

Thanks to our OMNI BANK Parkway Promenade XVII Sponsors!

OMNI Bank Parkway Promenade XVII wishes to thank all of our donors and supporters. Please show your appreciation by supporting them with your patronage.

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Watch for our 2009
OMNI BANK
Parkway Promenade Sponsors
in the Fall 2009 Newsletter



Jefferson Beautification Inc. is a 501(c)(3) non-profit organization founded in 1990

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Jefferson Beautification, Inc.

"Making Jefferson Parish Greener Since 1990"

Spring 2009

Jefferson Beautification Inc.

JEFFERSON BEAUTIFICATION HOSTS "THE ART OF BEAUTIFICATION" WITH PARKWAY PROMENADE XVIII

Jefferson Beautification, Inc. will host the 18th anniversary of Parkway Promenade on Sunday, March 29, at the Airport Hilton in Kenner. This year's theme, "The Art of Beautification," will highlight JBI's parish-wide beautification efforts.

Guests will be greeted in the lush courtyard with champagne, passed hors d'oeuvres from the Airport Hilton's talented catering staff, and the jazzy sounds of The Last Straws. They will also sample creative cuisine from 25 of the area's finest local restaurants while dancing to the music of Blanch Newsome's popular one man band.

Highlights of this year's Promenade include:

- ❖ **Live Auction** – with Celebrity Auctioneer Roop Raj of WDSU-TV
- ❖ **Art Walk** – featuring the sale of original art by local artists
- ❖ **Silent Auction** – presenting packages representing The Art of Dining, The Art of Relaxation, The Art of Travel, The Art of Living and much, much more
- ❖ **Bloomin' Bonnets Hat Contest** – it's back and better than ever!

The pre-event patron party will be held on Thursday, March 19 at the beautiful Chateau Estates home of **Pat and Dan Sensebe**, featuring catering by Chops Bistro, a Martini Bar from Austin's Restaurant, and the jazzy sounds of Some Like It Hot.

Special thanks to Parkway Promenade XVIII Event Director Pat Starnes, who has been hard at work planning a memorable 18th anniversary event. She has assembled a dedicated and enthusiastic committee, including these chairmen: Art Walk, **Joyce Laporte**; Auction, **Kim Hasney**; Bars, **Wanda Tiblier**; Decorations, **Kay**

Andressen; Finance, **Myrtle Dubea**; Hat Contest **Arleeta Terrell & Leonetta Terrell**; Patron Party, **Joy Shane and Mary Ellen Miller**; Reservations, **Charlotte Ruiz**; and Restaurants, **Mary Ann Joyner**

Funds raised by Parkway Promenade will advance Jefferson Beautification's mission to provide funding for tree planting and beautification projects on public green spaces in Jefferson Parish and to promote tree planting and beautification through education and public awareness.



Pictured above in the Airport Hilton Courtyard are OMNI BANK Parkway Promenade XVIII Committee Chairmen. Front Row: Kim Hasney, Auction; Pat Starnes, Event Director; Mary Ann Joyner, Restaurants. Back row: Joyce Laporte, Art Walk; Kay Andressen, Decorations. Not pictured are Wanda Tiblier, Bars; Myrtle Dubea, Finance; Arleeta Terrell and Leonetta Terrell, Hat Contest; Joy Shane and Mary Ellen Miller, Patron Party; Charlotte Ruiz, Reservations

PROJECTS ON PARADE

Matching Funds Success Stories



JBI matched funds with the South Beverly Knoll Civic Association to beautify the subdivision entrance at the intersection of Labarre Road and Manley Street. The recently completed \$18,000 project contains a large brick welcome sign surrounded by plantings featuring three large Natchez White Crape Myrtle trees, George Tabor Azaleas, Nellie Stevens Holly shrubs, Gashira Sasanqua, and Aztec Grass.



Demonstrating JBI's commitment to insuring all projects in which it invests are well maintained, pictured above is a matching funds project for landscaping the grounds at Jefferson Community School completed in 2007 in partnership with Favrot and Shane. JBI reserves 30 percent of all funds raised for maintenance of existing projects.

JBI Thanks its

Platinum Members

- ❖ Miriam Brown
- ❖ Louie's River Ridge Ace Hardware
- ❖ Timothy Whitmer

Life Members

- ❖ Jackie Elliott
- ❖ Dr. Melody Ritter



ON THE DRAWING BOARD:

Crestmont Civic Association beautification

Pontiff Playground Bird Sanctuary



Spring 2009

OMNI BANK Parkway Promenade XVIII • Sunday, March 29, 2009 4:00 to 7:00 p.m.

Airport Hilton, 901 Airline Drive, Kenner

Patron Party • Thursday, March 19, 2009, 6:00 to 8:00 p.m.

Home of Pat and Dan Sensebe, 97 Chateau Magdelaine, Chateau Estates, Kenner

www.jeffersonbeautification.org

Countdown to OMNI BANK Parkway Promenade XVIII

With over 25 of the area's finest restaurants, celebrity artwork, auctions and live music by **Blanch Newsome** and **The Last Straws**, the 18th annual Promenade event promises to be bigger and better than ever.

The event is set for **Sunday, March 29, 2009** from 4:00 to 7:00 p.m. at the Airport Hilton in Kenner. **Pat Starnes**, Promenade Director says, "I am proud to chair the 18th anniversary of Parkway Promenade. With our theme of "The Art of Beautification," we're pleased to showcase Jefferson Beautification's projects throughout Jefferson Parish. We're also thrilled to move the event to the Airport Hilton, which offers the perfect blend of indoor and outdoor ambiance."

Highlights of this year's Promenade include:

- ❖ **Live Auction** – with Celebrity Auctioneer Roop Raj of WDSU-TV
- ❖ **Art Walk** – featuring the sale of original art by local artists
- ❖ **Silent Auction** – presenting packages representing The Art of Dining and Travel; The Art of Home, Leisure and Sports; The Art of Beauty and Relaxation and much, much more
- ❖ **Bloomin' Bonnets Hat Contest** – it's back and better than ever!

"Since its inception in 1990, Jefferson Beautification has dedicated itself to making Jefferson Parish more beautiful," said JBI Executive Director Beulah Oswald. "Through the continued generosity of OMNI BANK, our Activity Sponsor Entergy, and all our faithful supporters, the annual success of the Parkway Promenade allows us to focus more financial support on our mission to beautify the Parish."

NEW LOCATION

This year marks a move to the Airport Hilton, which offers beautiful indoor space that insures perfect weather, and a lush outdoor courtyard, pictured below, that provides the spring breezes and greenery for which the Promenade is known.



PATRON PARTY PIZZAZZ

The pre-event patron party will be held on Thursday, March 19, at the beautiful Chateau Estates home of Pat and Dan Sensebe. Guests will enjoy a festive feast courtesy of Chops Bistro and a Martini Bar from Austin's Restaurant, along with the jazzy sounds of "Some Like It Hot." During the Patron Party, the Frederick Law Olmsted Award will be presented to an individual who has demonstrated leadership in assisting JBI in its goal of adding beauty to Jefferson Parish.

ART WALK

All new!! The Art Walk will feature oil, acrylic and watercolor paintings from local artists. Come meet the artists--Joyce Laporte, Gwen Tappin, Bill Crowell, Jan Wilken, Doris Cowan, Gerry Claude, and Gretchen Armbruster—and purchase an original work of art for your home or office.

THE HAT CONTEST IS BACK!

Strut your stuff for the Celebrity Hat Contest Judges in the annual Hat Parade. Prizes will be awarded in five categories: Most Original, Most Adorned, Most Apropos and Most Humorous for individuals; and Best Group. Judging begins at 4:15 p.m. and winners will be announced at 5:15 p.m.

SURVIVOR AUCTION

Just 50 guests will have the chance to purchase unique blinking necklaces and participate in the Survivor Auction, where the last person standing will win a spectacular Louisiana opal and sapphire necklace and earring set designed and donated by Rick's Fine Jewelry.

LIVE and SILENT AUCTIONS

The Live Auction will feature the auctioneering charm of WDSU-TV's Roop Raj and the Silent Auction will offer great packages. Just a few of the many auction items are:

- ❖ Oil and Water Color Art Lessons
- ❖ Mignon Faget Jewelry
- ❖ Round of Golf with Parish President Aaron Broussard and Lakewood Country Club Golf Pro Kyle Hrubes
- ❖ \$500 Lakeside Mall Shopping Spree
- ❖ "Pieces of My Heart" book autographed by Robert Wagner and Jill St. John
- ❖ Restaurant Gift Certificates

ARBOR DAY



Pictured at the 2009 Arbor Day Ceremony are, left to right: Front Row: Parish Councilman John F. Young, Jr.; JBI President Fay Doucet, JBI Executive Director Beulah Oswald; and Jefferson Parish Schools Eastbank Regional Director Paul Emenes. Back Row: Parish Councilman Elton Lagasse; Parish President Aaron Broussard, and Parish Councilman Thomas J. Capella.



Also pictured at the 2009 Arbor Day Ceremony are, left to right, JBI Arbor Day Committee members Carolyn O'Hare, Kay Andressen, Joyce Laporte, Bea Bajorek, and Myrtle Dubea.

Tree Dedications in Memory of:

Eddie A. Doucet
Kevin Charles France
Vincent A. Impastato
Audrey Chevis Johnston
John "Bubba" Koscho, III
Mavis LeBlanc
Willie Morgan
Stephen Hubert Mule
Dorothy Mullican
Ernest Albert Nichols

Mary Nell Porter Nolan
Robert E. Oswald
Al Pavon
Robert Potter
John Ruiz
Benjamin Scarlett, Jr.
Benjamin Scarlett, Sr.
Dorothy H. Timberlake
Marjorie A. Whitmer
Susan Wulff

Tree Dedications in Honor of:

The 50th Wedding Anniversary of Dr. and Mrs. Henry Andressen

Bench Dedications in Memory of:

Dr Ronald J. Brandt, DDS
Eddie A. Doucet
Dorothy Mullican
Robert Potter

Michael J. Yenni Beautification Award

Louie's River Ridge Ace Hardware will be awarded the 19th Annual Michael J. Yenni Award for beautification of public green space in Jefferson Parish. In 1989, Louie's River Ridge Ace Hardware was one of the first small businesses to adopt public green space when they adopted the neutral ground on Jefferson Highway in front of their store. For the past 20 years, they have impeccably and consistently maintained this green space, always ablaze with beautiful annuals. This garden is a bright spot appreciated by the many residents and commuters who daily use this busy highway.



A Taste of Italy Jazz Brunch

...A SMASHING SUCCESS

Once again, the annual "A Taste of Italy Jazz Brunch" pleased a sold out crowd. On Sunday, November 2, at Andrea's Restaurant, guests enjoyed a seated champagne brunch to the jazzy background sounds of "Nouvelle Orleans." WDSU's Roop Raj proved to be an entertaining and accomplished auctioneer, and the "Survivor" auction to win a spectacular custom designed piece of Louisiana opal jewelry from Rick's Fine Jewelry was again a popular attraction.

As a highlight of the event, JBI recognized Robert B. Evans, Jr. as the inaugural recipient of the LaSalle Legacy Award for his efforts to champion LaSalle Park as an urban oasis in Jefferson Parish.

In late October, Patron Party guests delighted in the nostalgic ambiance of the "Cars of Yesteryears" Museum courtesy of Pat and Henry Shane. The sounds of Blanch Newsome's one man band drew enthusiastic dancers to the floor, and a fabulous feast from Austin's Restaurant drew rave reviews from delighted diners.

As the official fundraising arm of LaSalle Park, JBI hosts "A Taste of Italy" each fall to raise funds specifically for the Park's beautification.



LaSalle Legacy Award winner Robert B. Evans, Jr.



Presenting Sponsor First Bank's Mickey Brown, JBI Executive Director Beulah Oswald, Councilman John F. Young, Jr., Taste of Italy Director Joy Shane, and Entergy's Bill Peperone.



Activities Chairmen Barbara Ballard and Jean Rice



Patron Party Host Henry Shane, with Chef Andrea Apuzzo and Councilman Elton Lagasse



JBI President Fay Doucet and guest Jeri Nims

OMNI BANK Parkway Promenade XVIII

Sponsorship Opportunities

EVENT: Sunday, March 29, 2009, 4 – 7 p.m.

Airport Hilton, Kenner, LA

PATRON PARTY – Thursday, March 19, 2009, 6-8 p.m.

Home of Dan and Pat Sensebe, 97 Chateau Magdelaine Dr., Kenner, LA

*NEW THIS YEAR—SUPER PATRON LEVELS:

All \$5,000 and up sponsors will receive event night stay at the Airport Hilton;
VIP seating and personal ticket delivery

- FOREST* \$10,000** - 10 event tickets, 10 patron party tickets, event night stay at Airport Hilton, VIP seating, personal ticket delivery, and program listing
- RED MAPLE* \$5,000** - 10 event tickets, 8 patron party tickets, event night stay at Airport Hilton, VIP seating, personal ticket delivery, and program listing
- CYPRESS \$2,500** - 10 event tickets, 4 patron party tickets, VIP seating, personal ticket delivery, program listing
- WILLOW OAK \$1,200** - 10 event tickets, 4 patron party tickets, reserved seating, program listing
- MAGNOLIA \$800** - 4 event tickets, 2 patron party tickets, reserved seating; program listing
- CRAPE MYRTLE \$400** - 2 event tickets; 2 patron party tickets; reserved seating; program listing
- INDIVIDUAL PATRON PARTY ONLY TICKET(S) \$125** per person; general seating
(JBI Platinum and Gold member discounted price \$100 per person)
- INDIVIDUAL PPXVII EVENT ONLY TICKET(S) \$65** per person; general seating
(JBI Platinum and Gold member discounted price \$60 per person)

My check for \$_____ is enclosed. Make checks payable to *Parkway Promenade* and mail to P.O. Box 10658, Jefferson, LA 70181. Questions? Call 737-7583

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

WORK PHONE: _____ CELL PHONE: _____ FAX: _____

CONTACT PERSON: _____ EMAIL: _____

My program listing should read: _____

\$2,500 and up sponsorship levels will have tickets delivered; all other tickets will be mailed

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(JBI Platinum and Gold member discounted price \$100 per person)
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(JBI Platinum and Gold member discounted price \$60 per person)

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\$2,500 and up sponsorship levels will have tickets delivered; all other tickets will be mailed