



Internal Memorandum

Elected Officials - Executive
Mayor-President's Office (1200)

TO: Veronica Williams

DATE: August 15, 2022

FROM: Josh Guillory

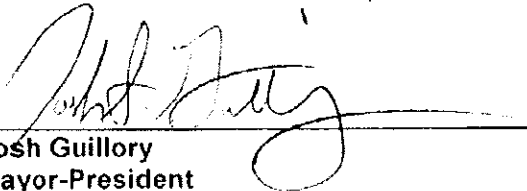
SUBJ: Downtown Development Authority
Appointment of Marie Centanni

I hereby appoint Ms. Marie Centanni to the Downtown Development Authority for a new three-year term. Ms. Centanni's term will begin on September 1, 2022 and expire on August 31, 2025.

Ms. Centanni's contact information is listed below:

Marie Desormeaux Centanni
511 West Convent Street
Lafayette, LA 70501
(225) 270-5014
marie@centannicommunications.com

If further information is needed, please let me know.



Josh Guillory
Mayor-President

jm

Attachments

cc: Centanni Communications

Centanni Communications

West Convent Street

Lafayette, LA 70501

225.270.5014

www.centannicommunications.com

Marie DesOrmeaux Centanni
Founder

Marie DesOrmeaux Centanni created Centanni Communications to draw on her education and media experience in all realms of the political arena, in short, to do what she enjoys. Since 2009, she has helped clients reach significant goals through her use of targeted messaging and legislative strategy, all based on practices she's picked up along a journey between the often-duelling worlds of journalism, issue advocacy and public affairs.

Among her clients are elected officials, political candidates, small business owners, non-profits, corporations and economic development entities.



An award-winning journalist, Centanni worked as reporter and anchor at KLFY in Lafayette and as Capitol Correspondent for WAFB in Baton Rouge. She served as Communications Director for Arkansas Congressman Mike Ross, Washington, DC-based USA Rice Federation and Louisiana Governor Kathleen Babineaux Blanco. She is a lobbyist at the State Legislature, and has managed several political campaigns as well as public outreach campaigns for major legislative efforts. Since 2012 she has helped the Council for A Better Louisiana facilitate its state-wide Leadership Louisiana program, and serves as Director of the Louisiana Free Enterprise Institute for the Louisiana Association of Business and Industry.

Centanni holds a Bachelor's Degree in Mass Communications from The University of Louisiana at Lafayette, where she was honored as Homecoming Queen, and a Master's Degree in Legislative Affairs from The George Washington University's Graduate School of Political Management in Washington, D.C. She is a founding member of the Acadiana Press Club and served as President of Downtown Lafayette Unlimited, and currently serves on the Executive Boards of the UL Lafayette Alumni Association and the Petroleum Club of Lafayette, in addition to the Board of Directors of One Acadiana, a regional economic development organization. She is a 2010 graduate of Leadership Louisiana, was honored in 2014 as one of Acadiana's Women Who Mean Business and was named one of Acadiana's Top 20 Under 40 for 2016.

She is married to Lafayette Parish School Board Member Justin Centanni, they have three children and live in Lafayette.

cc: Centanni Communications

MARIF DESORMEAUX CENTANNI
WEST CONVENT STREET
LAFAYETTE, LOUISIANA 70501
225-270-5014, marie@centannicommunications.com

EDUCATION

Graduate School of Political Management

The George Washington University, Washington, DC

Spring 2004

- M.A. in Legislative Affairs

University of Louisiana at Lafayette

Spring 2000

- B.A. in Mass Communication, Minors in English and Political Science

EXPERIENCE

Centanni Communications, L.L.C.

January 2009 - present

- **Owner** – Provide strategic issue advocacy, media and legislative relations services for clients, developing targeted strategies to meet advocacy goals, including comprehensive campaign strategy and implementation, coalition building, message development and outreach. Contracted positions held include:
 - Director of Public Affairs and the Louisiana Free Enterprise Institute, Louisiana Association of Business and Industry, 2018-present
 - Program Facilitator, CABL's Leadership Louisiana Program, 2012-present
 - Lobbyist and Lafayette Delegation Facilitator, Lafayette Consolidated Government and Lafayette Economic Development Authority, 2017-2020
 - Lobbyist, Louisiana Charter Schools in Action, 2016-2017
 - Campaign Manager for numerous local and regional campaigns, 2014-present
 - Vice President of Public Policy, The Chamber SWLA, 2010-2015
 - Lobbyist, Louisiana Industrial Development Executives Association, 2014 Legislative Session
 - Lobbyist, Louisiana Airport Managers and Associates, 2014 Legislative Session
 - Grassroots Communication Director, Council for a Better Louisiana, 2009-2010

Governor Kathleen Babineaux Blanco, Baton Rouge, LA

September 2006 - January 2008

- **Communications Director** – Served as primary spokesperson for Governor Blanco, working with senior staff, cabinet members and state agency press secretaries to develop unified messaging during emergencies and on policy issues and initiatives. Fielded media inquiries, scheduled live interviews and satellite feeds, pitched stories, facilitated editorial board meetings and wrote and distributed press releases and statements, weekly newspaper column and advisories. Staffed the Governor for public events, briefing her and managing on site media.

WAFB, Channel 9 News, Baton Rouge, LA

November 2004 – August 2006

- **Capital Correspondent** – Served as primary legislative and political reporter for WAFB, in addition to sharing stories with affiliates throughout Louisiana. Provided daily content for all newscasts, covering local, state and federal government news and elections, including daily coverage of Legislative Sessions and reports from the state Emergency Operations Center during emergencies.

USA Rice Federation, Arlington, VA

October 2003 – November 2004

- **Communications Director** – Served as primary staff writer and editor for the rice industry's national trade organization. Wrote and distributed press releases, ghost wrote columns for staff and members for trade publications, published the USA Rice Daily email newsletter, assembled daily news clippings for the USA

Rice staff, fielded media inquiries and updated Web site as needed. Developed weekly news segment "Rice Wrap" for broadcast with KAIT TV in Jonesboro, Arkansas, and served as producer, writer, and anchor for this program.

- **Senior Account Manager, Tag Team Global** – Continued above duties as needed through Tag Team, a USA Rice contractor, producing rice industry videos for domestic and international marketing as well as video news releases for other Tag Team clients.

U.S. Congressman Mike Ross, Washington, DC

May 2002-October 2003

- **Communications Director** – Coordinated aggressive communication efforts for Congressman Ross. Wrote and distributed press releases, media advisories for events and satellite feeds, weekly newspaper column, radio address and email newsletter; assembled daily news clippings for the Congressman and his staff; fielded media inquiries, coached the Congressman for live debates and wrote speeches as needed. Also produced and anchored "Capitol View," a monthly program for Arkansas cable stations highlighting Congressman Ross's efforts in Congress.

KLFY TV 10, Lafayette, LA

May 2000 – March 2002

- **Weekend Anchor/Reporter** – Produced, wrote and co-anchored weekend evening newscasts and served as fill-in anchor as needed, as well as general assignment reporting on weekdays.
 - **Louisiana Associated Press Award** – First Place, General News
 - **Louisiana Associated Press Award** – Third Place, Continuing Coverage

COMMUNITY

- 2016 "20 Under 40" Acadiana Leadership Award
- 2014 ABiz "Women Who Mean Business" Honoree
- Leadership Louisiana, Class of 2010
- UL-Lafayette Alumni Association
 - Executive Board Member, 2019 – present
 - Chairman, Alumni Communications Committee, 2021-present
- One Acadiana
 - Board of Directors, 2022-present
 - Chairman, Government Affairs Committee, 2018, 2019
- Petroleum Club of Lafayette
 - Secretary, 2021
 - Board of Directors, 2020-2022
- Downtown Lafayette Unlimited
 - President, 2017
 - Board of Directors, 2013-2017
- Acadiana Press Club
 - Founding board member
 - Communications Director, 2013, 2014
- Louisiana Industrial Development Executives Association
 - Chairman, Legislative Affairs Committee, 2013
- Cathedral of St. John the Evangelist
 - Lector
- The 705 Young Professional Organization
- Junior League of Lafayette
- Junior League of Baton Rouge