



News Release

For Immediate Release

The Greater Baton Rouge Industry Alliance Announces Launch of App, “Inside Louisiana Industry”

BATON ROUGE, LA – Nov.1, 2013- Today, The Greater Baton Rouge Industry Alliance (GBRIA) announced the launch of their newly improved app titled “Inside Louisiana Industry.” The app is available for free in the App Store for iPhones and iPads, as well as in Google Play for Android users.

The home screen of the app is user friendly and allows users to visit the following nine different sections: **Tour Industry, What We Make, Industry Careers, Training/Education, GBRIA Website, Ready to Work?, Social Media, Youth Field Trip and Find a Job.** The app serves as a great resource for job seekers, students and the public interested in understanding more about local industry. A brief look at the different sections with the flow of the app creates a better understanding of its purpose.

Tour Industry directs users to a list of eight parishes where GBRIA Members are located: Ascension, East Baton Rouge, West Baton Rouge, Iberville, St. James, St. John, St. Landry and Pointe Coupee. Once a Parish is selected, a list of plants in that Parish will appear. From there, the user can select a certain plant and learn more about the facility by reading the provided description, viewing videos/photos or visiting the associated website.

What We Make is a list of some of the products GBRIA Member Companies help make. This section includes an image of the product with tag of which GBRIA Member Company makes the product. This section will surprise many people when they learn of the many everyday household items that begin their manufacture in the Greater Baton Rouge area.

Industry Careers allows people to get more interested about a career in industry, which later might lead to landing a job in industry. A list of many great organizations and their websites are featured to showcase the careers industry has to offer.

Training/Education is a compiled list of educational institutions that offer Engineering degrees, Process Technology courses, Construction courses, other Industry Based Certification courses and more. These schools are the stepping stone to finding a career in industry.

Ready to Work? is the next step after receiving the proper training and education to work in industry. This section features a secondary home screen with the following requirements to start working: Drug Testing, Security Background Check, Skills/Certification and Safety Training. When tapping on any one of these four requirements, a list of places to obtain each specific requirement appears.

Find a Job allows users to go directly to job sites for: Industrial Plants, Construction Firms, Louisiana Star Jobs and GBRIA’s Job Board. This comprehensive listing in one location is a great resource for all industrial job seekers.

Social Media features links to GBRIA's Facebook Page, LinkedIn Page, Twitter Account and YouTube Channel. Become interactive with GBRIA's social media platforms, as they are a great way to keep current with the industry.

Youth Field Trip is a section intended for K-12 students and teachers to learn more about industry in the area, whether it is going to a museum or touring a plant site.

The app was created in coordination with Bar-Z, an Austin, TX based software company specializing in providing mobile solutions to organizations within the tourism, education, media and publishing industries.

About GBRIA

The mission of GBRIA is to drive solutions to common issues with an emphasis on workforce development and safety performance. GBRIA is a "Business League" non-profit association made up of industrial managers and their employees from facilities in eight parishes surrounding the Greater Baton Rouge area. These parishes include: St. John the Baptist, St. James, Iberville, Ascension, East Baton Rouge, West Baton Rouge, St. Landry and Point Coupee. The membership is comprised of 49 companies and 56 facilities in the following industries: chemicals, energy, paper products, oil refining, and bulk and liquid storage terminals. For more information, visit www.gbria.org.

About Bar-Z

Bar-Z delivers custom branded mobile and web apps faster than a speeding bullet and is an industry leader in the development of these applications. The company strives to deliver creative content to people on whatever device they happen to have with them including Apple iPhone and Google Android devices. Our goal is to become the leading cross-platform publishing solution. For more information, visit www.bar-z.com.

For more information, contact:

Connie P. Fabré
Executive Director
Greater Baton Rouge Industry Alliance, Inc. (GBRIA)
5800 One Perkins Place Dr., Ste. 5-A
Baton Rouge, LA 70808
Tel: (225) 769-0596
Email: connie@gbria.org