The Consulting Work Team, To Date

September 10, 2019

**Jeanne Nathan** and the Creative Alliance of New Orleans, (CANO), have been at the forefront of initiatives to grow our creative economy for the past decade, providing forums, exhibitions, and advocacy work to reframe our cultural assets as an important part of economic development for the region. Jeanne and her husband Robert Tannen were also the founders in 1976 of the Contemporary Arts Center, one of America’s first and most successful place making arts institutions. Working with an expanding team of artists and arts supporters, they aimed to grow the creative sector through greater exposure to and recognition of visual, performing and design artists. Jeanne has been a lead manager of economic development marketing in Lower Manhattan, and on the Mississippi Gulf Coast. Her Art Exchange art fairs filled floors of empty office towers in New York’s financial district as part of a re-branding of Lower Manhattan as a 24/7 neighborhood. She helped re-brand the New Orleans riverfront during and after the Louisiana World Exposition, catalyzed the creation of the New Orleans Tourism Marketing Corporation, the Ohr-O’Keefe Museum in Biloxi, developed the Studios at Colton after Katrina that offered transitional work and exhibition space for 160 artists and arts organizations and helped grow the St. Claude Arts District; facilitated the opening of the Joan Mitchell Art Center. She included the creative industries in the city’s new Comprehensive Zoning Ordinance, and continues to manage two Creative Spaces providing exposure for less recognized artists in underserved neighborhoods. Her B.S. from the Cornell University Industrial and Labor Relations created the foundation for a lifelong interest in economic development as a way to improve lives and quality of life in cities. Her career has included broadcast journalism, and several decades at the helm of an award winning public relations firm.

**Geneva W. Coleman,** founder and president of The Hawthorne Agency, Inc., brings a wealth of experience, insight and sensitivity to community/public outreach efforts, allowing her to quickly identify the strategies that fit best. She understands that every neighborhood is inimitable, and therefore strongly believes that the “one shoe fits all” approach to communications misses the mark.  Mrs. Coleman and her staff have received National Environmental Policy Act and Title VI training via the Louisiana Department of Transportation and Development. Whether acquisitions, displacement, noise, traffic, air quality, or neighborhood specific social issues are involved, she and her staff realize that the people impacted by a project want to feel that special attention is given to their unique needs. Mrs. Coleman continues to successfully enhance the methodology and implementation of services in managing community/public outreach programs for major environmental and infrastructure projects, which has established The Hawthorne Agency, Inc. as a proficient leader in this industry.  Prior to becoming an entrepreneur, Mrs. Coleman was the host and producer of Spectrum 50, a half-hour, weekly, public affairs program on WDSU-TV, the NBC affiliate station in New Orleans. She holds a Bachelor of Science Degree in Mass Communications as well as an Associate’s Degree in Business Administration from Xavier University of Louisiana.

**Jay Altman** is the co-founder and former CEO of FirstLine Schools, a charter management organization serving 3,500 students in five open admissions public charter schools in New Orleans.  Since 1990, Jay has partnered with like-minded parents and educators to provide quality educational opportunities for students in New Orleans open-admissions public schools. Jay taught in the city of New Orleans for several years prior to co-founding James Lewis Extension, which later, under his leadership, became the city’s first charter school, New Orleans Charter Middle School. He is also the founder and a board member of Leading Educators, a professional development program for teacher-leaders working to create high performing open-admissions urban schools by partnering with schools and districts across the United States. Jay also founded New Orleans Summerbridge (now called Breakthrough), a tutoring program for high potential disadvantaged students, and New Orleans Outreach, an organization that supported public schools through volunteerism and high quality extracurricular programs. He currently sits on the founding board of LOOP NOLA (Louisiana Outdoors Outreach Program), a non-profit that provides outdoor education experiences to students in the New Orleans region.  From 2005 to 2008, Jay worked in London as Director of Education for ARK Schools, where he helped develop a network of academies, charter-like schools in a complex urban environment, and he was instrumental in establishing two training programs – Future Leaders for aspiring principals of open-admission schools, and Teaching Leaders for mid-level school leadership.

The consultants Kane, Rosenfeld, and Siegel combine economic development, assessment, planning, and urban expertise and experience. These consultants have been at the forefront of defining and developing creative economies nationally and internationally and finding ways to help communities increase their triple bottom line: economic, social, and environmental impacts. The consultants were the first to relate creative sectors to “industry clusters.” In addition, Rosenfeld has conducted economic studies of northern Alabama and Mt Auburn was recently involved in a plan for Birmingham’s economy. Together, they have conducted creative economy studies for the states of Arkansas, Colorado, North Carolina, Mississippi, Montana, and Louisiana; for regions such as New England, the Piedmont Triad of North Carolina, and the Berkshires in Massachusetts; and for cities such as Washington, DC; Charleston, South Carolina; New York City; Lowell, Massachusetts; Sheridan, Wyoming; and Tucson, Arizona, and Birmingham, Alabama. They are the nationally recognized leaders in developing the resources of community colleges to support creative economies, holding the nation’s first international conference on the topic. In addition, they have a deep understanding of the South based on work with the Southern Growth Policies Board and Appalachian Regional Commission. They bring a number of qualities to the project related to organizational structures, consulting philosophy, and experience with a diverse client base.

**Michael Kane** has been a practitioner and researcher in the community and economic development field for more than 30 years.  He specializes in regional economic development strategic planning, sector organizing, program evaluation, workforce development, and the Creative Economy. While a Managing Partner at Mt. Auburn Associates, a small consulting firm, Michael was involved in more than 20 strategic economic development plans at the neighborhood, municipal, and regional levels. Michael has developed workforce training programs for welfare recipients, the under employed, and incumbent workers. Michael played a key role in developing Mt. Auburn’s national expertise in the Creative Economy. He was involved in a number of Creative Economy reports and plans: Louisiana, MS, AR, the Berkshires, the Piedmont Region of NC, the Berkshires, Milwaukee, the Capital Region of New York, New York City, Washington DC, Sheridan, WY, and Lowell, MA.

**Dr. Stuart Rosenfeld**, consultant, has 45 years experience in public policy research, analysis, and implementation related to education, rural development, clusters, creative industries, and industrial modernization in the U.S. and Europe including authoring or co-authoring more than 150 articles including two dozen monographs, studies, and journal articles related to creative industries.  He has designed and directed ten creative economy studies and been a principal on six others. Rosenfeld has advised or testified before more than a dozen panels and committees of the U.S. Congress, the National Academy of Sciences, and the Organization for Economic Co-operation and Development. Previous positions were Founder and President of Regional Technology Strategies, Deputy Director of the Southern Growth Policies Board and Director of the Southern Technology Council, Senior Associate at the National Institute of Education, Director of the New School (Vermont), President of CompuDial (software consulting), Director of Operations Research for General Electric Co., and Nuclear Research Officer in the USAF. Rosenfeld has an Ed.D. in Planning and Social Policy from Harvard, M.S. from University of Wisconsin-Milwaukee, and B.S. in Chemical Engineering from University of Wisconsin-Madison.

**Beth Siegel**, president of Mt. Auburn Associates, is a planner, author, economic analyst, and educator. She believes economic development is vital, but that it must be sustainable and shared across society’s income strata.  With that credo, she and the Massachusetts-based consulting firm she co-founded, Mt. Auburn Associates, have been national leaders in forging cohesive and coherent regional economic development strategies.  The sophisticated blueprints for region-wide business opportunity that Siegel has crafted embody her central theme—wealth generation through sophisticated region-wide business development combined with a careful eye on workforce development, community development, and social justice.  Siegel also understands process and implementation issues, and ably mediates the interests of diverse players to forge working collaborations. Siegel has gained recognition for her work on the strategic role that arts and cultural play in economic growth, including a path-breaking study The Role of the Arts and Culture in New England's Economic Competitiveness.  Since that time, she has led creative economy studies for Louisiana, the Berkshires, Milwaukee, Washington, D.C., the Capital Region of New York, and the state of Kentucky.  With concern for the fate of hometown cities, she also produced a report for the U.S. Economic Development Administration, Third Tier Cities: Adjusting to the New Economy.  An expert in the realm of program evaluation, she led the evaluation of the Living Cities Integration Initiative and directed the firm’s evaluation work with The Heinz Endowments in Pittsburgh and the Surdna Foundation.  Beth is currently the lead evaluator of the Connect Capital Initiative, the RWJF Invest Capital Initiative, and the ReThink Health Ventures Initiative. Prior to founding Mt. Auburn Associates, Siegel served as Deputy Research Director of the Massachusetts Governor's Commission on the Future of Mature Industries and spent four years as Senior Associate at Counsel for Community Development, a pioneer in development finance.  She has taught economic development planning in the graduate planning programs at the Massachusetts Institute of Technology and Tufts University. Ms. Siegel received a BA from Beloit College in Wisconsin and a Master in Region and Regional Planning from Harvard University.