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inGOODcompany

Dedicated to the affiliate membership of the LCIA.



LOUISIANA CONSTRUCTION AND INDUSTRY ASSOCIATION

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Jennifer Kutash

EXECUTIVE DIRECTOR:

LC&I is committed to providing more than just insurance to its members; through its nonprofit education arm – the Louisiana Construction and Industry Association – we are committed to providing valuable resources to help small businesses strengthen and grow. In this edition of In Good Company, we highlight a few of these companies on the move. The leaders of Dynamite Trucking, The Delahoussaye Company and The Guidance Center are all LCIA members that are prospering in their respective businesses.

Be sure not to miss this summer's exclusive 3-series workshop featuring professional speaker/instructor Annette Wray, CHBC, president and CEO of The Wray Group. She focuses on communication skill development, leadership and team building strategies for all size businesses. The 3-series workshop, "Building a Better Business with Effective Communication Skills." starts on July 15. For more information, visit the LCIA website.

LCIA will continue to offer small business workshops, including: Build Your Own Business Website (see feature article on page 9 of this issue), Legal Clinics, Accounting 101 with TaxHelp NOLA, Quickbooks Software Training, Finance Matters for Small Businesses, Workers Comp 101, and Emergency Preparedness; along with the Business Exchange member networking opportunities. Visit www.LCIAAssociation.com or call 985-612-1366 to register. I look forward to seeing you at these upcoming events.

To receive the LCIA e-newsletter, send a quick email to jennifer@lciassociation.com or call me at 985.612.6733.



LOUISIANA CONSTRUCTION AND INDUSTRY ASSOCIATION



LC&I
WORKERS' COMPENSATION
Louisiana, Safe and Sound.

Dan Burghardt Insurance

John Shylock › www.danburghardt.com

In 1999, with his degree in Finance from UNO firmly in hand, John Shylock was offered a position with the prominent Prudential Securities. The only problem was, the firm wanted him to move to New York. John had already served an 8-year commission with the U.S. Army Reserve and so he, more than most, understood the importance of being close to family adding, “I just didn’t want to leave home.”

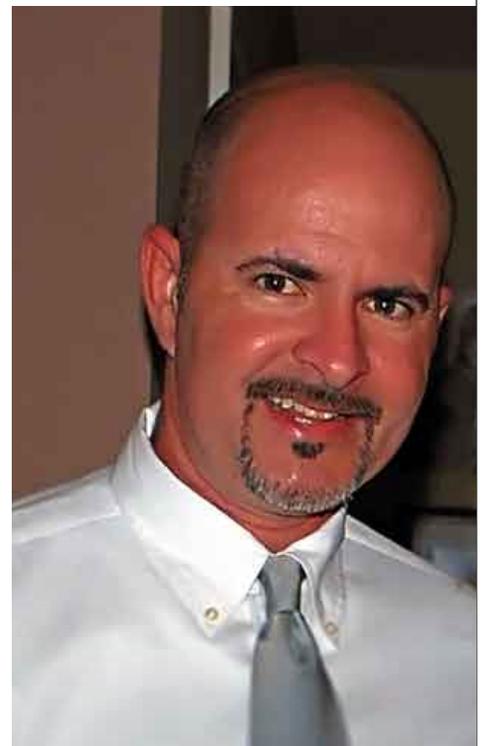
KNOWING THAT HE didn’t want to leave New Orleans, John remembered a conversation he had years earlier with Mr. Dan Burghardt, “I was working part-time for a local insurance firm when I met Dan at a charity golf outing. He actually offered me a job that day, but I still had two semesters left before graduation. He told me to come see him when I was ready, so I did.”

John began his career with Dan Burghardt Insurance ten years ago, and to this day he remains with the commercial division. “I’d say about 60% of my business deals with insuring construction-related risks. My clients are mostly small handymen to larger commercial contractors. I write every kind of commercial insurance—everything from general liability and commercial automobile to bonds.”

It wasn’t always smooth sailing as John smiles wide and says, “I remember after my first year of writing homeowners and auto personal lines, I was getting restless. Dan was expanding his commercial division, so he gave me a shot. For about the first four months, it was really difficult.”

John took it upon himself to really dig in and learn everything he could about commercial risk and his client’s needs. He came back stronger than ever. “Business owners understand a bit more about insurance than the people I was dealing with in personal lines. I needed to learn the intricacies of the policies so I could provide all the small details that really make the difference.”

When John is not working, he likes to spend time pulling for the Saints or landscaping his Northshore home with his six-year-old daughter, Hannah. John says, “She likes to take trips with dad to Home Depot, and she loves to help dad in the yard.” The team has even been spotted landscaping the homes of their friends and family. They are also both fanatical Saints fans and routinely attend games together. John has been a Saints season ticket holder since 1999.



John Shylock and his wife Tricia have been married for 8 years and make their home on the Northshore with daughters Hannah and Hailey.

DYNAMIC TRIO



In the summer of 2005, Keith Guidry was working in Chalmette at the Exxon/Mobil plant, and Will Lizardo was busy driving sales routes for Coca-Cola. Then, like countless others across south Louisiana and Mississippi, their livelihoods were put in jeopardy and their families were turned upside down by hurricane Katrina. Before the city of New Orleans could ever recover, before it could be rebuilt, Will and Keith had to go to work.

IN THOSE EARLY DAYS of the partnership that would eventually become Dynamite, Will Lizardo drove the dump truck while Keith Guidry operated the Linkbelt 210 excavator. Will remembers, "We hauled debris, excavated the grounds, whatever it took to get the job done. And we never lingered." With a wide smile and a sing-song delivery, Keith adds, "We tear it down to the ground, and move it on down-town."

Over the three years that Dynamite Trucking and Demolition has been in business, it has grown to house an inventory of two excavators, two dozers, three dump trucks and a "low-boy" tractor/trailer. In fact, if you've seen a recent photo of the mayor or a any member of the New Orleans City Council wearing a hardhat, that's probably a piece of Dynamite equipment they are posing alongside.

What began as a two-man operation has continued to flourish into one of the crescent city's fastest growing small businesses. The leadership of the company has wasted no time in working to earn the certifications necessary to work for the City of New Orleans, including their DEQ accreditation and Louisiana state asbestos removal certification. As Keith Guidry puts it, "When you want it done right, call Dynamite." In early 2009, the company also added a new business partner in Sean King, Jr.

Securing the contract to pour concrete for the newly constructed Holy Cross School campus on Paris Avenue meant Dynamite was going to need another leader to help the company continue to provide the superior service for which it had earned its reputation. Sean King Jr. recalls, "I

grew up building houses with my father's construction company. I've been doing this since I was a kid. Once these guys got the concrete contract to work with Louisiana's Submerged Streets program, I started working with Dynamite. Now, I'm a partner responsible for supervising a crew of 32 employees."

Since adding the concrete division to its 9-man trucking and demolition crews, the three partners see no limit as Dynamite continues to secure more and more contracts with the City of New Orleans. With a determined demeanor, Will says, "We're literally helping to rebuild New Orleans, and I don't take that lightly. That's why I live in the city. I'm proud of being part of everything good that's going on here." Keith continues, "We're just three average guys from New Orleans who know how to get the job done."

The partners look forward with great anticipation to the close of this year. 2010 will not only see the completion of current projects

such as the Holy Cross School and Louisiana's Submerged Streets program, but also a new larger headquarters for Dynamite in Metairie. Will describes the company he helped create in 2006 this way, "What started as hauling debris and tearing up streets has grown into a company that's bidding for projects with some of the city's largest contractors. Names like Durr, Lanco and Pipeline Services are getting the job done with Dynamite. That's big."

Sean King, Jr. and wife Lacy have a 9-year-old daughter named Victoria and a six-year-old son named Sean III. Will and Kim Lizardo have a 13-year-old daughter named Sadie. Keith Guidry and Eva Jessup are the proud parents of three-year-old Evan with the new addition of Ethan due this September.

Dynamite Trucking & Demolition Specialist /
Dynamite Concrete:
2817 Harvard Avenue, Suite 103
Metairie, LA 70006
504.267.0371



ARTISANS OF ACADIANA



More than 60 years after John Wesley Delahoussaye performed the very same centuries old, ornamental Venetian plastering techniques, the Delahoussaye family's fourth generation of Lafayette artisans practice them to this day.

JOHN WESLEY'S SON, Curtis Delahoussaye began working with his father in 1948 and for 36 years operated J.W. Delahoussaye and Sons. Today, Curtis' three sons Danny, Don and Richard contribute to the family's rich legacy as The Delahoussaye Company begins its 26th year.

Richard Delahoussaye is the company's project manager. "Venetian plaster is extremely durable—perfect for kitchens, bathrooms and high traffic areas. Whether homeowners are seeking to achieve a modern look or an old world decorating style, these timeless plastering techniques are perfectly suited to complement any home's interior and exterior."

Clay Delahoussaye, the great grandson of J.W., learned the timeless traditions of Venetian plaster artisans from his father, Richard who proudly adds, "Clay is responsible for crafting all of the specialty items, including all the old-school plastering of heavy decorative plaster crowns. Today, he performs much of the hands-on surface preparation, repair and restoration. I taught him a lot, but he's also self-taught. What can I say, he's a smart kid."

In business since 1984, and part of a rich family tradition that extends well past the half-century mark, The Delahoussaye Company performs old-world Italian plastering and distinctive metalsmithing, in addition to a host of more traditional building techniques. In fact, the company is about to begin a significant restoration project on the old Louisiana State Capitol building in Baton Rouge.

Reflecting on the upcoming project, Richard says, "I can't wait. This project is going to be an extensive exterior as well as interior renovation. Everybody's excited that we were selected, and we can't wait to get started. When we're through, that old Louisiana capitol building is going to look fantastic."



Preserving the past has made the Delahoussaye family an enduring fixture in the rich history of Louisiana artisans, but the family's acclaim extends well beyond the confines of the state line. Not too long ago, The Delahoussaye Company had the opportunity to perform an extensive restoration of some Victorian style, homes in Nashville, Tennessee.

Richard recalls through a lighthearted smile, "It's true, they didn't have anyone in Nashville, maybe all of Tennessee, who could complete this particular project. So they called us. Part of the unique challenge was that we had to completely strip the columns down to the brick and then re-plaster them, top to bottom. Now, some of the columns on these homes were two and a half stories high. Just a typical day at the office."

Company President, Danny Delahoussaye believes in his team. Echoing his sentiment, Vice President, Don Delahoussaye adds, "Everybody at The Delahoussaye Company works hard to exceed the expectations of our clients. Our craftsmanship is second to none, and the team we've assembled takes great pride in providing the personal attention, skill and creativity that has become a family tradition."

Danny and Shawn Delahoussaye have an 18-year-old daughter named Shannon. Don and wife Kim have three daughters; Kristi (26), Kory (21) and Kaitlin (14)—the couple's son Kolbe is 15. Richard and Kim Delahoussaye also have three daughters; Kassie (27), Tiffin (27) and Mary (22)—their son Clay is 25.

The Delahoussaye Company:
1800 W. Willow Street
Scott, LA 70583
337.232.5007

A Lighthouse AFTER THE



Like a lighthouse on a rocky shoreline, The Guidance Center helps to light the path so people can make sense out of the darkness. The Center provides guidance people can use to find their way through their personal storms. This is the imagery Mike McNeil uses to describe his vision for the client-centered mental health services company he and wife Cecilia re-opened in March 2009 in St. Bernard Parish.

STORM.



AFTER HURRICANE KATRINA disrupted and destroyed the dreams of so many people in New Orleans, Mike and Cecilia McNeil were forced to relocate to Houston. For three and half years, the couple made the 350-mile commute home to New Orleans every week. Cecilia remembers, "We were road warriors. There was such an unmet need for mental health services, and our hearts were still in New Orleans. We really needed to come back."

In those days, the couple worked with other mental health centers in the area. The Guidance Center had no real presence at that time, but the McNeil's remained committed to the area. Cecilia recounts, "Mike had lived in this area for 34 years while serving the people of St. Bernard. People knew him, he understands the culture and people truly value what he brings to their lives."

Helping in any way possible to get metro New Orleans' other mental health providers up and running, Mike's experience as a licensed clinical social worker was invaluable to those in distress, and Cecilia's background as a medical industry operations specialist was so necessary as these organizations struggled to marshal resources.

Today, the McNeils lead a team of 8 licensed mental health professionals, 24 masters level employees and four psychiatrists. The Guidance Center is not only certified as a Mental Health Rehabilitation Facility by the Louisiana Office of Mental Health, but the Commission on Accreditation of Rehabilitative Facilities has granted the company a 3-year accreditation, the maximum offered for outpatient mental health treatment. Turning to Cecilia, Mike says, "In just over a year, our staff has grown from three employees to one of the most capable, competent and complete outpatient mental health and addictions

treatment centers in the region. Now, that's something." "You're right," Cecilia smiles nods her head in affirmation, "and we are providing about 400 hours of direct services each week to meet the needs of the people in the area."

Cecilia notes, "Mike's leadership, innovative thinking and the fact that he cares about people all help to inspire the staff. And he truly does care about the staff. He supports their efforts and their growth. These are some of the things that attract the high caliber of quality professionals that we have on our team."

Speaking to the quality of the Center's staff, Cecilia says, "We're really excited about the staff and the expertise they possess in so many different areas. Many are from St. Bernard and the surrounding area. Some came here from all over the country ready and willing to help pull this area back together. They moved here after the storm because they really wanted to make a real difference." Mike adds, "Now they love it, and want to stay permanently. Everybody in this building wants to make a contribution and help out. It's not just a job, it's a calling."

Reflecting on the journey that took him from upstate New York in '72 to become a Board Approved Clinical Supervisor with a Masters degree in Social Work practicing in St. Bernard Parish all these years later, Mike sums it up this way, "We believe in education, people working towards goals. Not only the people we treat, but our staff, as well." There is plenty of hard work to do after a storm.

The Guidance Center:
700 W. Judge Perez Drive, Suite 204
Chalmette, LA 70043
504.278.4006



CPRR+PARTNERS

Built For Business:

LCIA's Simple Website Solution



In today's world, one undeniable fact is that it makes sense for most businesses to have a website. More and more people are searching for goods and services online, and providing a simple site to help facilitate the introduction of company to consumer is a no brainer. But for many smaller businesses, building the company website seems to fall way down the priority list.



KNOWING ALL TOO WELL the innumerable responsibilities and challenges these owners face, Jennifer Kutash, Executive Director of LCIA set out to make it as easy as possible for her membership to have a simple, inexpensive website up in no time.

Looking up from silencing her ringing smart phone, Jennifer smiles apologetically and says, "It's extremely important to have the proper marketing materials in place to help a company grow. I see too many smaller owners stop at the business cards and some sort of vehicle signage. These are great tools, but they don't allow consumers to use the power of the web to drive their business forward."

Today's consumers are plugged in. Whether they hear about your company by word of mouth or they're presented with your business card, the first thing most people are going to do is look up your website. Some may go online to learn more about your company and the services it offers, others may simply be looking for a way to get in touch with a company representative. Most of these folks never even pick up the yellow pages anymore, so a website is essential.

Sharing the credit for the LCIA website builder initiative, Jennifer explains, "The website builder that CPR+Partners (a local design and new media firm, www.cprandpartners.com) has developed for us is filling a huge need for our membership. Together, CPR+Partners and LCIA are making the launching of simple, affordable websites possible for small businesses all across Louisiana. There's simply no good reason why our members shouldn't have a competent, functioning site."

David Caruso, a partner with CPR+Partners, leads the effort from the agency side helping to walk business owners through the site builder steps at each LCIA seminar. "It really is a smart solution for businesses that have been struggling to find time to get a simple website up and running. All they need to do is to register for the next seminar (August 16th in Baton Rouge) with CPR and show up with their laptop and site content (photos, logo and any bullet points or writing that they want to appear on the site), it's that easy. We walk them through the program and in no time, they can have their site up and running."

At each seminar, a representative from CPR+Partners explains how to use the programmed templates to place their content on a simple, fully functioning webpage. The \$150 registration fee covers the hands-on tutorial session as well as the cost to secure a domain name for the first year. And should participating LCIA members require additional help in developing or refining the content of their site, a CPR+Partners team member can work with them to provide these materials, albeit at an additional cost. Visit www.merchantssecuritysvcs.com to see the recently launched Merchant's Security Services site created with the LCIA website builder program.

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