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Mark Shexnayder
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Bruce Thompson
Diane Baum
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GROUP BIO's-

TONY LASKA, Ph.D.

New Orleans Program Manager,
Conservation Services Group
Trained in coastal/estuarine

Greater New Orleans Region to Develop Sustainable Integrated Water Management Strategy~Hooray!



10 PARISHES
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Plaquemines
St. Bernard
St. Charles
St. James
St. John the Baptist
St. Tammany
Tangipahoa
Washington

FOR IMMEDIATE RELEASE MARCH 22, 2011

Contact Information: [Curry W. Smith](#)

Greater New Orleans Region to Develop Sustainable Integrated Water Management Strategy

Strategy announced in conjunction with World Water Day 2011

NEW ORLEANS -- Today, Greater New Orleans, Inc. announced that Waggonner & Ball Architects, APC will be awarded the contract to develop the Comprehensive, Sustainable Integrated Water Management Strategy for St. Bernard Parish and the east banks of Orleans and Jefferson Parishes for storm water, waste water, ground water, flood control, water infrastructure, public rights of way, and other public properties.

The funding to execute the program is provided through a \$2 million Comprehensive Resiliency Program award from the Louisiana Office of Community Development-Disaster Recovery Unit (OCD-DRU) and the U.S. Department of Housing and Urban Development (HUD) to GNO, Inc.

"Many areas in St. Bernard Parish and the east banks of Orleans and Jefferson parishes depend on a large-scale pumping system susceptible to failure even during normal rainfall, resulting in flooding that divides these neighborhoods," said Paul Rainwater, Louisiana Commissioner of Administration. "Additional threats, such as subsidence and rising sea levels, also contribute to the need for a solution-based approach to an integrated water management strategy that is vital to the continued recovery, growth, and development of the region."

GNO, Inc. invited experienced, multi-disciplinary teams to submit proposals for this initiative through a competitive bidding process that included a selection committee consisting of parish officials and experts in engineering, planning and design, community engagement, environmental sustainability, and flood protection.

"Due to the geography and topography of the Greater New Orleans region, water management is an important issue for businesses and residents in our area," said Michael Hecht, President and CEO of GNO, Inc. "Waggonner & Ball has proven experience in research, interpretation and modeling, policy, infrastructure, design, and implementation. We expect the consultant team to produce a valuable and implementable strategy based on international best practices, and we congratulate them for earning this contract."

ecology, served as environmental planner and advisor to the mayor during the '80's. Energy Coordinator, City of New Orleans. Field and lab toxicology research on EPA-funded study of HCB and HCBD, UNO. Executive Director, The Wetlands Conservancy, Oregon. Special Assistant to the President, Clatsop Community College, liaison with congress and advocates for design and construction funding of Marine and Environmental Research & Training Station, Astoria. Multifamily Coordinator and Home Energy Review Program Manager for Conservation Services Group, Portland Oregon.

MARK S. DAVIS

Mr. Davis has extensive experience in the laws, policies and programs associated with coastal restoration, land use regulation, and hazard mitigation in coastal Louisiana. He is the founding director of the Tulane Institute on Water Resources Law and Policy where he concentrates on the legal and policy aspects of efforts to enhance and maintain the sustainability of the ecology and communities of South Louisiana. Prior to joining Tulane in 2007, Mr. Davis was the executive director of the Coalition to Restore Coastal Louisiana for fourteen years. The Coalition is a diverse advocacy and education organization that has been broadly recognized for its leadership and effectiveness in framing problems and solutions in connection with the land loss/rising sea crisis facing coastal Louisiana and its communities.

Mr. Davis has also served as an advisor to the Louisiana Speaks effort and on the Coastal Conservation and Restoration Advisory Boards of Governors Foster and Blanco. He has written and spoken broadly on coastal land use and stewardship topics locally and nationally and has received an Environmental Hero Award from the National Oceanic and Atmospheric Administration for his work in this field.

CHERYL "CHERRIE" D. FELDER

A graduate of Vanderbilt University, has earned almost thirty years of experience in the marine industry, working in operations, dispatch, and marketing and currently serving as Vice President of Channel Shipyard Companies, responsible for governmental and legislative actions, and as Director Government Affairs for GRIFCO/DG Marine Transportation, L.L.C. Ms. Felder currently is Chairman of the Lower Mississippi River Waterway Safety Advisory Committee and is a member of the Governor's Maritime Advisory Task Force. She serves as Vice Chairman of the Maritime Navigation Safety Association, Treasurer on the Executive Committee of the Board of

The announcement coincides with the 19th annual World Water Day. Held each year on March 22, World Water Day focuses attention on the importance of freshwater and advocates for the sustainable management of freshwater resources. The theme for 2011 is "Water for Cities: Responding to the Urban Challenge." The United Nations General Assembly designated March 22, 1993 as the first World Water Day.

"It is critical that the Greater New Orleans region has a comprehensive water management plan that can mitigate risk while enhancing economic opportunities and improving the quality of life for our citizens," said Senator Mary Landrieu. "We are fortunate to have a dream team in place to do this important work. Waggonner & Ball has extensive expertise in water management gleaned from projects that span the globe, and GNO, Inc. is uniquely positioned to manage the process efficiently."

"We offer our support to Waggonner & Ball in developing a wide-ranging approach to effective water management and planning in order to protect our precious natural resource," said Jefferson Parish President John Young. "We are committed to open, transparent and collaborative input and improving the overall quality of life for all our citizens."

"New Orleans is the most immediate laboratory for innovation in America, so it is appropriate that this initiative will look to the entrepreneurship of our people to find new solutions to systemic water management challenges," said New Orleans Mayor Mitch Landrieu. "It's important for our safety and quality of life."

"Having the proper water management strategy is a critical issue for St. Bernard and beyond," said St. Bernard Parish President Craig P. Taffaro, Jr. "I look forward to working in cooperation with Waggonner & Ball in any way needed. This initiative will fit very nicely into the parishes' land-use planning and long-term alternate use concepts of our drainage waterways. Finding ways to use our water ways as assets is a part of changing the approach to water management as a whole for St. Bernard Parish and the metropolitan area."

With the implementation of the Water Management Strategy, GNO, Inc. has the following goals:

- Reduce flood hazards to people and property
- Use storm water as a resource
- Increase flexibility and adaptive water management capacity
- Enable better ground water management and minimize soil subsidence
- Reduce costs, energy use, and emissions of water management infrastructure
- Protect and improve environmental quality and sustainability, and well being of open water and habitats

An effective Water Management Strategy will also accrue public benefits, increase quality of life, incorporate sustainability and environmental concerns, and provide a platform for economic growth.

"We are honored to be selected to develop a Water Management Strategy for the Greater New Orleans region," said J. David Waggonner, III, FAIA, Waggonner & Ball President. "The Royal Netherlands Embassy and the American Planning Association have been key partners in our approach, and we look forward to working with our team of local, national, and international collaborators. Water can be New Orleans' greatest asset, and the Water Management Strategy will provide a process by which to re-imagine our region's relationship to this fundamental resource."

Waggonner & Ball is a highly respected architectural and planning firm with 30 years of experience working in the Greater New Orleans region. Waggonner & Ball will be responsible for reporting to GNO, Inc. on the progress of the project through completion. GNO, Inc. will manage the implementation of the grant with the support and guidance of an Advisory Council consisting of representatives from Jefferson, Orleans, and St. Bernard parishes, as well as experts in the fields of water management, design, planning, and community engagement.

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About Greater New Orleans, Inc.

Directors of Waterways Council, Inc. and as President-Elect of the Gulf Intracoastal Canal Association. Ms. Felder is a Board member of the American Waterways Operators and a member of the Louisiana Association of Waterway Operators and Shipyards, Texas Waterway Operators Association, the Women's International Shipping and Trading Association (WISTA), the Executive Committee of the Eighth Coast Guard Area Maritime Security Committee and the Gulf Coast Joint Hurricane Response Team.

SARAH K MACK, MSPH, PhD

Sarah provides technical analysis on carbon impacts of wetland restoration, sustainable infrastructure, and climate change adaptation. Previously she was the Technical Administrator of the Sewerage and Water Board of New Orleans (S&WB) where she also served as the Emergency Liaison between the S&WB and other agencies responsible for the initial response and later recovery of sewer, water, and drainage infrastructure during the 2005 hurricane season. Dr. Mack initiated the S&WB long-term recovery planning efforts and was responsible for the hazard mitigation activities that followed. She also initiated and served as Project Manager for the regional initiative between S&WB and St. Bernard Parish Government to implement the Central Wetland Unit Wetland Assimilation System.

THOMAS RUSH

Communications Manager, Greater New Orleans, Inc.

A recent graduate from Florida State University with a B.S. in Economic Development and Creative Writing. Professional experience includes working with the City of New Orleans Department of Public Works in establishing private funding mechanisms for infrastructure improvements. He is the co-founder of One World Communicates, an international non-profit which aims at increasing access to education and looks to focus on sustainable international economic development in developing countries.

Currently serving as: member of the Alliance for Affordable Energy Solar Committee, New Orleans USGBC Advocacy Committee, South-east Louisiana Boys and Girls Club Executive Board, and Where Y'at Magazine Arts and Culture Editor.

MARK SCHEXNAYDER

A Marine Biologist with the Department of Wildlife and Fisheries, Marine Fisheries Division for over 14 years, Mark has been a Field Biologist, Coastal Study Area Leader, Director of the Lyle S. St. Amant Marine Biological Laboratory on Grand Terre Island, and, most

Greater New Orleans Region to Develop Integrated Water M...

The GNO, Inc. Mission is to serve as the catalyst for wealth creation in the Greater New Orleans region. GNO, Inc. will accomplish this by pursuing an aggressive agenda of business development - marketing the region - and product development - improving regional business conditions through policy, workforce and research initiatives.

The GNO, Inc. Vision is for the Greater New Orleans region to fulfill its potential as one of the best places in the country to grow a company, and raise a family. The ultimate indication of success for GNO, Inc. will be the presence of a robust and growing middle class in southeastern Louisiana.

More information can be found at www.gnoinc.org.

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recently, the Crustacean (shrimp and crab) Program Manager for the Department. Also served on the Louisiana Select Council for Shrimp Management and Louisiana Crab Task Force

In 2000, Mark was hired by Sea Grant/LSU AgCenter as an Area Agent (Fisheries), where he has served as a Coastal Advisor serving the Greater New Orleans area. Since Katrina/Rita, mark also coordinates hurricane recovery programming. He has worked with the New Orleans business community to start "LSU Levee School" where levee commissioners and staff learn about coastal restoration, legal issues financing, etc. He spearheaded the Lake Pontchartrain artificial reef program that has completed 5 new reefs in the lake and will place 2 more by years end.

OLIVER WISE

Oliver Wise joined the RAND Gulf States Policy Institute in October 2008 and focuses primarily on economic development, energy, and housing policy. Prior to joining RAND, Oliver was a Research Associate with the Citizens Budget Commission in New York City, where he worked on energy, economic development, and fiscal policy. Oliver holds an MPA from the Wagner School at New York University and a BA from Tufts University.

PRISCA WEEMS

Specializes in environmental/green building design, program development, and in large scale projects that utilize renewable energy and distributed generation, and that minimize ecological impact. As the founder and principal of FutureProof and a LEED AP, she acts as a sustainable development consultant, designer and project manager. Prisca serves on the Louisiana State Uniform Construction Code Council, is an advisor to the Green Building Committee of the Home Builders Association of greater New Orleans in the development of their NOLA Green building rating system, and is the Chairperson of the Sustainability Committee for the American Institute of Architects New Orleans Chapter. At the LSUCCC, as chairperson of the Administration Committee, she is spearheading the process of implementing a cutting edge, statewide, interoperable software program for uptake by existing and new code offices. The delivery of the software to the Parishes is being covered by a grant from FEMA.

Prisca holds a MArch from Tulane University School of Architecture, and has been practicing in the US and Europe since 1995. She is currently completing a MSc in Advanced Environmental and Energy Sciences at the Centre for

Alternative Technology in
Wales/University of East London.
Her thesis is on water issues.

WHITFORD REMER

Whitford Remer is a joint degree
candidate at Loyola
College of Law and the University
of New Orleans. He will graduate
with a J.D. (Environmental
Certificate) and Masters of Urban
Planning (Land Use Specialist) in
2011."

DIANE BAUM

Chief Executive Officer of
EnviroScore, a consulting firm
founded 15 years ago in Baton
Rouge, Louisiana to advise lending
institutions about environmental
risk. Ms. Baum is a nationally
recognized expert on stormwater
compliance, assisting companies
and associations with regulatory
permitting and plans. An advocate
for affordable green homes, she is
also a nationally accredited Green
Verifier through the National
Association of Home Builders. She
serves on the Lower Mississippi
River Waterway Safety Advisory
Committee (LMRWSAC) and is a
member of several green building
committees. Ms. Baum's previous
experience includes working as an
Environmental Specialist at the
Department of Environmental
Quality (DEQ).

DAMIAN TATUM

Damian is a New Orleans native,
and holds degrees in mechanical
engineering from LSU and Penn
State. He is employed by Lockheed
Martin Space Systems as an
aeronautical engineer. He is a
regular contributor to the satirical
New Orleans Levee, as well as
Liquid Magazine, and is a volunteer
project leader for the Young
Leadership Council.

ALIM HANNOURA, Ph.D., P.E.
Professor of Civil and
Environmental Engineering,
University of New Orleans (retired
6/2009)

Served as a consultant for the Delft
Soil Mechanics Laboratory, The
Netherlands, during the
construction of the Oosterschelde
storm barrier ; the Franzius Institute
for Coastal Engineering and Soil
Mechanics Research, University of
Hannover, Germany; Inter
American Bank-Ecuador Municipal
Development Program ; the Corps
of Engineering SELA project, New
Orleans District; Jefferson Parish
Department of Public Works; St.
Tammany Department of
Engineering; and local and
international engineering consulting
firms on a variety of storm water
management projects.

GRASSHOPPER MENDOZA

Is a real estate sales and leasing
agent with NAI/Latter & Blum Inc
where she focuses on energy
efficient, green building
development in the commercial
sector. Grasshopper is a graduate

of San Francisco State University where she earned a degree in International Business.

Grasshopper promotes economic development via sustainable infrastructure and quality of life improvements in New Orleans. She Chairs the Horizon Initiative's Water Mgmt. Sub-Committee, is a member of the US Green Building Council Louisiana Advocacy Committee and is a Parkway Partners/Louisiana Urban Forestry Council certified Citizen Forester.

BILLY MARCHAL

Mr. Marchal is Executive Director of the Flood Protection Alliance, a group of civic, business, and environmental leaders working behind the scenes to insure timely, robust flood protection for the metropolitan New Orleans area by coordinating, facilitating, and sometimes instigating. Mr. Marchal was appointed to Governor-elect Jindal's Transition Advisory Committee for Flood Protection and Coastal Preservation. He also worked full time on the Drainage and Flood Control Subcommittee of Mayor Nagin's Bring New Orleans Back Commission (BNOBC). Drawing on the success of the BNOBC planning, Mr. Marchal organized the Southeastern Louisiana Recovery Committee. He holds degrees in Industrial Engineering from Georgia Tech and a Masters of Business Administration from Tulane University. Mr. Marchal sits on the Executive Committee of the Horizon Initiative, and chairs the Infrastructure Committee.

STEVE PICOU

Steve Picou has a background in sustainability, community activism, music, media and real estate. He is a futurist with a broad, system-oriented perspective. In his work at the LSU AgCenter, Steve promotes sustainable/green building, wind code compliance, energy efficiency and economic development. Steve served as Assistant Director of the Louisiana Music Commission from 1992 to 2005, giving him a strong understanding of governmental processes, politics and bureaucracy. He is a member of the US Green Building Council Louisiana Advocacy Committee and is a Parkway Partners/Louisiana Urban Forestry Council certified Citizen Forester. Steve is a graduate of the University of New Orleans and a Fellow of the Loyola University of New Orleans Institute of Politics.

BILL KAPPEL

Bill Kappel, M.S., is an urban and regional planner, and manager of CEI's New Orleans Office. His areas of expertise include land use planning, flood plain management, community recovery planning, economic development, and coastal zone management planning. Prior to joining CEI, Mr. Kappel served as the leader for FEMA's Long Term Community

Recovery Planning Operations in St. Bernard Parish in 2005 and 2006. While undertaking doctoral studies at the University of New Orleans, he was a research associate at the University of New Orleans (UNO) Center for Hazards Assessment Response and Technology during 2005. His research included Louisiana river diversion projects and their application for future coastal restoration. Mr. Kappel's experience in public policy and regional development has included serving as a mayoral candidate policy advisor; political action committee chair for education reform; strategic planning, marketing and business retention for MetroVision, a major economic agency for the New Orleans area; and staff to the New Orleans City Council on a multitude of governmental and citizens issues.

J. O. Evans, III

J.O.Evans III is an interdisciplinary designer and artist with a background in ecology, composition and sculpture. As a Partner and Director of FutureProof, a LEED AP and a Permaculturalist, he acts as a sustainable development consultant, designer, project manager and studio director. Joe's work focuses on the human relationship with nature, spanning such diverse issues as localized infrastructure, water resource management, renewable energy, transportation alternatives, materials and fabrication, food production and distribution, building science, low impact development, wildlife conservation and regenerative landscape design. Mr. Evans serves as the Vice President of Groundwork New Orleans, a regional branch of Groundwork USA supported by the Environmental Protection Agency Brownfields Program and the National Park Service Rivers, Trails and Conservation Assistance Program. He serves on the Horizon Initiative's Ecological Systems Water Management Subcommittee, and has served as a volunteer expert for the AIA's Center for Communities by Design, Sustainable Design Assessment Teams. He lectures on sustainable and regenerative strategy, green building, and teaches LEED preparatory seminars for the USGBC and the AIA.

John Moore

John Moore works for the City of New Orleans as an Energy and Environmental Policy Analyst. A native New Orleanian, John attended McDonogh #35, where he was active in the gifted arts program. He earned a degree as a Master of Fine Arts in 2005 from Morehouse College in Atlanta, where he studied art and philosophy. During college his interest in art shifted towards an interest in architecture and planning. After graduating, John studied the green building industry

while working for Southface Energy Institute in Atlanta, ultimately becoming a certified Home Energy Rater. Moore returned to New Orleans when he accepted a job with Global Green helping to rebuild after Katrina.

Linda Stone

Linda Stone is a Policy Associate for Global Green USA. She also serves as co-chair of USGBC's Louisiana Advocacy Committee. Linda has worked with the Lake Pontchartrain Basin Foundation, founded The Green Project, and served as director of Mayor Morial's Office of Environmental Affairs. In 2002, Linda took a job in San Antonio as director of the Metropolitan Partnership for Energy. Linda has a Bachelor's degree in Architecture from the University of California at Berkeley and a Master's degree in Urban and Regional Planning from the University of New Orleans.

Don Blancher

Dr. Don Blancher is a native of New Orleans, and is CEO of Sustainable Ecosystem Restoration, LLC, located in Mobile, Alabama. He is a nationally recognized expert on estuarine ecology, habitat assessment and biological impacts of discharges to ecosystems. For the last few years he has been evaluating coastal wetland systems using Emergy Analysis and has been analysing and planning for the implementation of sustainable low-impact infrastructure in Gulf Coast urban areas. Dr. Blancher received his bachelor's in Biology from University of New Orleans in 1972, his masters in Zoology and Physiology from LSU in 1974 and his Ph.D. in Environmental Engineering Sciences from the University of Florida in 1979. Dr. Blancher has authored over 50 technical reports and papers and numerous presentations at national and international meetings. He was formerly Chairperson of Ecology and Aquatic Resources Committee of the Water Environment Federation, is Adjunct Associate Professor in the Environmental Toxicology Program at the University of South Alabama, and Chair of GoundworkNOLA's Technical Advisory Committee.

David Waggonner

David Waggonner graduated from Duke University with a Bachelor of Arts degree in 1971, and in 1975 graduated from Yale University with a Master of Architecture. Employed previously by the Architect of the Capitol, Bechtel Corporation, and DMJM/Curtis & Davis, he has been principal in the present firm and its predecessor since 1981. He has taught architectural design at Tulane University and the University of Oregon and is a member of the American Institute of Architects, Association for Preservation Technology, and the Society of Architectural Historians. Since 2006, Waggonner has

organized, promoted, and published the Dutch Dialogues, a program of workshops that are the outgrowth of extended interactions between Dutch engineers, urban designers, landscape architects, city planners, and soils/hydrology experts and, primarily, their Louisiana counterparts. Dutch Dialogues II was held in New Orleans in October 2008, and the results were collaboratively published in a 66-page manual by the American Planning Association, the Royal Netherlands Embassy, and Waggonner and Ball.

Rachel Heiligman

Rachel works as a Senior Environmental Planner with the New Orleans City Planning Commission where she has worked to advance healthy neighborhoods, strong commercial corridors and nodes, environmental best practices, and increased mobility by developing Master Plan policies and new zoning standards. Previously, she worked in the Office of the Mayor in Chicago, IL on the city's climate action plan and with the City of West Hollywood, CA where she developed a green building program that raised the bar for all new development. Rachel also serves as the Treasurer of Groundwork New Orleans. She holds a Master in City Planning from the University of Pennsylvania, School of Design, and a BA in Sociology and Spanish from Whittier College.



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