



**For Immediate Release: Wednesday, December 16,  
2020**

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**St. Tammany Corporation and Southeastern Louisiana University Formalize Partnership  
to Strengthen Business Outreach Efforts throughout St. Tammany Parish**

*Entities Will Continue to Provide Enhanced Technical Assistance and Increase Collaboration to Support More  
Businesses in the Community*

Mandeville, LA – Yesterday, Chris Masingill, CEO of St. Tammany Corporation, and Dr. John L. Crain, President of Southeastern Louisiana University, formalized a coordinated effort to expand access to services and resources to the business community in St. Tammany through an innovative agreement that provides enhanced technical assistance and increased collaborative efforts to best support businesses in St. Tammany Parish.

“We are proud to formally announce our ongoing partnership with the Louisiana Small Business Development Center at Southeastern Louisiana University (LSBDC-SLU) to continue the work we’ve been doing collectively to strengthen and streamline business resource opportunities for our existing businesses in St. Tammany,” said Masingill. “Economic development is a team sport, and creating stronger alignment and collaborations means more efficient service delivery and responsiveness to businesses in this Parish, specifically our small business community. It is important that businesses have consistent access to programs and resources to help meet their needs; especially as we all continue to navigate the effects of the COVID-19 public health crisis.”

“One of the hallmarks of effective regional universities is a close alignment of the mission of the institution and the needs of the region,” said Dr. John Crain, President of Southeastern Louisiana University. “An integral part of the mission of Southeastern Louisiana University is to support economic development across our region, which includes St. Tammany Parish. The award-winning Louisiana Small Business Development Center at Southeastern is one of the University’s most effective means by which we bring this part of our mission to life. Through this agreement with St. Tammany Corporation, I am thrilled to affirm Southeastern’s commitment to support economic and business development in St. Tammany Parish. I look forward to continuing to expand and enhance our support and services for businesses located here in conjunction with our partners at St. Tammany Corporation.”

Through this agreement, partners will work toward accomplishing specific outcomes, with the overarching goal being stronger businesses, more jobs, and a resilient economy. Both organizations have an interest in strategically aligning support for the St. Tammany Parish small business community. St. Tammany Corporation will serve as the primary partner in St. Tammany Parish with LSBDC-SLU. St. Tammany Corporation and the LSBDC-SLU will promote the joint efforts established under this MOU. Communication will be the foundation upon which the two networks

work together and create a seamless working relationship to increase businesses' access to the programs and services that the organizations offer.

“Southeastern’s Small Business Development Center has been working closely with St. Tammany Parish Development District for over 20 years,” said Bill Joubert, Director of the Louisiana Small Business Development Center. “When St. Tammany Corporation was formed, Chris Masingill reached out to formalize our relationship and articulate the ways to leverage our resources for St. Tammany businesses to continue benefitting from our collective efforts. From projects and training to individual one-on-one business consulting, our Center stands ready to assist the community.”

This agreement establishes a framework for both agencies to facilitate its commitment to move relationships with business and industry beyond a transactional level, but truly build relationships, partnerships, and coalitions that are transformational, creating an environment in which our businesses can grow and people and communities in St. Tammany can thrive.

The partners are committed to providing high-quality services to a shared client base that lead to positive experiences for businesses utilizing three fundamental principles: expertise, follow through, and consistency.

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**About St. Tammany Corporation:** As the lead economic development organization for St. Tammany, the St. Tammany Corporation functions as the comprehensive resource center for business services throughout the parish. The services provided by the St. Tammany Corporation include, but are not limited to, business retention, site selection, workforce development, research and data services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany.

**About Louisiana Small Business Development Center at Southeastern Louisiana University (LSBDC-SLU):** Southeastern Small Business Development is a partnership program funded by U.S. Small Business Administration, Louisiana Economic Development, and Southeastern Louisiana University. Our Center supports the five parishes along the I-12 corridor. Over the years, our Center has helped raise over \$1 billion dollars and assisted with over 3,400 business startups which helped create over 22,000 jobs.