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LOUISIANA TECHNOLOGY PARK

Home to Louisiana Entrepreneurs

## News

April 1, 2008

### CEO of Louisiana Technology Park Steps Down

Research Park Corporation (RPC) announces the resignation of its President and Louisiana Technology Park's (LTP) inaugural CEO, Eddie Ashworth. Starting April 7, 2008, Ashworth will assume the role of Undersecretary for the Louisiana Department of Social Services. That position will oversee the department's Office of Management and Finance, which is responsible for fiscal services, human resources and information services.



Ashworth's replacement has not been named but RPC's Executive Committee has appointed LTP's Vice President Stephen Loy, interim president. "Eddie has established a remarkable asset for the state," says Chairman of the Louisiana Technology Park Board Terrell Brown. "We are grateful for his dedication and commitment to its success and are hopeful he will remain involved with RPC in a volunteer capacity."

Ashworth was recruited from Alabama in 2000 to lead the Research Park Corporation. As president of RPC, Ashworth tenaciously spearheaded the development of LTP and purchase of Bon Carré. Today, under the group ownership of local community leaders, including the Baton Rouge Area Foundation's real estate investment trust, Bon Carré is complete and 86% occupied. And while it wasn't part of Ashworth's original plan for RPC to own 25% of the 900,000 square foot complex, today it provides a steady stream of income for the incubator.

As CEO of the LTP, Ashworth has worked tirelessly on behalf of the technology community. He directed their support for reinstatement of the CAPCO program in Louisiana and, today, 10% of all new monies raised by certified capital companies must be invested in early-stage technology start-ups. As a result, the

Louisiana Technology Fund was established in partnership with the CAPCOs and Louisiana's four research parks, creating a \$3 million pool of investment resources for the state's entrepreneurs. In addition, Ashworth helped broker over \$6 million in savings for the State of Louisiana when Network Technology Group

purchased the data center assets of Solid Systems.

"I have enjoyed and been rewarded by my tenure with The Louisiana Technology Park (LTP) and am confident I leave a strong organization capable of supporting Louisiana's technology entrepreneur's for generations to come," says Ashworth.

Prior to LTP, Ashworth was executive director of the Southern Poverty Law Center, a renowned charitable organization whose mission is to defend civil rights of racial and ethnic minorities and promote tolerance in America. As executive director, he set and executed policies for the Center in addition to developing and directing all projects related to operations. Ashworth was also responsible for commissioning acclaimed Vietnam Veterans Memorial designer Maya Lin to design the Civil Rights Memorial in Montgomery, Alabama. Today, it is second only to the State Capitol as a tourist attraction for the city.

Says Louisiana Department of Social Services Secretary Ann Williamson, "His unique blend of strengths will be a strategic asset for the department. He combines keen business acumen with a fundamental passion for social justice, a rare combination to possess."

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## **Genevieve Silverman Joins Louisiana Technology Park Staff**

Former Senior Associate at Dean Capital, LLC, a venture capital and debt investments firm, Genevieve Silverman has joined the Louisiana Technology Park (LTP) senior management team as director of finance.

Silverman brings over ten years of experience with commercial debt and venture capital equity investments, including business development, due diligence, credit analysis, financial projections, portfolio management, and loan closings. A graduate of Columbia University and LSU, Silverman will manage the day-to-day fiscal operations of LTP, provide business counseling to the incubator and Tech Park U members as well as assist with new programming.



Says interim LTP CEO Stephen Loy, "Genevieve will make an outstanding addition to our staff and I'm excited to have the opportunity to work with her. She'll bring a dynamic perspective to this position by leveraging experience in the venture capital field with a strong background in working with start-up companies."

Prior to Dean Capital, LLC, Silverman worked in commercial underwriting for both Iberia and Hibernia banks. She serves on the boards of Forum35, Family Road of

Greater Baton Rouge and Baton Rouge Green.

"The Tech Park is one of our state's biggest assets and I'm honored to be a part of ensuring its mission continues to be served," says Genevieve Silverman.

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## Loan Software Company To Remain In Baton Rouge



Louisiana Technology Park has accepted ATLOS, LLC,

<http://marketing.atlos.com/> in its incubator. ATLOS (Automated Tracking Loan Origination System) is web-based software used to originate, track and distribute loans. It's one of the first systems to provide a start-to-finish loan origination process and is designed to speed up the procedure as well as reduce vast quantities of paper typically required for mortgage loans. The application also provides other unique features such as web conferencing, electronic signatures, document imaging solutions and message boards.

A Baton Rouge native and graduate of [LSU](#), ATLOS founder, Randall Nachman initially developed the software for internal use only but, ultimately, realized other loan companies could benefit as well. "Like other entrepreneurs, Randall saw an opportunity that could be served with the right solution," says interim LTP President Stephen Loy. As the owner of a rapidly growing mortgage brokerage company with 120 loan officers and 5 loan processors in two cities with an average of 100 loan closings a month, Nachman needed enhanced capabilities to manage the entire loan process for his employees. In addition, the need for better, more efficient loan origination software was validated after Hurricane Katrina left loan offices with literally no means to connect.

"In today's mortgage lending industry, real-time answers and online functionality are crucial for survival and success," explains Nachman. "With ATLOS, all upgrades and changes are automatic and seamless. Using web-based technology, ATLOS finally gives mortgage brokerages the freedom and flexibility of anywhere/anytime functionality."

ATLOS boasts exceptional features and outcomes including:

- Minimizing IT investment with an affordable, zero maintenance on-demand solution;
- Improving productivity by enabling complete and secure instantaneous desktop communication;
- Secure networks with redundant back-up servers and disaster recovery systems at no additional cost;

- Improved collaboration effectiveness using instant desktop sharing;
- Multiple communication modes using VoIP, video, messaging, interactive comment logs and desktop sharing.

"ATLOS is another fine example of 'inward' migration," says Acting LSU Chancellor and LTP Board Member William Jenkins. "Its success will be a testament to the tenacity of our LSU graduates seeking to realize their entrepreneurial aspirations in the state of Louisiana."

ATLOS has begun BETA testing and expects to go to market by the end of April '08 at which time it projects eleven fulltime employees.

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## Did You Know?

### BRAC Provides Business Guide

The Baton Rouge Area Chamber (BRAC) has created a [Business Guide](#) as part of its website, [www.brac.org](http://www.brac.org). The new section of the site is designed to be a one-stop-shop resource center for business owners and entrepreneurs in the Baton Rouge area.



The Business Guide consists of two distinct sections. The first provides information on starting a business, while the second provides insights into expanding a business. The guide contains a vast amount of resources, including sample business plans, where to find local, state, and national incentive programs, and every municipal permit and inspection authority in the nine-parish region. It also provides contact information for business resource and technical assistance providers, answers to a set of frequently asked questions, and an events section that lists upcoming training and educational opportunities.

BRAC's Business Guide includes contributions from the Greater Baton Rouge Business Report, SCORE, and the U.S. Small Business Administration.

"The Business Guide is an exciting tool," asserts Secretary of LED Stephen Moret - BRAC's former President and CEO. Moret went on to say that "Small business members identified such a resource as of one of their top needs and the guide should exceed expectations."

Pat Felder, owner of Felder's Collision Parts, Inc. and a member of the Small Business Issue Council steering committee that oversaw the development of the Business Guide said, "I wish we could have had access to this 20 years ago when we started our business. I would have avoided so many mistakes and done everything so much easier!"

The Business Guide can be accessed at [www.bracbusinessguide.org](http://www.bracbusinessguide.org) or at [www.brac.org/businessguide](http://www.brac.org/businessguide).

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**Louisiana Technology Park  
Incubator Company  
Awarded Department of  
Revenue Contract**

**RAMware, L.L.C.**

RAMware, LLC, the leading provider of online sales and use tax solutions in Louisiana, has been awarded a three-year contract by the Louisiana Department of Revenue to develop and implement an electronic return and remittance system designed to reduce the regulatory burden on businesses that have sales tax obligations in multiple jurisdictions.

"The initiative represents a dynamic solution for a state with 63 different taxing parishes," says LDR Secretary Bridges. "And with RAMware on our team, we are confident the execution will be of the highest caliber."

In recent years, improving customer service has been a top priority for the Louisiana Department of Revenue and Louisiana's Association of Tax Administrators. Recognizing the need for Louisiana to have a better business environment and a simpler sales and tax use system, state lawmakers passed legislation that mandated an easy, efficient and cost-effective means of transmitting accurate sales and use tax returns and remittances from a central site. Established by Act 73, the Uniform Electronic Local Return and Remittance System will provide taxpayers with a simple, web-based application that can be accessed 24/7 in order to electronically file and remit a sales and use tax return.

At no cost to the user, the new system will be available online by October 2008 and alleviate the need to fill out and file multiple forms by hand as well as headaches associated with calculation errors. In addition, taxpayers can use the guaranteed tax rates in the event of a sales tax audit—a particularly valuable feature.

Says RAMware President Rick Mekdessie, "Our company is honored to be partnering with the Louisiana Department of Revenue on such an important project and we look forward to providing them with exceptional solutions. It's a great example of state and local governments collaborating with business and industry to make Louisiana a better place to do business."

#### **About RAMware, LLC**

RAMware is a Louisiana-based technology company specializing in web-based solutions for state and local government agencies and has unsurpassed expertise in providing local governments in Louisiana with tax solutions for electronic filing and remittance. RAMware enables government agencies to increase the level of service to their taxpayers while reducing the processing cost of tax returns.

For more information, please visit

[www.salestaxonline.com](http://www.salestaxonline.com) [www.salestaxmanager.com](http://www.salestaxmanager.com) or call (225)215-0100.

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## Looking for a New Job?

If you are looking to work for Louisiana Technology Park or its member companies then visit the new job listings page on LTP's website at [www.latechpark.com](http://www.latechpark.com). There you will find company and job descriptions for the current openings.

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[info@latechpark.com](mailto:info@latechpark.com)



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