

march bar luncheon

THURSDAY, MARCH 4, 2010

Guest speaker: Hans J. Sternberg

The BRBA will hold its March Bar Luncheon Thursday, March 4, 2010, at 11:45 a.m. at De La Ronde Hall. Hans J. Sternberg will be the guest speaker. Sternberg, chairman/CEO of Starmount Life Insurance and its affiliate AlwaysCare Benefits, is the co-author of the 2009 book *We Were Merchants*.

By 1989, Goudchaux's/Maison Blanche was the largest family-owned department store in the United States. In 1992, because of an economic downturn, Sternberg sold the department store, ending a 200-year family tradition and turning his attention to his life insurance company.

In *We Were Merchants*, Sternberg tells the personal tale behind Goudchaux's/Maison Blanche, providing a captivating account of how his parents Erich and Lea fled from Nazi Germany to the U.S., embraced their new home and together, with their children, built Goudchaux's into a Baton Rouge legend.

During the March luncheon, the BRBA Volunteer Committee and Volunteer Panel will be honored and recognized for its many community projects and volunteer efforts. Please indicate below if you are a member of the Volunteer Committee or Panel.



Above is Goudchaux's (ca. 1948), when Main Street was still a brick road.

We plan to hold door prize drawings each month during future bar luncheons. This month's door prize will be donated by Aidan's Irish Pub & Grub, opening soon at 11904 Coursey Blvd. Be sure to get a ticket when you enter the bar luncheon.

Admittance to the March Bar Luncheon is \$15 for BRBA members and \$25 for non-members, in advance and at the door. VISA, MasterCard and American Express are accepted. Fax this form to 225-344-4805 before noon Friday, Feb. 26, 2010, to register. Checks are payable to the BRBA, P. O. Box 2241, Baton Rouge, LA 70821.

Please fax this page to the Baton Rouge Bar Association, (225) 344-4805, by noon Friday, Feb. 26, 2010.

Bar Roll No. _____

Name _____ Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

YES, register me for the **MARCH BAR LUNCHEON** at the DE LA RONDE HALL taking place Thursday, March 4, 2010, at a cost of \$15 per BRBA member, and \$25 per nonmember. Reservations may be transferred, but not canceled, after noon Friday, Feb. 26, 2010. "No shows" will be billed.

YES, I'm a member of the BRBA Volunteer Committee and/or Volunteer Panel.

If paying by credit card, please include the following:

Name on credit card _____

Type of card: (circle one): MC VISA AmericanExpress

Card Number: _____

Exp. Date: _____ Security code: _____