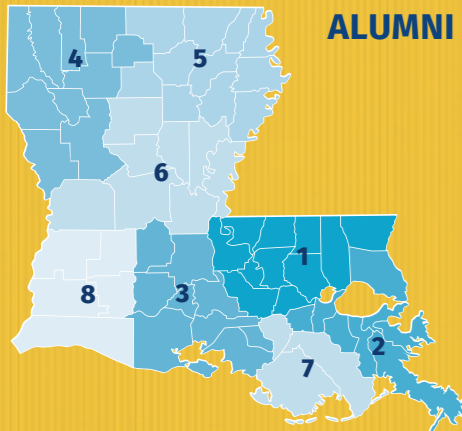


LEADERSHIP LOUISIANA: Developing Our State's Future Leaders

To truly move Louisiana forward, the citizen leaders of today must understand the complex issues that drive our state, recognize opportunities that others might miss and make contributions toward bringing about meaningful progress.

These are the goals of Leadership Louisiana, a widely-recognized program that strives for excellence in ways that are both thought provoking and forward looking. By enhancing the capacity of emerging and current Louisiana leaders to effectively address key public issues, the program empowers civic-minded citizens to positively impact their communities, as well as the state.

Over the course of more than 25 years, Leadership Louisiana has built an impressive alumni network numbering more than 1,200 individuals from every region of the state.



ALUMNI IN EACH REGION

1. Baton Rouge 30%
2. New Orleans 19%
3. Lafayette 12%
4. Shreveport 10%
5. Monroe 6%
6. Alexandria 5%
7. Houma/Thibodaux 5%
8. Lake Charles 4%

*Approximately 9 percent of Leadership Louisiana participants now reside outside of the state.

LEADERSHIP LOUISIANA ALUMNI IMPACT:

- 293 CEOs, Presidents & Executive Directors
- 40 Other high-ranking executives (Senior Vice Presidents, COOs, etc.)
- 94 Working in Fortune 500 companies
- 141 Currently serving in government or other public service

“As a Leadership Louisiana alumnus, CABL opened my eyes to many of the issues that most affect Louisiana’s business environment. CABL has fostered economic growth and success through good government.”

Philip C. Earhart,
President, Southwest Louisiana, IBERIABANK

Our APPROACH

CABL’s nonpartisan approach underscores why, after more than a half-century, the organization has thrived and remains a well-respected and much sought-after voice in state affairs.

CABL IS:

Effective. Many of the reforms and improvements we take for granted in Louisiana today are direct outcomes of CABL’s leadership and advocacy.

Collaborative. CABL understands that to advance effective reforms, we must form strategic partnerships, since no single organization can do it alone.

Credible. News media outlets across the state regularly seek our views on issues of importance, because they view us as both informed and independent. In an era of increasingly partisan politics and free-flowing social media, CABL remains a trusted brand in Louisiana.

Relevant. CABL is engaged in many of the major issues impacting our state, particularly education, economic development and state fiscal policies. We remain relevant because we persevere and stay involved until positive results are achieved.

Efficient. CABL does not accept public support – it’s the guarantee of our independence. So, with a small staff and modest budget, CABL gets the maximum effectiveness out of every dollar raised.

“CABL has persistently focused on the needs of improving all levels of education in the state of Louisiana—recognizing that a better educated populace will improve the quality of life for all Louisianans. Education attracts business, industry, jobs, economic growth and prosperity. This formula is the secret to a ‘Better Louisiana.’”

J.H. “Jay” Campbell, Jr.,
Executive Chairman, Associated Grocers, Inc.



Leadership Louisiana class at Edison Chouest Offshore

More than a Half-Century of Major Impact



Our Case for MEMBERSHIP & SUPPORT



“CABL has played a valuable leadership role in helping to improve our state’s education and business reputation statewide and nationally. The image, focus and business climate of Louisiana plays a large role in CenturyLink’s continued investment in both telecommunications infrastructure and our headquarters location in Monroe.”

Glen F. Post, III
CEO & President, CenturyLink

COUNCIL FOR A BETTER LOUISIANA

Call us: 225-344-2225 | E-mail us: info@cabl.org

cabl.org

Our MISSION

Council for A Better Louisiana (CABL) is a nonprofit, nonpartisan, statewide organization that is driven by our members.

For more than a half-century, CABL's mission has been to focus on issues in the public interest with a single goal in mind: to improve the quality of life for all citizens of Louisiana. We do this by raising citizen awareness of key issues, advancing sound public policies, promoting a stronger and healthier business climate for better jobs and a better-educated workforce, holding government accountable and fostering informed civic leadership.

Our HISTORY

It began over lunch at Antoine's. Two prominent business leaders from New Orleans, Darwin Fenner and Edgar Stern, Jr., were concerned about the economic and political well-being of Louisiana.



Darwin Fenner



Edgar Stern, Jr.

They lamented the fact that a century earlier, Louisiana had been one of the wealthiest states in the nation. But as they met that day in the early 1960s, the state was in political shambles and outside businesses were all but boycotting Louisiana as a viable place for economic investment.

Action was needed to reverse the trends that had stifled Louisiana's growth over the past century.

Fenner and Stern engaged a group of about 20 local business and civic leaders in a course of action to move Louisiana forward. The group quickly expanded statewide and, in June of 1962, the Council for A Better Louisiana (CABL) was founded.

Over the course of more than 50 years, CABL has lived up to the promise of its founders and stayed true to its mission. The role it has played in economic development, educational improvement, governmental restructuring and the enactment of strong, forward-looking policies is undeniable.

Our Impact on LOUISIANA'S BUSINESS CLIMATE

CABL's leaders understand that for Louisiana to have a vibrant, diversified economy we need a business climate that encourages investment and growth.

Education & Workforce Development

- Leadership role in the creation of the Louisiana Community and Technical College System to improve workforce training and development.
- Consistent, primary focus on policies to improve the education and skill levels of our citizens, including:
 - Creation of Louisiana's school accountability system.
 - Adoption of higher academic standards and high-quality student assessments.
 - Creation of the Louisiana Recovery School District, which has led to significant gains in student achievement.
 - Passage of Louisiana's first high-quality, statewide early childhood education program and consistent promotion of policies to enhance early education and care.
 - Passage of charter school laws and other school choice measures providing more school options for children and families, as well as improved student outcomes.
 - Reforms in teacher tenure and school board governance.
- Leadership in efforts to increase strategic investments in higher education and promote greater institutional autonomies, efficiencies and performance-based funding.
- Promotion of policies to enhance higher education research and development.

These efforts have dramatically improved workforce development and enhanced educational opportunities.

Fiscal Policies & Government Reform

- Creation of the framework for fiscal reform and policies to make Louisiana more competitive.
- Promotion of state tax policies that support economic development and lead to a stable and predictable tax structure that is fair to both citizens and the private sector.
- Legislation to create the state's "Rainy Day Fund" to help protect higher education and health care during periods of economic downturn.
- Preservation in permanent trust of 75 percent of Louisiana's multibillion dollar tobacco settlement, with revenues dedicated to education and health care.



Civic Engagement & Governmental Ethics

- Development of the Leadership Louisiana program, which for more than 25 years has offered current and emerging leaders a better understanding of the challenges facing our state and the solutions that can help move us forward.
- More than 20 years partnering with Louisiana Public Broadcasting in statewide debates focusing on the critical issues facing voters in major elections.
- The development of forward-looking, nonpartisan election agendas that drive public debate toward policies that accelerate economic progress.
- CABL fact books, economic report cards, candidate surveys and information on constitutional amendments to inform citizens about issues of importance.
- Passage of numerous ethics reforms which have improved governmental transparency and enhanced Louisiana's image as a more favorable place to conduct business.

Quality of Life Improvements & Preservation

- Promotion of policies to reduce poverty and improve the delivery and efficiency of health care.
- Support of policies to preserve Louisiana's coast and protect state and federal dollars dedicated to coastal sustainability.
- Building awareness of Louisiana's artistic, cultural and humanities resources and promoting them as cultural assets for business attraction, job retention and overall quality of life.

ANNUAL MEMBERSHIP OPTIONS

After reviewing options below, please complete the membership form on reverse, or go to **cabl.org/membership** for secure online payment.

BASIC MEMBERSHIP:

Retirees & Students	\$100
Individuals & Nonprofits.....	\$200
Professionals	\$300

All CABL members receive our weekly CABLWire e-newsletter, Louisiana Report Card on Major Education Indicators and an invitation to our Annual Meeting & Luncheon. Recognition for your support will also be provided on our website CABL.ORG and in other CABL materials.

CABL PATRONS— SMALL BUSINESS MEMBERS:

1-25 Employees	\$500
26-50 Employees.....	\$1,000

In addition to above benefits, CABL Patrons receive invitations to VIP events.

BUSINESS/CORPORATE BENEFACTORS:

Corporate Member (51-300 Employees)	\$2,500
Large Corporate Member (300+ Employees).....	\$5,000

In addition to above benefits, CABL Benefactors are invited to special Benefactors events to shape future public policy to move Louisiana forward.

Please Note: There are two options available for membership payment. Please select the one that best suits you.

1. CHARITABLE DONATION OPTION:

Please make payment to the **Foundation for A Better Louisiana (FABL)**, CABL's 501(c)3 organization (Fed. I.D. #72-0575929). Your charitable contribution to FABL is tax deductible to the maximum extent allowable by law (see your tax advisor for details).

2. BUSINESS EXPENSE OPTION:

(for eligible businesses/corporations)

Please make payment to the **Council for A Better Louisiana (CABL)**, a 501(c)6 organization (Fed. I.D. #72-0570930). Eligible corporations and businesses supporting CABL may be able to deduct up to 50 percent of their membership dues as a business expense (see your tax advisor for details).

CONTACT INFORMATION:

First Name

Last Name

Company Name

Title

Street Address

City

State

Zip

E-mail

Telephone

Mobile

Fax

BILLING INFORMATION:

- My check, payable to CABL or FABL is enclosed (see options above).
- I have paid online at **cabl.org/membership**.
- Make my payment automatically renew annually.
- I wish to remain anonymous.

Thank you for your support!