



**FOR IMMEDIATE RELEASE**

**MCDANIEL SELECTED TO LEAD BRAC SMALL BUSINESS COUNCIL**

*Small businesses continue to innovate and drive the U.S. and local economies*

**BATON ROUGE, La. (January 10, 2007)** — Layne McDaniel, President of Noesis Data, was recently appointed chair of the Baton Rouge Area Chamber’s Small Business Council.

“Layne will be a key player in promoting and developing our small business agenda and advancing pro-growth policies,” said Stephen Moret, president and CEO of the Baton Rouge Area Chamber. “With approximately 80 percent of businesses in Baton Rouge area considered a small business, we encourage their on-going development and success in the region.”

The Small Business Council is an advisory non-departmental body comprised of a 15-member steering committee and 200-member small business task force. The Council’s mission is to drive research and resources on issues addressed by the Small Business Task Force, promote small business-growth legislation and hold education seminars.

“I am honored to serve in this capacity, and I believe we will lay the seeds in 2007 for future growth and prosperity for the Baton Rouge region,” stated McDaniel. “Small businesses employ half of all private sector workers and have generated 60 to 80 percent of new jobs annually over the last decade.”

McDaniel has more than 20 years of experience helping both businesses and individuals solidify their financial foundations. He serves on several boards including the Financial Literacy Task Force for the Louisiana State Society of CPAs and Louisiana Association of Business and Industry (LABI). He is also a member of numerous community organizations such as the Rotary Club of Baton Rouge and the Baton Rouge Area Foundation.

Any business owner interested in joining the Chamber’s Small Business Council Task Force can contact Meg Mahoney at 225.381.7137 or [meg@brac.org](mailto:meg@brac.org).

**- more -**

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**Layne McDaniel**  
**BRAC Small Business Council**

### **About Noesis Data**

Noesis Data, LLC is an independent sales and marketing representative for the Credit Bureau of Baton Rouge, Inc. and its corporate partners, including Equifax, ChoicePoint, Fidelity National Information Services, AccuData and others. Its relationships with its corporate partners provide clients with the most comprehensive array of consumer information products and services available in the industry. Noesis Data provides innovative, industry-leading consumer information solutions including credit reports and data products, debt recovery products, fraud detection and prevention, employee background screening, residential tenant screening, check authorization, mortgage reporting, direct marketing, personal solutions and much more. For more information on Noesis Data, visit [www.noesisdata.com](http://www.noesisdata.com).

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Interviews, Photos and Graphics Available.

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