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Starmount breaks ground on new headquarters

Starmount Life Insurance Company/AlwaysCare Benefits Inc. broke ground this morning on its new corporate headquarters at Goodwood and Connells Park Lane. Joining members of the Sternberg family -- which owns Starmount and for many years owned the Goudchaux's/Maison Blanche department store chain -- were Mayor Kip Holden, Louisiana Economic Development Deputy Secretary Steven Grissom and Adam Knapp, president/CEO of the Baton Rouge Area Chamber. Starmount Chairman Hans Sternberg said the groundbreaking marks an important milestone for the company. Holden said the Sternbergs have "given back to the Baton Rouge community in so many ways" and called the groundbreaking "another success for Baton Rouge."

Starmount, which manages more than \$60 million in force premiums and experienced double-digit growth and record profits in 2008, took advantage of GO Zone bonds and the state's Quality Jobs program to facilitate the project, which should be completed in about a year. Starmount was founded in 1983.—**Steve Clark**