



FOR IMMEDIATE RELEASE: Friday, February 16, 2024

Contact: Elizabeth Lee, 985.590.0487

elee@sttammanycorp.org

www.startupnorthshore.com

New Orleans Entrepreneur Week (NOEW) Event Coming Back to the Northshore for a Second Year
STartUP Northshore's "Innovating for Tomorrow" Event Explores the Intersection of Technology and Industry

MANDEVILLE, La – Today, St. Tammany Corporation CEO Chris Masingill is pleased to announce "Innovating for Tomorrow," STartUP Northshore's second annual NOEW in Your Neighborhood (NIYN) event on the Northshore. Hosted at Frequencies at the Malt Room in Mandeville on Monday, March 11, 2024, beginning at 4:00 p.m., the program will bring together local entrepreneurs, small business owners, startup innovators, influential thinkers, investors, and creative individuals with a passion for business to explore the potential of new technologies like artificial intelligence (AI) to boost productivity and spark meaningful connections within the Northshore's vibrant entrepreneurial community.

In continuation of the partnership established with The Idea Village in August of 2022, STartUP Northshore will play a specific role in the Gulf South's premiere convening of entrepreneurship and innovation, New Orleans Entrepreneur Week. The "Innovating for Tomorrow" event is part of the "NOEW in Your Neighborhood" series, independently produced by organizers across the greater New Orleans region during New Orleans Entrepreneur Week (NOEW) 2024, from March 11-16.

"Innovating for Tomorrow" reflects our commitment to fostering a culture of innovation and collaboration," said **Masingill**. "By bridging the gap between cutting-edge technology and local business acumen, we're setting the stage for transformative business growth and formation across the Northshore."

The evening's program will commence with an immersive workshop designed to equip small business owners and startups with essential AI tools and strategies to enhance operational efficiency. Led by POOLCORP's Technology Director, Dustin Hughes, an expert in artificial intelligence, startups and small businesses are invited to learn how to leverage these new technologies to boost productivity and stay ahead of competition in a changing business environment. A limited number of tickets are available for the "Intro to AI Fundamentals" Workshop.

Following the workshop, guests will sit down for a fireside chat with Alana Scott, the dynamic founder of Kinkz Hair Products and winner of the 2023 NSpire Startup Slam, to gain insights from within the mind of a startup entrepreneur. Throughout the discussion, Alana will share how winning the \$60K pitch competition prize propelled her business forward, the challenges she navigated, and the milestones that she has set for 2024.



The evening culminates with “The Intersection of Technology and Industry” panel discussion, bringing together pioneers who are at the forefront of integrating AI and technology in sectors such as healthcare, software, marketing, and IT. Panelists will share how technological advancements are not just reshaping industries but also providing unprecedented opportunities for business advancement and innovation on the Northshore.

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.

"Partnerships like that between The Idea Village and STartUP Northshore fortify Southeast Louisiana's position as a critical hub of innovation on the 3rd Coast," said **Jon Atkinson, CEO of The Idea Village**. "By connecting local talent with regional resources and global innovations, we're crafting an ecosystem ripe for breakthroughs."

“Innovating for Tomorrow” represents STartUP Northshore’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.

“This year’s ‘Innovating for Tomorrow’ event is designed not just to inspire but to equip our entrepreneurs with tangible tools and insights," said **Cenzo Caronna, STartUP Northshore’s Entrepreneur in Residence and Program Manager**. “It’s an invitation to be at the forefront of the technological wave reshaping our industries and boosting workplace efficiency.”

To learn more about this event and others, please visit www.noew.org, www.startupnorthshore.com, or contact our Program Manager, Cenzo Caronna, at vcaronna@sttammany.com. “Innovating for Tomorrow” is free to attend with registrations available via Eventbrite at [this link](#).

###

About STartUP Northshore

STartUP Northshore is a 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. StartUP Northshore is managed by St. Tammany Corporation.

www.startupnorthshore.com

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

For over a decade, New Orleans Entrepreneur Week (NOEW) – pronounced 'noh-wee!' – has brought together startup founders, business leaders, aspiring entrepreneurs, industry experts, investors, and other thought leaders to celebrate innovation, technology, entrepreneurship, culture, and big ideas during a dynamic week-long event. In 2024, NOEW is offering a unique fusion of top-tier speakers, forward-thinking & business-focused thought leadership, and the kind of world-class celebration of culture that defines New Orleans! To learn more about NOEW 2024 including themes, speakers, sessions, and more, visit www.noew.org.

About NOEW in Your Neighborhood

This event is part of the New Orleans Entrepreneur Week (NOEW) 2024 series of programming titled “NOEW in Your Neighborhood” that takes place on Monday, March 11, and Tuesday, March 12, during the week-long event: March 11-16, 2024. Each NOEW in Your Neighborhood (NIYN) is independently produced by organizers from across the Greater New Orleans region. In order to attend individual NIYN events, you must 1) Register for NOEW 2024 and 2) Register for each NIYN event you plan to attend. Register for NOEW 2024: www.noew.org.