

Grow St. Bernard Recognizes Entrepreneurs

JUNE, 2018

Starting and growing a business can be one of the most challenging endeavors undertaken by an individual in this day and age. Business owners and their employees are often faced with the need to develop skills and attain knowledge they may not possess in order to meet the demands of a market that is constantly evolving.

“Grow St. Bernard” is a seminar series created to address the disparity between educational opportunities available to startups and the needs of entrepreneurs strapped for time and resources. The program, a joint venture between the St. Bernard Economic Development Foundation (SBEDF) and the St. Bernard Chamber of Commerce recently completed the second year of its second cohort.

Grow St. Bernard business owners in the cohorts included law offices, restaurants, retailers and a variety of professional services providers spanning throughout the parish. “The participants were quite diverse, and all shared the desire to become more informed business owners,” said Andrew Jacques, SBEDF Executive Director. “We couldn’t be more thrilled with the overwhelming interest the program has received. It validates our belief that Grow St. Bernard, and professional development programs like it, are providing a service that companies are looking for to remain competitive and viable.”

Deborah Keller, CEO of Deborah D. Keller & Partners, has participated each year. The program hosted seminars about small business bookkeeping, marketing and social media strategy, funding and alternative financing, business planning and several other pertinent topics.

“I am impressed with the stories told by established business owners who share their path to entrepreneurship, both success and lesson learned. But equally valuable is the sharing among the cohorts about their challenges, expectations, and vision for their new or emerging business.



2017 Cohort Graduates Deborah Keller first row third from left.



2018 Cohort Graduates Deborah Keller seated first row, third from left.