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St. Tammany Corporation Hosts First Ever NOEW in Your Neighborhood Event on the Northshore

St. Tammany Corporation, Through the STartUP Northshore Initiative, Continues to Invest in Supporting Northshore Entrepreneurs

MANDEVILLE, La – Today, Chris Masingill, CEO of St. Tammany Corporation, is pleased to announce Empowering Northshore Entrepreneurs, STartUP Northshore’s first ever NOEW in Your Neighborhood event on the Northshore. Hosted at Palmettos on the Bayou on Monday, March 27th, 2023, beginning at 4:30 p.m. the goal of the program is to bring together local entrepreneurs, startup innovators, influential thinkers, investors, and creative individuals with a passion for business for an evening celebrating entrepreneurship on the Northshore.

The evening’s program will feature a panel discussion on "Scaling your business from the Northshore" where expert entrepreneurs will share their journey and insights on what it takes to grow a successful business in the local ecosystem. Immediately following the panel, there will be a CEO roundtable session where attendees will have the chance to rotate tables and engage in meaningful conversations with some of the region's most successful entrepreneurs. Through this curated programming, the Northshore’s emerging and existing small and high-growth businesses will have a unique opportunity to connect with local like-minded individuals, learn from their experiences, and gain valuable insights that they can apply to their own endeavors.

Empowering Northshore Entrepreneurs represents St. Tammany Corporation’s latest investment in building programs that cultivate local entrepreneurs on the Northshore by delivering first-class programming, networking opportunities, access to capital and mentorship from esteemed industry leaders, investors, and founders to the next wave of business leaders, at predominantly no cost to them. Following up on the partnership established with The Idea Village in August of 2022, the Northshore will play a specific role in the Gulf South’s premiere convening of entrepreneurship and innovation, New Orleans Entrepreneur Week. With open networking opportunities and technical assistance programming, this event is the next step in enhancing the entrepreneurial ecosystem on the Northshore and empowering local founders to create and grow dynamic, innovative businesses.

"Empowering Northshore Entrepreneurs is the Northshore’s first NOEW session hosted on the Northshore," said Masingill. "This intentional and collaborative engagement with our regional

partners provides an opportunity to harness the multifaceted opportunities that exist for creating unique, innovative, and thriving businesses of scale within the Northshore footprint.”

"This event under the New Orleans Entrepreneur Week banner is an opportunity to convene and deepen the Northshore-specific startup community while building the connective tissue of our regional innovation hub," said Jon Atkinson, CEO of The Idea Village. "We're excited to welcome founders, innovators, investors, startup stakeholders and the local business community to be part of Startup Northshore and the growing momentum of the region.”

"We are thrilled to bring this event to our community and offer an opportunity for the innovators in our backyards to connect and learn from some of the most successful entrepreneurs in the region," said Cenzo Caronna, STartUP Northshore’s Entrepreneur in Residence and Program Manager. “I encourage all entrepreneurs from St. Tammany, Washington, and Tangipahoa Parishes, whether you’re experienced or aspiring, to join us for this unparalleled opportunity to connect with the region's top entrepreneurs, gain valuable insights, and take the next step in your own entrepreneurial journey.”

To learn more about this event and others, please visit www.noew.org/neighborhood, www.startupnorthshore.com, or contact our Program Manager, Cenzo Caronna, at vcaronna@sttammanycorp.org. Empowering Northshore Entrepreneurs is free to attend with registrations available at <https://www.eventbrite.com/e/empowering-northshore-entrepreneurs-tickets-546441259517>.

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About STartUP Northshore

STartUP Northshore is St. Tammany Corporation's three-year entrepreneurial ecosystem pilot program with the purpose of catalyzing entrepreneurship, innovation, and business formation on the Northshore through strategic partnerships with recognized entities in the startup community to deliver first-class programming for entrepreneurs and second stage companies. STartUP Northshore is supported through the collaboration of St. Tammany Corporation, Tangipahoa Economic Development, and Washington Economic Development Foundation. Through this initiative, the next wave of local entrepreneurs from all three parishes will gain access to immersive education, networking opportunities, access to capital and mentorship from esteemed industry leaders, investors, and founders, all of which come together to form a critical support system that will set their business up for success.

About The Idea Village

The Idea Village's core belief is that entrepreneurship is an agent of social and economic change. As an early champion of entrepreneurship in New Orleans, the organization has played an integral role in catalyzing the city's entrepreneurial movement. In addition to supporting nearly 15,000 entrepreneurs, The Idea Village has successfully elevated New Orleans's reputation as a hub of innovation, entrepreneurship, and business. By serving as a catalyst and developing programs that provide direct support and education to founders and early-stage companies, The

Idea Village helps entrepreneurs build innovative and industry-leading companies that generate revenue and jobs and help create a more vibrant, inclusive, and resilient local economy.

www.ideavillage.org

About New Orleans Entrepreneur Week

New Orleans Entrepreneur Week (NOEW) is an annual celebration at the intersection of innovation and culture. Now in its 12th year, NOEW (pronounced noh-wee!) brings together business owners, startup founders, industry leaders, forward-thinking investors, and business-minded creatives committed to imagining and building an exceptional future for New Orleans and the Gulf Coast region. Produced by non-profit business accelerator The Idea Village and presented this year by JPMorgan Chase & Co, NOEW 2023 will build connections across entrepreneurship, innovation, technology, startups, and culture, in a signature-style event that only New Orleans can host. Get your NOEW Pass today at www.noew.org.

About NOEW in Your Neighborhood

This event, Empowering Northshore Entrepreneurs, produced by STartUP Northshore via St. Tammany Corporation, is one of more than a dozen “NOEW in Your Neighborhood events” that kickoff the NOEW week! NOEW in Your Neighborhood puts the spotlight on leading organizations across the city, who host their own events centered around the NOEW 2023 themes that simultaneously showcase the local entrepreneurial ecosystem. Mark your calendars for Monday, March 27th and Tuesday, March 28th to experience the city of New Orleans through the lens of local neighborhoods and diverse partners who are building connections at the intersection of entrepreneurship, innovation, and culture.

