

New Orleans City BUSINESS

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THE BUSINESS NEWSPAPER OF METROPOLITAN NEW ORLEANS

INSIDE



Construction central

Oak Street condo project ready for move-in
PAGES 18-21

What's it worth?

Appraisal firm pegs value of former Six Flags park
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Clearing the air

Harahan sand pit operator builds new road, relationship with neighbors
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FOCUS



HEALTH CARE

Q&A

Dr. Edward Soll of Doctors Imaging in Metairie on new program to detect early-onset Alzheimer's
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PHOTO COURTESY WWW.VALERO.COM

Break check

Reforms tie job creation, local approval to industrial tax exemptions

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Questions, delays mount for First NBC Bank Holding Co.

LANCE TRAWEEK
LANCE.TRAWEEK@NOFG.COM

HoldCo Asset Management, a New York investment adviser, has sent a public letter to Ashton Ryan Jr., president and CEO of First NBC Bank Holding Company, regarding concerns over purchased debt.

In the letter, HoldCo said that in April it bought \$8 million in face value of FNBC's publicly registered 5.75 percent subordinated debt.

"At the time of the purchase, we believed that our discounted purchase price reflected an overly bearish assessment of FNBC's prospects and that once you finalized the accounting restatement, the market would come to its senses," the letter

SEE **FIRST NBC** PAGE 10

Louisiana flooding a reminder of disaster prep for small businesses

CITYBUSINESS STAFF REPORTS
ASSOCIATED PRESS

Floodwaters that have inundated south Louisiana are a reminder to small business owners of the need to prepare for possible disasters.

An estimated 75 percent of those affected by the weekend's catastrophic floods do not have flood insurance, according to a report by the Baton Rouge Business Report that cites Louisiana Commissioner of Insurance Jim Donelon. He estimates about 30 percent of business owners are insured against flood damage.

Donelon says that on average only about 25 percent of the state's property owners will be able to recoup their losses under the federally subsidized National

Flood Insurance Program.

"I'm willing to bet about one-fourth of those affected will be insured and three-fourths won't," he told the publication. "Unfortunately, there is nothing they can do about it at this point."

President Barack Obama has declared several affected parishes to be major disaster areas, which should make it easi-

er for flood victims to receive disaster aid.

Gov. John Bel Edwards said FEMA will make available up to \$33,000 per household under the program. In many cases, however, that cash assistance goes to pay for rent, temporary housing and some home repairs, and doesn't begin to cover losses from flood damage. Flood victims

SEE **FLOODING** PAGE 8



Renovation Report

Historic Mid-City funeral home undergoes major transformation

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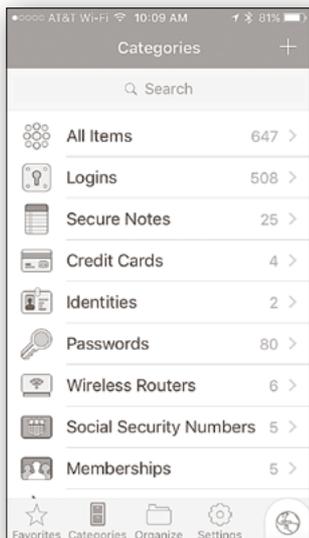
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Name: Jeffrey Richardson

Title/company: Partner in the New Orleans office of Adams and Reese LLP; publisher of iPhoneJD.com



Name of app: 1Password

What is it? Creates and manages your passwords

Cost? Free, but \$9.99 to unlock advanced features

How do you get it? The app is available for iOS and Android. It works best if you also purchase a copy for your PC or Mac, available at 1password.com.

Why use it? It is impossible to remember a large number of complex, unique passwords, but a password manager like 1Password creates and stores these passwords and automatically enters them for most sites accessed using your computer or mobile device. Thus, you have both convenience and better security. As a bonus, you can use the app to securely store other important, confidential information such as private notes, medical information, social security numbers, credit cards, etc. On the iPhone, there is an option to access all of your passwords using TouchID, so you can log in to a website with your username and password just by using your fingerprint.

Name of app: Fantastical

What is it? An alternative to the iOS built-in calendar app

Cost? \$4.99

How do you get it? The iOS App Store. More information at flexibits.com/fantastical-iphone.



Why use it?

The main screen of Fantastical makes it easy to see and scroll through all of your upcoming appointments. You can also create appointments quickly by using natural language; for example, you can talk to your iPhone (or type) and enter "Lunch with Tina at Commander's Palace on Friday,"

and the app will create a calendar event at noon on the next Friday with Commander's Palace in the location field, along with an arrow that you can tap to launch the maps app to get directions to the restaurant. The app uses the same underlying database as the built-in calendar app so you can go back and forth between the two apps.

—Valerie Huntley

Health maintenance organizations

ranked by the number of members in the New Orleans area

Company Address	Local members	Top executive Medical director	Affiliated acute care hospitals in the New Orleans area	Physicians Nonphysician specialists	Senior plan available? Is it a Medicare plan?
HMO Louisiana Inc. - Blue Cross 3501 N. Causeway Blvd., Ste 600 Metairie 70002	80,236	Dr. I. Steven Udvarhelyi Dr. Paul Murphree	22	1,067 2,461	Y Y
Peoples Health Three Lakeway Ctr, 3838 N. Causeway Blvd., Ste 2200 Metairie 70002	54,000	Carol Solomon Dr. Frank Deus	60	3,000 750	Y Y
Humana Health Benefit Plan of Louisiana Inc. 1 Galleria Blvd., Ste 1200 Metairie 70001	50,000	April Golenor Dr. Laura Trunk	26	1,200 1,800	Y Y
UnitedHealthcare of Louisiana Inc. 3838 N. Causeway Blvd., Ste 2600 Metairie 70002	n/a	Joe Ochipinti Penny S. Walker, MD	32	3,860 1,448	Y Y

The above information was provided by the companies themselves. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 3445 N. Causeway Blvd., Suite 901, Metairie, 70002.