

HURRICANE ENGINEERING FIRM WINS LSU BUSINESS PLAN COMPETITION

October 12, 2006

[LSU NEWS]

Engensus, the first private comprehensive hurricane engineering firm in America, was named winner of the "New Venture Business Plan" competition today at the annual BizTech Expo's Top 100 Private Companies Luncheon. LSU's E.J. Ourso College of Business and the Baton Rouge Business Report sponsored the competition.

Using similar principles as the established field of earthquake engineering, Engensus will offer a unique combination of interdisciplinary services, including civil, structural, wind and forensic engineering, as well as consulting for coastal processes, vulnerability analysis and hurricane risk-mitigation. The company is targeting those vulnerable to hurricanes - in business, industry, insurance, architecture, government and emergency planning.

Highlighting the venture's timeliness, the National Science Board recently released a draft report calling for major national investments in hurricane science and engineering.

The Engensus management team, composed of Joey Coco, Sam Amoroso and Marc Levitan, credit LSU for the company's foundation.

"Many of the ideas leading to the establishment of the firm have their origins in research and academic programs at the LSU Hurricane Center and the Department of Civil and Environmental Engineering at LSU. These organizations developed the concepts and established curricula in hurricane engineering," according to an Engensus news release.

Coco is a licensed engineer with a degree in civil engineering and an MBA from LSU. Amoroso, a licensed engineer with a degree in civil engineering from LSU, is pursuing his doctoral degree from LSU on the topic of wind effects on petrochemical structures. Levitan holds a doctorate and has more than 20 years' experience in research, education and consulting in wind, hurricane and structural engineering. He is the LSU Hurricane Center director and an endowed civil and environmental engineering associate professor at LSU.

"We are establishing and branding an entirely new field of engineering. Engensus is committed to Baton Rouge and will work closely with LSU to retain graduates trained in the latest applications of hurricane engineering," the team members said in their presentation for the judges.



L to R: Charles D'Agostino, Robert T. Sumichrast, Joey Coco, Marc Levitan and Sam Amoroso



L to R: Marc Levitan, Joey Coco and Sam Amoroso
Engensus; Winner of "New Venture Business Plan" competition