MEET GUS REZENDE

**Owner of Jefferson Street Pub**

"I am proud of what we have built: the gastropub menu and a place where people enjoy coming. I have put a lot of hard work into Jefferson Street Pub, but I could not have done it without my staff. That especially goes for Chef Robert Sandberg. I could not have done this without him."





# CALLOWAY

## *Meet Glenda Calloway*

Owner of Calloway Inn & Suites

“When I first bought this hotel in 1999, I was trying to figure out whether it was going to be a Quality Inn, a Comfort Inn, or a Holiday Inn. Instead, I said, ‘Let’s make it a Calloway Inn.’ This was something new that I decided to try, and it has worked out well.”



# Capital ACCOMMODATIONS

## About Calloway Inn & Suites

Located just off I-12 in Baton Rouge, Calloway Inn & Suites is a locally owned hotel that offers tourists, tailgaters, and business travelers a selection of 120 rooms at an affordable price. Glenda Calloway, who purchased the hotel in 1999, owns and operates Calloway Inn in addition to her other real estate and hotel ventures. For the past 10 years, Glenda has enlisted the help of Danielle Bourcy for the day-to-day management of Calloway Inn. This dynamic duo ensures each guest's comfort and satisfaction during their stay.

## Customers

Due to its location, affordability, and personable customer service, Calloway Inn & Suites has a wide-ranging customer base with many repeat guests. Some of Calloway Inn's customers include:

:: Turnaround – Oil companies will rent a block of rooms for their employees whenever they perform a turnaround. Calloway Inn also rents rooms to construction crews doing work nearby.

:: Destination LSU – During football season, Calloway Inn & Suites is a prime location for football fans of both the home team and away. There is a group of LSU fans from Lafourche Parish who have made Calloway

Inn their tailgating headquarters for the past 9 years. This particular group also comes for a weekend every summer for one member's birthday. They rent the LSU suite, decorated in everything purple and gold.

:: Tourists and Families – Since Calloway joined booking.com as a listed hotel, they have attracted many more tourists within driving distance. They also sell out when there are special events in Baton Rouge such as the Bayou Country Superfest during Memorial Day Weekend.

:: Weddings and a Funeral – Calloway Inn & Suites hosts private events of all kinds. This includes banquets, weddings, and they have even hosted a funeral. The function room opens out to the pool for added entertainment during an event.

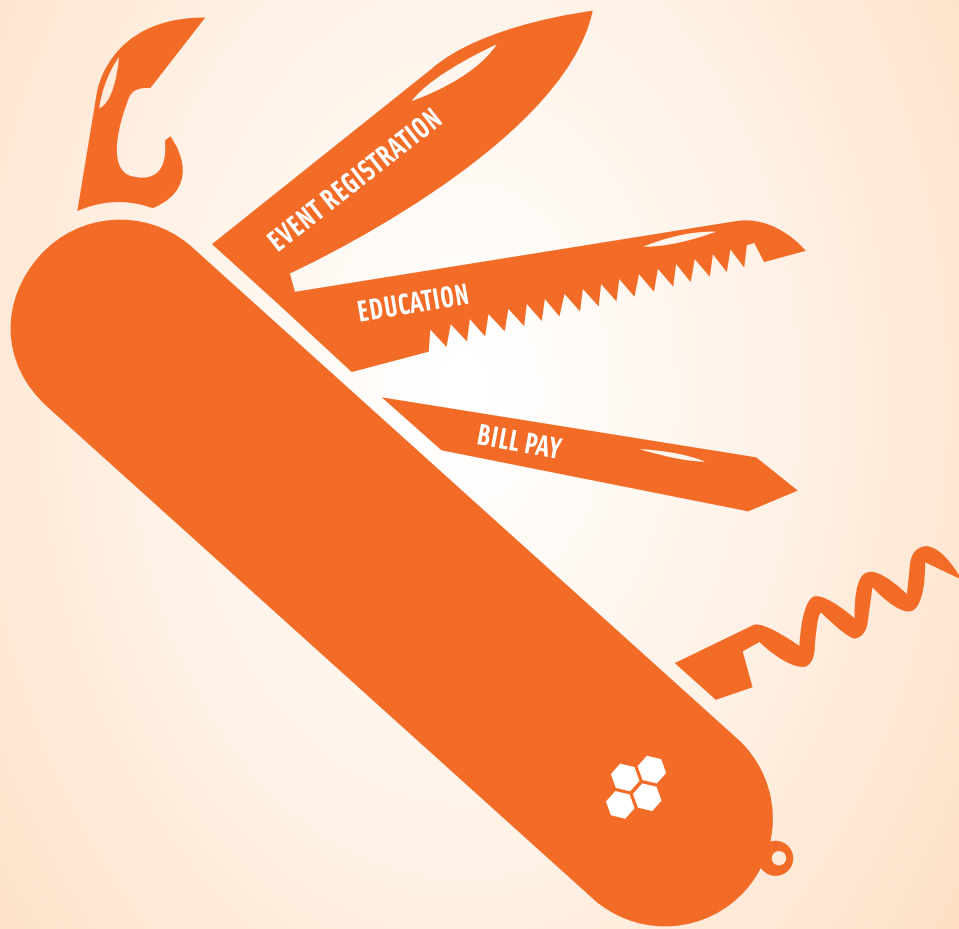
## Unique Personalities

What sets Calloway Inn apart from its competitors is the people and the personalities. The lobby contains a large painting of Glenda Calloway's parents, 60-year veterans of the hotel business. Glenda's 90-year-old mother still walks through the lobby and will share anecdotes from when she owned and managed hotels. Danielle Bourcy has built relationships—and even friendships—with her repeat customers and ensures that they keep coming back. She noted that the fresh shrimp the Lafourche tailgaters bring her is just a perk of the job and of getting to know her customers.

*Calloway Inn & Suites is located at 10920 Mead Road in Baton Rouge. For more information about booking a room or hosting a private event, call (225)-250-1632 or visit [batonrougehotelandsuites.com](http://batonrougehotelandsuites.com).*



# *THE LCI/LCIA MEMBER PORTAL: YOUR ONLINE TOOL WITH MANY USES*



YOU CAN UTILIZE LCI'S SECURE SITE TO PAY YOUR WORKERS' COMP BILL, REGISTER FOR BUSINESS WORKSHOPS, ACCESS A LIBRARY OF BUSINESS AND SAFETY VIDEOS, AND MORE. VISIT [MEMBERS.LCIWC.COM](http://MEMBERS.LCIWC.COM) TO GET STARTED.





# SUMMER WORKSHOPS FOR RETAILERS

staylocal 

A SERIES OF HELPFUL SESSIONS EVERY TUESDAY & WEDNESDAY IN JULY



**TUE 7/1**

## The Art & Science of Buying

w/Stephen Fingerman  
Avalon Retail Consultants

**WED 7/2**

## Using the Internet to Drive Local Sales

w/Mike Massey  
Massey's & Local Gear

**TUE 7/8**

## How to Hire & Train Employees

w/Stephen Fingerman  
Avalon Retail Consultants

**WED 7/9**

## Devil's in the Details

w/Aiden Gill  
Aiden Gill for Men

**TUE 7/15**

## Retail Leasing 101

w/TBD

**WED 7/16**

## Social Media for Retail

w/Richard Pomes  
Rapjab

**TUE 7/22**

## Optimize Your Setting Skills to Increase Sales

w/Stephen Fingerman  
Avalon Retail Consultants

**WED 7/23**

## The In-Store Environment

w/Katherine Bullock  
Mimi

**TUE 7/29**

## Time Management Skills

w/Stephen Fingerman  
Avalon Retail Consultants

**WED 7/30**

## Loss Prevention

w/Stephen Fingerman  
Avalon Retail Consultants

*All sessions are 8:30am – 10:00am at Good Work Network, 2022 O.C. Haley Blvd.*

*All sessions are FREE for StayLocal and LCIA members. \$15/session for non-members. Includes coffee and light breakfast.*

*All are welcome!*

Special thanks to our sponsors



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For more info and to register, head over to [www.staylocal.org](http://www.staylocal.org)

Or contact us at 504.252.1259 or [info@staylocal.org](mailto:info@staylocal.org)

# LCI Workers' Comp Corner



## When is an Employee Really an Employee?

Mark Tullis, Administrator, LCI Workers' Comp

Most business owners probably feel that they have a very good sense or understanding whether someone is their employee or not. Those same business owners are likely even more certain when they say that someone is definitely not their employee.

Unfortunately where workers' compensation is involved, those business owners can often be wrong on the determination of whether someone is an employee or not. In the workers' compensation world what determines whether a worker is in the employ of a company are facts and law, and not what the understanding of the business owner is.

One of the most common examples of this is when a business owner hires a helper for a specific project. For example:

1

Acme is a painter hired by a general contractor (GC) to paint a commercial building. It is a two day job.



2

The job is too big for Acme's regular crew, so Acme hires a helper to set up ladders and make sure the paint is mixed. Acme will pay Helper a flat \$200 for the two day's work.



3

On day two Helper hurts his back picking up a paint can and makes a workers' comp claim with Acme. Under these facts many business owners may conclude Helper is not Acme's employee: Helper isn't on the payroll, hasn't been enrolled for any benefits, and was just hired for two days.



4

For those reasons Acme may believe it can refuse the claim. But if Helper, after being refused the claim, finds an attorney, who after reviewing the facts believes Helper is in fact the employee of Acme, that attorney may file a claim with the Office of Workers' Compensation. It's possible it will be concluded that Helper was the employee of Acme and that Acme owes workers' comp benefits to Helper.

The lesson here is not that Acme shouldn't have hired Helper. It is that as soon as there was an injury of someone working for or with Acme that Acme should have reported the incident to Acme's workers' comp company, who then can make the determination after an investigation whether or not Acme is responsible for the claim. You pay premium to LCI Workers' Comp to assist you in handling your workplace injuries, but in order to help we first need to know about the incident or injury.

So if there is an incident or accident at your workplace or jobsite, don't try to make the determination yourself on whether a legitimate claim is made. Instead call LCI at (888) 246-1988 or e-mail [claims@lciwc.com](mailto:claims@lciwc.com) and let the professionals handle it.

*To learn more about claims at LCI, visit [lciwc.com/claims](http://lciwc.com/claims). To report a claim, please call (888) 246-1988.*

# LCI Company News



### NEW HIRE Cesar Gomez

Continuing its streak of growth, LCI added yet another member to the team: Cesar Gomez. Cesar works in the Claims Department as a Claims Service Representative. In this role he inputs new claims and processes medical bills. Cesar's addition to Claims has allowed the department to better serve LCI policyholders and their injured workers.



### YVONNE ROSEN RECEIVES AWARD

LCI's Claims Manager Yvonne Rosen was named Claims Person of the Year by the Louisiana Claims Association at its annual convention in June in Baton Rouge. This is the highest honor in the claims industry in Louisiana. Congratulations, Yvonne!

### SUCCESSFUL "WORKERS' COMP 101" WORKSHOPS

LCI recently partnered with insurance agencies to host successful "Workers' Comp 101 en Español" workshops. Partnering with Classic Insurance and Gama Insurance Agency respectively, LCI offered these workshops to educate the agencies' LCI policyholders about the various aspects of workers' comp. Representatives from LCI's Audit, Claims, Loss Control, and Underwriting departments were on hand to share information and answer questions. If you would like more information about a Workers' Comp 101 workshop—in English or in Spanish—please contact Amanda O'Shaughnessy at 985-612-1587 or amanda@lciwc.com.

## LCI Staff Runs Crescent City Classic



Team LCI was well represented at the annual Crescent City Classic in New Orleans. The 10-kilometer road race takes place every year on the Saturday before Easter Sunday. Seen here donning LCI orange are (from left to right): Nicholas Peddle, Christina Buras, Chris Messenger, Michelle Brenan, Amanda O'Shaughnessy, Lacey Clawson, and Christy Nihart.





## LCI Employee Spotlight: Natalie Faust

**Position:** Customer Service Representative

**Hometown:** Chalmette, LA

**More than 10 years' experience in customer service**

**Q. Where did you grow up? What was the best thing about growing up there?**

**A.** I grew up in Chalmette, Louisiana. What I liked about living in Chalmette was that it's very close to New Orleans. It was very convenient to step out of a small town and into a larger, diverse city. There was always something to do. I especially liked to visit Café du Monde and listen to the musicians on the street.

**Q. How long have you worked in customer service?**

**A.** I've worked in customer service for nearly seventeen years now in a variety of roles for different companies.

**Q. What's LCI's greatest strength in showing policyholders and agents excellent customer service at all times?**

**A.** I think that LCI's greatest strength in

customer service is that we genuinely care about the policyholders, agents and each other. Everyone works together to ensure the successful operation of LCI. Many businesses these days have an automated system where you need to push several numbers before you get a human voice on the phone, but with us there is always a friendly voice on the other line waiting to assist. There will never be a busy tone because we answer every call that comes through, and try to help them as efficiently as possible.

**Q. It all starts with you. How do you, sitting at the front desk, make LCI a hospitable place to visit?**

**A.** Whenever someone comes into the office, and if they have to wait a few minutes, they are offered a beverage of their choice. We always go out of our way to ensure their comfort. We have a desk

in the front that has information on the company and lets them know of future events coming up put on by LCIA.

**Q. What does your ideal Saturday look like?**

**A.** I like to spend my Saturday outdoors when the weather is nice, visiting friends and family. I also like to play with my two dogs and catch up on seasons of various TV shows like the Sopranos.

**Q. What is your greatest accomplishment (personal or professional)?**

**A.** My greatest accomplishment is graduating from college. I am very fortunate to have found a very good company to work for. Not a day goes by that I don't realize how blessed I am to have found something that I genuinely like to do and work for a company that I truly believe in.



# LCIA NOW OFFERS ONLINE SAFETY CLASSES

LCIA is now offering online safety classes for all industries. Taking classes is easy: log into the Member Portal, click on the "Register for Online Safety Classes" tab, and follow the instructions on how to register you and your employees. Access to these classes is included in your policy and limited to employees of LCI-insured companies.

## **Classes include:**

- First Aid
- Hazard Communication
- Driver Safety
- Slips, Trips, and Falls
- Heat Stress
- Office Safety

*For more information, log in to LCIA's Member Portal at [members.lciwc.com](http://members.lciwc.com), or contact Christina Buras at 985-612-6733 or [christina@lciassociation.com](mailto:christina@lciassociation.com).*





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*Throughout this issue of In Good Company, you will find the answers to the following questions. Email the correct answers to all 4 questions to [nicholas@lciassociation.com](mailto:nicholas@lciassociation.com) by 5:00 PM on Friday, August 8, 2014, and if you're one of the first 25 respondents, we'll send you a \$10 gas gift card.*

*Be sure to include your name, company name, mailing address, and phone number with your answers.*

1. What was the total amount of money spent by Louisiana's visitors in 2013?
2. Name a best practice to improve your customer service.
3. At what festival did Jefferson Street Pub feed volunteers, workers, and musicians?
4. How many rooms does the Calloway Inn have?