Elizabeth York, Governance Specialist, NASDAQ

Bryant York, attorney, Stone Pigman Law Firm

In 2007, Elizabeth and Bryant made their inaugural visit to New Orleans, during which they decided to get married here. The more they visited to plan the wedding, the more the city – and the new friends they made – drew them. Not long after the wedding, they began to methodically uproot careers and lives to become New Orleanians.

Bryant’s intermittent job search trips offered a pleasant – and distinctly New Orleans – surprise. “If you tell people you’re moving to New York, no one responds they’re happy to have you. Here, people thanked us. Every visit we’d meet someone else in their 20s and 30s who’d moved here. New Orleans has got to be on the radar for anyone getting priced out of New York or San Francisco and who values the things you value with age and maturity. People want to live a fuller life, and that’s possible here,” he says.

When Elizabeth told NASDAQ they were moving, “they basically packed up my office and shipped it. New Orleans is a great place for people to work remotely because of all the co-working spaces and incubators. ” She’s found opportunity and success as the first NASDAQ representative in Louisiana. NASDAQ has come to appreciate the unlooked-for benefit and value of boots on the ground here. “Doing business socially, like people do in New Orleans – there’s a greater degree of accountability and reliability than in a larger city. You have higher visibility in a small city like this – if you don’t play fair, word gets out. If you do, you can do great things.”

Seven years after moving here, they have found a life that suits them. “There’s not a black and white distinction between work and play here. The life flow permeates all aspects of your day – work, community projects, going out to dinner. There are overlaps and intersections throughout,” Bryant says. “It’s not a big town, but it has an outsized influence in the national and international imagination. There’s a welcome and an opportunity to participate in the community that is impossible in other places.”

**Standalone quotes***– may be used in a variety of marketing/communications vehicles, including social media, video, media relations materials, etc.*

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-Bryant York, attorney, Stone Pigman Law Firm

“New Orleans has got to be on the radar of anyone getting priced out of New York or San Francisco and values the things you value with age and maturity. Now people want to have a fuller life, and that’s possible here.”

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-Elizabeth York, Governance Specialist, NASDAQ

“The New Orleans community is like a fractal, you make one connection you get five more. I had a conversation with one firm while I was down here looking for a job and not only did they talk about their own firm, but they opened their networks to me. That would never happen in New York.

-Bryant York, attorney, Stone Pigman Law Firm

New Orleans is a highly interconnected town. There’s a real graciousness in the way people are willing to help you. There’s a real pride here and an emphasis on encouraging folks to move here.”

-Bryant York, attorney, Stone Pigman Law Firm

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“New Orleans is unique. You can build something from nothing. And people here have a tendency to want to help you, whether you’re part of the incubator culture or working for a large company. If you get here and people see you want to be a legitimate part of the community, people will surround you to help you succeed.”

-Elizabeth York, Governance Specialist, NASDAQ

“If you’re willing to commit to this city, the city will commit to you.”

-Elizabeth York, Governance Specialist, NASDAQ

“New Orleans is one of the few American cities with its own language. And you need to learn this language, with all the historical and cultural influences and cross currents that have informed the social lifeblood we now get to experience. We get to learn that new language, and amazingly, the people who speak the language *like* watching you learn it and want to encourage you to learn it.”

-Bryant York, attorney, Stone Pigman Law Firm

“New Orleans presented itself to us at the perfect time for us. It’s a small city, with a better quality of life. We thought we’d have the opportunity for nonprofit work that felt meaningful and work hours that allowed us to do it.”

- Elizabeth York, Governance Specialist, NASDAQ and Bryant York, attorney, Stone Pigman Law Firm