

Regular Session, 2012

HOUSE CONCURRENT RESOLUTION NO. 158

BY REPRESENTATIVE BROSSETT

A CONCURRENT RESOLUTION

To recognize Thursday, May 24, 2012, as UNO Day at the legislature.

WHEREAS, the University of New Orleans (UNO) opened its doors on September 6, 1958, as the first fully integrated public university in the Southeastern United States; and

WHEREAS, in September of 2009, Louisiana Economic Development unveiled its Blue Ocean Initiative, describing it as Louisiana's most important business development strategy yet; and

WHEREAS, Louisiana's Blue Ocean Initiative adopts for the state of Louisiana the philosophy espoused by *Blue Ocean Strategy*, a bestselling book that suggests that corporations should focus on uncontested market space where they can establish new markets and new rules for the marketplace instead of being controlled by current markets; and

WHEREAS, Louisiana's Blue Ocean Initiative targets key industry sectors, including advanced manufacturing, clean technology, digital media and software, energy, entertainment, and water management; and

WHEREAS, UNO offers degree programs in its colleges of engineering, liberal arts, and sciences that prepare and train much of the educated workforce required for the sustainability and ultimate success of Louisiana's Blue Ocean Initiative; and

WHEREAS, many centers of excellence at UNO directly support the emerging growth sectors targeted by Louisiana's Blue Ocean Initiative, including the UNO-Energy Power and Energy Research Laboratory, the Pontchartrain Institute for Environmental Sciences, the Greater New Orleans Center for Information Assurance, the Maritime and Environmental Resources Information Center, the Energy Conversion and Conservation Center, and others; and

WHEREAS, in addition to offering vital academic programs and housing intensive research centers that directly support Louisiana's Blue Ocean Initiative, UNO also partners with external constituencies like Gameloft and the New Orleans Jazz Institute to further promote economic development in the targeted business sectors; and

WHEREAS, it is appropriate to set aside a special day in honor of the University of New Orleans.

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby recognize Thursday, May 24, 2012, as UNO Day at the legislature and does hereby commend the University of New Orleans for its support of Louisiana's Blue Ocean Initiative and for the university's significant and lasting contributions to the state of Louisiana.

BE IT FURTHER RESOLVED that a suitable copy of this Resolution be transmitted to the chancellor of the University of New Orleans.

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SPEAKER OF THE HOUSE OF REPRESENTATIVES

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PRESIDENT OF THE SENATE