



**FOR IMMEDIATE RELEASE**

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Press Contact: [jsteverson@wtcno.org](mailto:jsteverson@wtcno.org)

## WTCNO Announces Partnership with Curran & Connors, Inc. to Benefit Members

New Orleans - The World Trade Center of New Orleans (WTCNO) has announced a new partnership with the award-winning, integrated brand management and communications design firm, [Curran & Connors, Inc.](#) to benefit its more than 1,000 members. The nationally recognized firm is renowned for its strategic branding solutions and world-class design of annual reports, interactive media, corporate communications and marketing materials.

Through the new partnership, World Trade Center members now have access to Curran & Connors' broad range of capabilities, regional design studios and dedicated account executives. Curran & Connors offers expertise in an array of branding and marketing disciplines, coupled with knowledgeable local representation, to create enduring connections for its clients. By leveraging the brand across organizational lines, Curran & Connors helps firms drive down their overall total cost of ownership of creative services.

"We are excited to make the services of this experienced and award-winning firm available to our members. Having worked with companies such as Whirlpool Corporation, McCormick & Company, Southwest Airlines, and many other of America's most recognized brands, we know the quality of work from Curran & Connors is unsurpassed, and that's a type of service we want our members to have access to," said Dominik Knoll, CEO of the World Trade Center New Orleans.

"Curran & Connors is very excited to partner with the World Trade Center of New Orleans and its membership. We are particularly happy to be able to help members of the World Trade Center of New Orleans derive even more value from that membership by lowering their costs while simultaneously elevating the caliber of their creative design and communications assets," said Scott Martin, Vice President and Chief Marketing Officer of Curran & Connors.

The new partnership expands the broad range of services already available to World Trade Center of New Orleans members, such as trade intelligence reports, business matchmaking, global reciprocity, and other specialized event and marketing solutions.

For more information, please contact The World Trade Center of New Orleans at (504) 529-1601 or email [info@wtcno.org](mailto:info@wtcno.org).

### About Curran & Connors, Inc.

Over the past five decades, [Curran & Connors](#) has evolved beyond its core capability—annual report design and production—to meet the challenges of a continually changing environment. With greater creative capacity, enhanced design capabilities, cutting-edge technology and better service for customers, Curran & Connors will help enterprises lower their total cost of ownership by facilitating economies of scale from creative services investments. Curran & Connors calls this innovative method Integrated Brand Management. With our fifty years of expertise in producing the highest-stakes communications materials, this method allows our clients to achieve powerful results with a lower cost and higher return on investment and to achieve these results on a predictable timeline.

### About the World Trade Center of New Orleans, Inc.

The World Trade Center of New Orleans (WTCNO) is the strongest international business organization in the Gulf Coast region, consisting of 1,000+ companies as well as high profile individual members. This membership base represents a diverse group of industry leaders, companies, professional organizations, and government institutions that include manufacturers, energy, agriculture, maritime, digital media, foreign consulates, and other interests. In 2014, member organizations were able to significantly contribute to the state's record-breaking exports, the total value of which exceeded \$65 billion. This strong international organization creates a variety of opportunities for its stakeholders with the objective to add wealth to its community as well as create jobs through international trade and related services while fostering business and economic development by engaging in allied activities. For more information, please visit [www.wtcno.org](http://www.wtcno.org).

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