



*"Adding Value to Your Community"*

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FOR IMMEDIATE RELEASE

### **GBRIMA Becomes GBRIA, Refocuses On Working With The Community**

BATON ROUGE--The members of the Greater Baton Rouge Industrial Managers Association, Inc. (GBRIMA) have approved changing the organization's name to the Greater Baton Rouge Industry Alliance (GBRIA) effectively immediately.

GBRIA Executive Director Connie Fabré said the renaming was primarily designed to assist the organization in communicating a broader set of goals and objectives. "The organization has traditionally focused on construction best practices, safety orientation and craft skills training and now will also act as a unified voice and conduit to the community for local industry" Fabré explained. "The members feel that the future growth of the greater Baton Rouge area depends on the ability of our membership to grow and flourish here, and the new name will help us focus on developing a closer partnership with the community," she added.

GBRIMA was founded in 1970 as a committee of the Greater Baton Rouge Chamber of Commerce, but incorporated as a stand-alone organization in 1981. The organization has approximately 50 member facilities representing the chemicals, paper and petroleum refining industries located in East and West Baton Rouge, Ascension, Iberville, St. James, St. John and St. Landry Parishes. Some notable successes of the organization include achieving lower health care costs by helping form the Louisiana Healthcare Alliance, partnering with the Associated Builders and Contractors to provide a skilled craft training school and partnering with the Safety Council of the Louisiana Capital Area to provide standardized safety training programs.

"We're excited about our new name and look forward to GBRIA and the community working together to promote continued success for our region," Fabre noted.

The board of directors recently changed leadership as well with the retirement of its past chair Guy Tremblay, plant manager at the ExxonMobil Polyolefins facility in Baton Rouge. The new board Chair is Marcus Lewis, plant manager, Rhodia, Inc. in Baton Rouge. Other new appointments due to the change include a new Vice-Chair, Mike Matlock, Louisiana Operations Site Maintenance Lead, The Dow Chemical Company in Plaquemine, and Secretary/Treasurer, Russell Johnson, Louisiana Regional Operations Manager with Air Liquide. Other newly appointed board members are Mike Cohen, Vice President and General Manager, BASF in Geismar, Richard Mohring, plant manager, ExxonMobil Polyolefins plant and Earl Wooten, plant manager, Occidental Chemical in Convent.