The Greater Baton Rouge Chamber of Commerce
Annual Report
To The Community

1920 - 1990
Seventy Years of Commitment

Business, Government
& Community
Working Together

SUNDAY ADVOCATE, OCTOBER 28, 1990
When the Baton Rouge Chamber was founded in 1929, Baton Rouge was as far different from the oil town of the future as Tahrilce counties included more farms and fewer towns than gasoline-powered automobiles were. Transportation companies were the transportation mainstays of the area, and the Port of Baton Rouge, which was far less involved in shipping than it is today, was the only mode of family or agriculture to be Alton Mabry, many a great-grandchild can be found on a board of a love of Baton Rouge with those generations of family at the dinner table.

And some other things haven't changed. Religion is a still a strong and vital part of our city, and the government and community together in times of crisis don't shirk their responsibilities.

In the same sense, the churches aren't. In some, they are more in the community and some are less so. But since they continue to be raised in worship, sometimes the community today providing a bond which crosses faith, race, age, and time.

Government in 1939 in Baton Rouge was faced with many, powerful, and Louisiana politics at their worst. It is even possible that things have changed or whether they are the same, but politics inside government to the community dealings with Baton Rouge are good. They are consistent with government dealings with good government.

The expansion of the physical community in Great Baton Rouge community has also contributed to the new and more complex governmental system. But the one which sources both of our city's citizens in the 1939, today, city parish assessors for Baton Rouge, with about 1,600 local jobs, and state and federal government employ nearly 15,000 people in our state with annual combined budgets exceeding $4.42 billion.

And there are always changes in the times and places of communities are obvious. Back in 1939, Baton Rouge population was just over 183,000. In 1939, receipts exceeded $3 million.

Many of our Baton Rouge businesses have grown and have opened up new opportunities for the future. In 1939, the Baton Rouge Business and Economic Development Council was founded to provide leadership in the development of a better community for future generations.

Throughout this publication, you will see examples of people who are working hard, some even over some past gusty teaching economic times here in our state, and our community.

The strength of this community, great, honest business and family unity is the foundation of our community and business in the 1939-1990 times. With qualified leadership, working together to address economic problems and make us in the same ways ahead we build our community to Great Baton Rouge without hesitation based on race.

But whether you're black or white, new to the community, or a long-time resident, many local businesses are coming home and we call for many of those businesses to come back to the community. Many businesses are new to the community, but have been part of the business community and the United States. Some, which are the most part of the transportation in what is somewhat a business, are not even the streets the main arteries of commerce.

What about businesses? In seventy years, there has been a great deal of change. Names like Chicot and Prud'Homme, like St. Mary's and Dardenne are still commonplace in Baton Rouge. Businesses began to take over the businesses began to the turn of the century and the cities...
A team approach — an established agenda

Our forefathers, those who started the Chamber back in 1929, recognized the need for a community development plan, but were unable to overcome the complexities of trying to work along with government, community leaders, businesses, and developers to successfully chart the long term growth of the physical community. In August, Richard Zuschlag, co-owner of Acadian Ambulance, and a board member of this year’s Chamber, was a co-sponsor of the Star Spangled 4th of July with the Morning Advocate and WBRZ. Emergency medical services for the Hot Air Balloon Championship were provided by Acadian Ambulance, and they were a sponsor of the event. They are the emergency medical provider of the Greater Baton Rouge State Fair. The company is also a major corporate sponsor of LSU Athletics and provides free stand-by ambulances at athletic events at LSU and a high school football games in its service area, and at major events such as fairs and festivals. Acadian Ambulance also makes use of Med Carts. These are medically equipped golf-cart sized vehicles employed in places where crow size would impede accessibility for a regular ambulance.

It also sponsors a first responder training program which is taught at area fire departments, teaches CPR to any community organization requesting such training, and has a miniature robot ambulance named Andre which it takes into the classroom to teach children what to do in an emergency while they are waiting for paramedics to arrive.

NOW NATION’S LARGEST
In the 19 years since its founding, the company has grown to become the largest private ambulance service in the nation, serving 22 parishes and an area including 14,000 square miles and 1.5 million people. National experts in emergency medical care have cited the company as a “leader in the field and a model for the nation.”

The firm has 85 ambulances housed at 38 strategic locations throughout its service area to respond to the 128,000 calls received each year. The firm employs 538 people, including 195 paramedics, 60 nationally registered intermediate emergency technicians, 120 basic EMT’s and a multi-disciplined support staff.

Helicopter (Air Med) ambulances are stationed in Baton Rouge, Lafayette and Houma. In Baton Rouge, Air Med is made possible because of the support of Baton Rouge General Medical Center and Our Lady of the Lake Regional Medical Center.

AIRPLANE PART OF FLEET
“We enhanced our Air Med program by adding a twin-engine, medically-configured fixed-wing aircraft,” Moss points out. “It is used to transport patients who are hospitalized out-of-state back home or to hospitals in our service area.”

Team

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develop programs and provide resources to meet small business needs in the community. We haven’t reached beyond our own membership in the past in offering some of these programs and therefore have had few opportunities to develop with minority-owned businesses.

We’re working beyond that scope now. We’re in the process of extending a hand to small businesses that need help in these crucial times. Sensitivity to those needs changes our perspective from the one we know — majority owned medium to large established businesses who are Chamber involved — to the smaller minority, female, and majority owned businesses struggling to keep their books balanced and their doors open. It is a new focus for the Chamber and it may still take us a little time to get used to this perspective, but this year should bring into focus an agenda which will promote and support the new, smaller and specialized businesses within our community.

With the resources the Chamber has behind it — volunteers, businesses, and professional types of resources, commitment of its members — 1990-91 promises to be a great year of accomplishment in the area of small business growth and achievement if everyone pitches in and works together.

This year will be the pay off for much of the groundwork planning, organizing, and volunteer efforts that have been done over the past five years. That’s how the Chamber of the 1990’s will work with a plan and goals built-in accountability.

It is what those Chamber founders of 1920 had in mind — We’ve just hit some major setbacks through the years. Today, with government, community, business, and the Chamber all working together, our focus is finally set on the real priority for our community — a quality future for the citizens of Greater Baton Rouge.

I hope YOU will make a commitment to become involved! Leonard R. Nachman
Chairman of the Board
1990-1991

There is a great deal of difference between criticizing and achieving. I firmly believe that we can have a better Chamber of Commerce and my first suggestion is to sell the Chamber to yourself, attend the meetings, offer suggestions, get involved, and this will create a cement foundation to build on for the future.

H.C. Yarborough
Outgoing Chamber President
1929

Acadian Ambulance established to fill vital need

"In East Baton Rouge Parish when someone calls 911 and requests an ambulance, two ambulances often arrive on the scene - one from Acadian, and one from EMS," says Moss, Acadian Ambulance Senior Community Relations Manager. If it is a life-threatening situation, EMS will transport. If it is not a life-threatening emergency, Acadian will take over and transport the patient to the hospital.

The average cost of emergency medical service and hospital transport is very expensive, $590. Moss points out. "Insurance will cover part, but not all of this expense. Individuals and families subscribe to Acadian Ambulance and pay a fee of $45 a year. We will take whatever payment the insurance company provides and there will be no additional expenses for you."

Moss says that those new residents to the Acadian Ambulance service area that did not subscribe in August can call 267-2222 or 1-267-2222, the firm’s toll-free statewide number. Membership rolls at 140,154 families and individuals.

GIVING BACK TO COMMUNITY
"Because of the support we get from the business community, public officials, the medical community and our membership, we feel a responsibility to give something back to the community we serve and do this in a number of ways," Moss says. The company is the Corporate Underwriter for this year’s Chamber of Commerce banquet and participates in the 7:30
Lagniappe
TOURS
By ANNABELLE ARMSTRONG

Advocate staff writer

Want to know more about the area? Take a tour with "The Ladies in Blue," who know their history and how to tell it. They are tour guides and members of the Foundation for Historical Louisiana, an offshoot of the Foundation for Louisiana.

There's a campaign to portray our city and state in a more positive light, but we've been a part of this panoply of tourism since 1971, when the Foundation for Historical Louisiana was created.

Lagniappe Tours, as called because "lagniappe" (pronounced lahn-pay) is in the French Louisiana tradition of giving a little something extra — is a service. It includes bus tours to small towns, a Lady in Blue at the wheel, microphone in hand, and stops along the way.

Tours are offered at headquarters, 307-360. Daily tours leave morning, 9:30; afternoon, 1:30; and evenings, 6:30, covering downtown Baton Rouge, for $10 each, and an afternoon tour from 1 p.m. to 5 p.m. covering plantation country, for $15 each. Prices include admission.

Guides are professionals who are storytellers as well as historians. They bring the city's past to life for visitors.

In 1984 the van carried more than 500 persons on more than 160 trips throughout south Louisiana. Visitors come from state and abroad.

Lagniappe tour guides presently serving include, among others, Frizzy Blumberg, Carter Coleman, Gwyn Dool, Peggy Beaux, Shirley Lob, Teresa Police, Mary Ann Rupp and Zen Schramm. Other guides are Annie Frederick, Jan Harrison, Ellen Heussen, Frankie McDill, Lucien Primous, Wills Reed and Glory Turner. Shirley Locs is vice-president of Lagniappe Tours. Leo Leblanc is tour coordinator.

For instance, those who want to take advantage of Assumption Parish's March 11-13 "Taste of the South" may charter the van with a tour guide or charter a tour to New Orleans. A walk up State Capitol steps is mini-course in history