



**For Immediate Release**

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**Southern Growth Policies Board Names  
IDEAcorps  
2010 Innovator Award Winner from Louisiana**

**RESEARCH TRIANGLE PARK, NC** – Southern Growth Policies Board is pleased to announce **IDEAcorps** as the recipient of its *2010 Innovator Award from Louisiana*. **IDEAcorps**, which was founded in 2007 by the non-profit organization Idea Village in partnership with Tulane University, began by linking volunteer MBA students from Tulane with businesses in industries critical to rebuilding the New Orleans economy. In the aftermath of Hurricane Katrina, the city needed not only physical help from volunteers, but brainpower to create innovative new ways to address the city's most pressing challenges. The **IDEAcorps** program now connects volunteer teams from prestigious business schools and corporations from around the world with high-impact entrepreneurs in the city in intensive one-week work sessions. This program is a component of Idea Village's annual program, The Entrepreneur Challenge, in which the organization works with entrepreneurs in a close consulting relationship over the course of the year, identifying and addressing critical business challenges for growing companies and connecting clients to needed entrepreneurial resources. This investment in entrepreneurship represents a diversification of the New Orleans economy, as the tumultuous oil and gas and tourism industries have long been the city's lifeline. By supporting entrepreneurs, **IDEAcorps** is helping to foster a more resilient New Orleans economy and has also helped to cement the city's status as a laboratory for new ideas.

*Innovator Awards* are presented annually to one organization in each of Southern Growth's 13 member states in recognition of initiatives that are improving economic opportunities and quality of life in the region. The *2010 Innovator Awards* were chosen from creative initiatives in the region that aim to help communities recover from the recession. One award winner per week will be announced in Southern Growth's e-newsletter, *Southern Compass*, leading up to an official recognition of all awardees at [Southern Growth's Chairman's Conference, June 7-8, 2010 in Lexington, Kentucky](#). For more information on Southern Growth's *Innovator Awards* program or Chairman's Conference, contact Ted Abernathy, Executive Director, Southern Growth Policies Board, at (919) 941-5145 or [tabernathy@southern.org](mailto:tabernathy@southern.org).

**About Southern Growth Policies Board**

Southern Growth Policies Board is a regional public policy think tank based in Research Triangle Park, North Carolina. Formed by the region's governors in

1971, Southern Growth Policies Board develops and advances visionary economic development policies by providing a forum for collaboration among a diverse cross-section of the region's governors, legislators, business and academic leaders and the economic and community development sectors. Southern Growth provides its members, and the region, with authoritative research, discussion forums and pilot projects in the areas of technology and innovation, globalization, workforce development, community development, civic engagement and leadership. To learn more about Southern Growth Policies Board, visit [www.southern.org](http://www.southern.org).