

P R E S S R E L E A S E

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Ardyn Thriffiley Joins the Port's Business Development Team

(LaPlace, Louisiana)

The Port of South Louisiana is pleased to announce that Ardyn M. Thriffiley has been retained to spearhead its marketing program. She will work with the business development team to market the port and the River Parish Region to both an internal and external constituency.

“I truly believe the Port of South Louisiana is a great asset in this region, and my intention is to get the word out about it to a local, national and international audience,” said Thriffiley. “In just my first few days, I have seen activity that reiterates this,” she added.

For six years, Thriffiley has consulted with communities and economic development organizations across the southeastern U.S. in developing marketing and economic development strategies, which brings valuable insight from both the economic development and site selection side. She previously worked for Entergy Louisiana's economic development group and for Westin Hotels and Resorts.

“Ardyn's experience on other projects will prove to be of great assistance to this port,” said Linda Prudhomme, director of business development.

Thriffiley can be reached at the port's office or by email at athriff@bellsouth.net.

PORT of SOUTH LOUISIANA

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