

THE BATON ROUGE AREA FOUNDATION

CURRENTS

Q1/2008



THE BIG IDEA

GSD&M'S Idea City emerges from a culture dive into South Louisiana with a brand for the I-10/12 Corridor

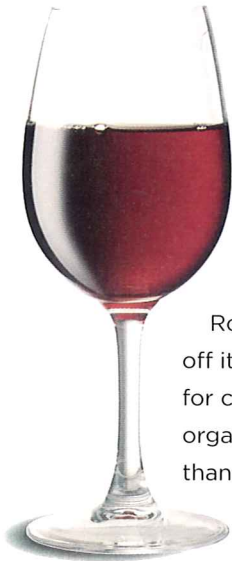
RARE OXYGEN

Vernon wins Gaines book award

A DIFFERENT PLACE

LSU architecture researchers peer at Perkins Road Overpass

RECYCLING MACHINES / MID CITY, EPISCOPAL DANCE / 2 EDUCATION IDEAS / BRADIE JAMES



BR Uncorked

>> What goes with a lush cabernet? Philanthropy.

The brainchild of seven local professionals, Baton Rouge Uncorked kicked off its first wine competition for charity in fall. The organization raised more than \$8,100 for Playmakers of Baton Rouge, a local theater group for young audiences.

The event produced an impressive turnout—guests filled the Shaw Center for the Arts' River Terrace to capacity. About 150

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latecomers had to be turned away at the door. With such high attendance at the first tasting, it appears that founders Edmund Giering, Doug Allen, Doug Cochran, Patrick Coogan, Pete Bush, Luke Williamson and Miles Higgins have created a big success for good works.

They plan to unveil a different seasonal tasting four times a year. Although the basic format of each

Definition:

Donor Advised Fund – The most popular charitable fund offered by the Foundation. Donors create funds with as little as \$10,000 and recommend grants from the fund. The Foundation does the paperwork and oversees investment houses that manage charitable funds. Donors use earnings to recommend grants across the world.

party will stay the same, “the charity will change each time, the venue will change each time and the grape will change each time,” said Bush.

Guests give a minimum of \$20 to participate and members of the selected charity collect those proceeds directly at the door. The tasting also features a silent auction of items donated by local artists and businesses.

Sale of Baton Rouge Uncorked wine glasses, sponsorships and online advertising helps cover operations. Because of high start-up expenses, the founders fronted the full costs of the October party.

The group modeled itself after Louisville Uncorked in Kentucky, Bush and Allen's home state. Guests form teams of up to three people to participate in the wine tasting. Teams bring three bottles of their selected wine for the competition. Two bottles are shared among attendees for tasting; the third from every team is either awarded to the winners or used in the auction.

The next event is scheduled for mid- to late-February. Final details were unavailable at press time. For updates, visit www.batonrougeuncorked.com.