We’re proud to introduce the #WhyNOLA Campaign, our new series on why New Orleans is a great place to build a business or a career. At the New Orleans Business Alliance, we believe New Orleans offers **the ideal intersection of commerce and culture.** A place where it’s possible to build a business from the ground up, take a company to the next level of growth, or pursue your professional goals *while* leading a full and interesting life.

But the proof is in the stories of those who do it every day. Each week we’ll feature a new member of our business community telling their WhyNOLA story. Check back here or follow us on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[social media]. Or, share your own WhyNOLA story – we’d love to hear why you feel New Orleans is the best place in America to live *and* work.