E-REP

FEBRUARY 2024

IMPACT

MONTHLY NEWSLETTER

EVANSVILLE **REGIONAL** **BUSINESS** |

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WITH EVENTS AROUND THE EVANSVILLE REGION!

BUILDING THE EVANSVILLE REGION

ebruary brings with it the celebration of Black History Month, providing us with an opportunity to honor and recognize the significant contributions of the Black community to our shared history and culture. Be sure to check out how you can take part in Black History month activities within the Evansville Region on page 4 of this newsletter.

What's happening at E-REP? I am delighted to share updates on the current initiatives underway at the Evansville Regional Economic Partnership (E-REP) and offer a glimpse into the exciting prospects on our horizon. The E-REP team is working tirelessly on the READI 2.0 presentation, a venture that positions us to compete for \$75 million from the state of Indiana. These funds, if secured, will fuel transformative quality-of-place projects that promise to redefine our regional landscape.

Our READI 2.0 projects and presentation are intricately framed around Talent EVV, the strategic plan for growth in the Evansville Region. Talent EVV is the compass guiding our efforts, emphasizing Population Growth, a Thriving Workforce, Upward Mobility and the overall well-being of our residents as focal points. We are excited to share that the 2023 Talent EVV Annual Report has just been released, providing a comprehensive overview of the progress made in these vital areas. The report serves as a testament to our region's commitment to fostering sustainable development, economic resilience and a community that flourishes in all aspects of life.

In closing, I am grateful for the collaborative spirit that defines our community. Together, we look forward to realizing the potential that lies within our region and building a future that reflects the diversity, vibrancy and shared aspirations of each member of our community. Thank you for your ongoing support to build our region.

e is for everyone,

LLOYD WINNECKE CEO. E-REP

#riverofopportunities



LLOYD WINNECKE CEO. E-REP



2023 TALENT EVV ANNUAL REPORT

VIEW ONLINE: www.evansvilleregion.com/talentevv



Impact Investors are the voice of business in the Evansville Region. This select group of Evansville Regional Economic Partnership (E-REP) Stakeholders guides E-REP's mission and priorities, its affiliates and its lines of work. It drives the Region's greatest opportunities for progress and addresses significant community challenges.

Above all, this leadership investment affords E-REP the capacity to employ and retain a high-quality staff to execute the work of the organization and to ensure that it has sufficient resources to provide leadership for the Region's greatest opportunities.

THANK YOU!













EVANSVILLE REGIONAL BUSINESS COMMITTEE













| COMMUNITY

CELEBRATE BLACK HISTORY MONTH IN THE EVANSVILLE REGION

ebruary marks the observance of Black History Month, a time to honor and celebrate the achievements, contributions and rich cultural heritage of African Americans. In the Evansville Region, the month is filled with engaging events that highlight the significance of Black history. From educational programs to cultural exhibits, the community comes together to embrace diversity and promote understanding. In this article, we explore the various opportunities for celebration at the Evansville African American Museum, Evansville Vanderburgh Public Library and local universities.



The Evansville African American Museum stands as a cornerstone in preserving and showcasing the history and culture of African Americans in the region.

Throughout Black History Month, the museum hosts a series of events and exhibits that delve into the diverse narratives of the local African American community. Visitors can explore interactive

displays, artifacts, and multimedia presentations that bring to life the stories of resilience, creativity, and triumph.

Event Opportunities at the Evansville African American Museum:

EAAM Unity Concert

Time to get your Unity Concert Tickets! Make plans to join us on Sunday, February 18 at 6 p.m. at Old National Events Plaza's Aiken Theatre for this year's Black History Month Unity Concert! Purchase your tickets online here: eaam.clubexpress.com.

African American Museum Day at Wesselman Woods

Feb. 24, 9 a.m. to 4 p.m., Wesselman Woods The museum partners with Wesselman Woods for free access to all trails, the five-acre nature playscape, the treehouse and the bird sanctuary. Members of the museum will be on hand to provide information about the museum, the eclipse and Black history.



The Evansville Vanderburgh Public Library plays a crucial role in fostering community engagement and education. During Black History Month, the library curates a range of programs that promote awareness and understanding of African American history and culture.

Event Opportunities at the Library:

Black History Month Art Show - Artwork will be displayed in cases placed in EVPL Central's main lobby beginning February 5. Learn More: www.evpl.org.

Unity Quilting with Paper Squares

Feb. 10, 1:30 p.m., EVPL Stringtown branch Members of the community are invited to create paper squares for the Stringtown unity quilt that will be displayed outside their meeting room to commemorate Black History Month.

Movie Monday

Feb. 19, 5 p.m., EVPL West branch Enjoy popcorn and drinks with a screening of the Spike Lee classic "Do the Right Thing."

Black History Month Scavenger Hunt – EVPL Red

Bank branch - Celebrate Black History Month all month long by learning some famous titles and their authors. Patrons will match the author with a title that they wrote. Return your completed matching form to the reference desk and earn a prize. Learn More: www.events.evpl.org.

The University of Southern Indiana is hosting a variety of events and activities in February to honor Black History Month. The month will include a debate, Black History film showing and more.



Event Opportunities at the University of Southern Indiana:

Black History Film Showing - Is That Black Enough For You?!?

Feb. 12, 5 p.m. Wright Administration 1

This documentary examines African American contributions to film and pop culture. It provides insight into the history of Black representation from the earliest days of cinema and the cultural impact of witnessing unapologetic Blackness. The film features commentary from Harry Belafonte, Samuel L. Jackson, Laurence Fishburne, Whoopi Goldberg, Margaret Avery, Zendaya and more. This event is open to the public at no charge. Runtime: Two hours and 15 minutes (Rated R for nudity, some sexual content, language, violence and drug material)

Taste of Film: The Princess and the Frog

Feb. 13, 6-8 p.m. Carter Hall D

The USI Black Student Union and Activities Programming Board are partnering to host a Taste of Film event, featuring a showing of The Princess and the Frog. Beignets and gumbo will be served to the campus community. This event is open to the public at no charge.

Oratorical Competition

Feb. 20, 5 p.m. University Center East 226-227
The USI Multicultural Center will host the 6th annual Oratorical Competition. USI participants are asked to prepare speeches between three minutes and 30 seconds and five minutes and 30 seconds in length. This event is open to the public at no charge.

Soul Food Cooking Class

Feb. 21, 5 p.m. UC 2217-2218

The USI Multicultural Center and Student Government
Association are collaborating to host a Soul Food Cooking Class
featuring Chef Gregory with Sodexo, USI's food service partner.
This event is only open to USI students. Registration can be done
through EagleSync.

Black Student Union Gala

Feb. 23, 6 p.m. Griffin Center

The Black Student Union (BSU) will host its annual Gala. This year's theme is a Masquerade Ball. The Gala is open to the USI campus community.

For questions regarding Black History Month events, contact Deonte Turnley, Program Advisor for the USI Multicultural Center, at doturnley@usi.edu or 812-465-7032. A full list of events and details can be found on the USI Multicultural Center webpage.



African American Read-In

Feb. 1, noon-2 p.m. in Room 107

Celebrate Black History Month by sharing stories, poems, or essays written by Black authors or featuring Black stories. Those who would like to participate should contact Andrea Jefferson at ajefferson32@ivytech.edu.

Black Wax Museum

Feb. 20, 12:15-1 p.m. in Room 107

The Ivy Tech Black student groups are hosting a live wax museum that features storytelling of influential people throughout Black history.

At-Large City Counsilor Courtney Johnson

Black History Month speaker Courtney Johnson Feb. 22 at noon in the Bower-Suhrheinrich Visual Arts Center. Ivy Tech is hosting Evansville City Councilor Courtney Johnson as this year's keynote speaker for Black History Month.

Black History Month in the Evansville Region offers opportunities to celebrate and learn about the rich heritage of African Americans. Through these events the community comes together to honor the past, embrace the present and inspire a more inclusive future.



FEBRUARY 18 | 6 PM OLD NATIONAL EVENTS PLAZA

Join EAAM for an inspiring and uplifting performance of The Black History Month Unity Choir under the direction of Rev. James Hamler. This multi-cultural event is composed of singers and choirs from around the Tri-State.

It will feature a special Children's Choir in keeping with the 2024 theme: "Promoting Generational Unity!" EAAM's goal is to model true "unity in action" for the next generation! Purchase tickets online: eaam.clubexpress.com

TALENT EVV RELEASES 2023 ANNUAL REPORT:

SHOWCASING REMARKABLE PROGRESS AND INVESTMENT IN THE EVANSVILLE REGION

alent EVV, the driving force behind advancing economic prosperity and quality of life in the Evansville Region, unveils its 2023 Annual Report. This comprehensive report is a testament to the significant progress and substantial investments made by the Evansville Region and its stakeholders to advance the goals of Talent EVV.

Regional goals highlighted in the 2023 Annual Report include:

- Population Growth
- New Jobs and Wage Growth
- Increasing Educational Attainment
- Reducing Poverty
- Improving Health Outcomes

The 2023 Annual Report highlights unprecedented alignment and collaboration within the Evansville Region. Through strategic partnerships and collective efforts, stakeholders have aligned resources, strategies and initiatives to drive impactful progress toward Talent EVV's goals. This collaboration positions our communities better than ever to make a lasting impact and transformation for both current and future residents.

"With thousands of young professionals, families and individuals ready to make an impact, get engaged, innovate and be advocates for the region, anything is possible. I look forward to the partnerships that will continue to be built across the region to advance the goals of Talent EVV and drive impact. As a region, we have never been positioned better to advance the quality of life and place for our current and future residents," said Tyler Stock, Executive Director of Talent EVV at the Evansville Regional Economic Partnership.

Celebrating the achievements outlined in the 2023 Annual Report, the Evansville Regional Economic Partnership maintains a steadfast commitment to fostering a thriving and resilient region through the strategic work of Talent EVV. The momentum gained



through collaborative initiatives ensures that the Evansville Region is well-positioned to overcome challenges and continues to drive positive impact for all.

The complete 2023 Talent EVV Annual Report is available to view on the Evansville Regional Economic Partnership website: www.evansvilleregion.com/talentevv/

For further Information on the Talent EVV 2023 Annual Report, please contact: Tyler Stock, Executive Director of Talent EVV at the Evansville Regional Economic Partnership – Email: tstock@ evvregion.com Office: 812.421.1170.



Let's welcome National Youth Advocate Program (NYAP) as a new member of the Evansville Regional Economic Partnership. Laura Stone, development manager, gives us insight about NYAP. Laura can be reached by calling 812-459-9455 or email Istone@nyap.org.

Tell us about NYAP and the services you offer. As a leading foster care organization, NYAP is dedicated to bringing compassion and change to the lives of children, youth and families. We provide 24/7 support, frequent virtual training opportunities, treatment and support services, case management, and advocacy to ensure foster parents can create nurturing, safe and stable homes.

What inspired you to invest your time and resources in this business?

I have worked in the child welfare sector for several years now and have been able to witness the great need for foster care resources in our community. I continue to be inspired by the families within our community who support, advocate for and love youth who are experiencing foster care.

What career advice would you give the younger generation interested in this type of work?

I would encourage them to follow their passion and to remember the importance of self-care in this line of work.



In your opinion, what are three ingredients for success?

Passion, Critical Thinking Skills and Organization

What has been one of your toughest challenges? As a new business it has been challenging deciding the placement of our physical office location. Evansville has a lot of great commercial properties. I do want to give a shoutout to Josey McLaughlin with Hahn Kiefer Real Estate for being so helpful during this part of the process.

Why is the Evansville Region a great place to operate a business?

Evansville offers many opportunities for people to connect, grow and support one another individually and as a business.

What do you like most about the community in which you live?

I was born and raised in the Evansville community. I like seeing how much Evansville has grown to provide more diverse and inclusive opportunities within the community.

Is there anything else you would like to share?

I am very excited to develop the new Evansville office within NYAP which allows us to now serve the entire State of Indiana along with its nine other offices. I would love any opportunities to connect with others in the community who are interested in learning more about our services.



Let's welcome People Plus, Inc. as a new member of the Evansville Regional Economic Partnership. People Plus is located at 316 Third Street in Henderson, KY. Jennifer Tucker, branch manager, gives us insight about People Plus. Jennifer can be reached by calling 270-869-9060, email jtucker@ peopleplusinc.com or visit them online at www. peopleplusinc.com.

Tell us about People Plus and the services you offer. We employ, recruit, screen and assign employees for longterm or temporary assignments with our clients. We also offer payroll, prescreening services, human resource consulting, career counseling, training, testing, interview coaching and more.

What inspired you to invest your time and resources in this business?

I love connecting with new people and learning about their passions and goals. It's a rewarding experience to help someone who has been struggling to find employment land a new job. We spend time working with them to build their resume, improve their interview skills and help them see how their future can grow in their new career.

What career advice would you give the younger generation interested in this type of work? Do it! Every day is different, and you'll never be bored. It's a fun and financially rewarding career, you'll love what you do. You'll learn a lot of skills from recruiting, human resources, communication, sales and more. And while some degrees will help you... you won't need one in this career.

In your opinion, what are three ingredients for success?

Vision, ambition and integrity.

What has been one of your toughest challenges? Helping candidates with challenging pasts find employment. In some cases we come across candidates who were incarcerated, homeless or had other hardships causing them to have struggles finding employment. We do everything we can to help them find careers with second-chance employers and encourage more companies to adapt to better second-chance hiring programs.

Why is the Evansville Region a great place to operate a business?

Evansville is small but mighty. We're a community filled with small town passionate and caring people. Our local owned businesses that have been around for a long time continue to thrive and new developments are allowing our city as a whole to grow. There's something here for everyone.

What do you like most about the community in which you live?

I live on the west side of Evansville and I'm surrounded by cornfields and trees, but thankfully only a short drive from the city life.

Is there anything else you would like to share?

I enjoy helping others in my community, hiking with my family and painting. I have 14 years' experience in recruitment and retention and enjoy helping businesses overcome staffing challenges.

COMMUNITY

5 ways video marketing can amplify business growth

By BBB Serving Evansville and the Tri-State

he world of small business marketing is rapidly evolving, which means business owners need to be constantly adapting their marketing strategies to keep pace. One of the most effective modern marketing techniques is video marketing. If you haven't started investing in this strategy yet, you may be missing out on a powerful way to reach your customers.

Before diving into the many ways video marketing can amplify your growth, let's take a look at just how vital video marketing is to your overall business strategy.

What can video marketing do for your business?

Video marketing offers an incredible opportunity to build brand awareness, increase website traffic, and generate more sales. From webinars to explainers to product demonstrations, video is a versatile tool for telling your story and connecting with customers. It is also a powerful tool for building your brand authority and helping to boost your search engine rankings. By creating compelling video content, you can increase organic traffic to your website and build a strong web presence that attracts new customers. That's why so many businesses are investing in video marketing, with 90% of video marketers reporting that video has a positive ROI in a Wyzowl survey, and 78% of marketers reporting that video

5 ways video marketing can amplify business growth

has had a positive impact on their company's bottom line.

Video marketing is one of the best ways to communicate your brand's story to your target audience. Whether you're looking to increase awareness, build trust or increase engagement, video is a powerful tool to help you achieve your goals. Here are five ways video marketing can amplify growth for your business.

1. Reach your audience on a more personal level

Video marketing is a fantastic way to form a more personal connection with your customers than you can through traditional marketing methods, such as written content. In fact, according to Zight.com in 2023, 91% of consumers state that they want to see more video content from marketers, revealing their fondness for this form of media. Video can also help you build trust and rapport with your customers, as more than half of all consumers want to see more video content from the brands they support. Watching video has also been shown to boost engagement, with 82% of video marketers reporting that video has helped increase the average time their visitors spend on their pages (Wyzowl survey).

2. Improve your transparency

Video marketing is a powerful tool for increasing transparency with your customers. Consumers are hungry for information about the products and services they're interested in. The ability to record and share videos of your products, services and employees allows you to build a more authentic relationship with your customers and communicate important information about your brand that wouldn't be possible through other forms of marketing.

You can use video to show your followers the behind-the-scenes

process of making your products or how your staff provides exceptional service. This builds trust with your audience and makes them more invested in your brand's story.

3. Make your products/services more relatable

Video content can make your products and services more relatable and memorable to your audience. It also puts an interactive and authentic aspect to your brand. Doing so can create more meaningful connections with your target audience.

In addition, in the Wyzowl survey, people reported they are twice as likely to share video content with friends than they are other forms of media, and 84% of people report that they've made a purchase after watching a video about the product.

4. Improve engagement with your mobile audience

The research is clear: People are spending more and more time on their mobile devices. Yet, most businesses are still underinvesting in mobile-friendly content. Video marketing is a fantastic way to engage with your audience where they are already spending a significant amount of time.

Not only are 6 out of 10 people choosing to watch online videos instead of television, according to Think with Google, but online videos account for more than 82% of all consumer internet traffic. And with so many online video plays happening on mobile devices, it's more important than ever to optimize your videos for the mobile experience.

5. Increase brand awareness

Video marketing is one of the most effective tactics for increasing your brand awareness and growing your audience. This is because you can share video content across multiple platforms to reach a broad audience of people who might not otherwise have been exposed to your brand.

Keep growing your small business with help from the

The power of video marketing on the internet is undeniable. Video is the most popular digital marketing format, as it allows businesses to capture their audience's attention, communicate a message in just a few seconds and reach new customers. If you haven't started utilizing video marketing for your small business, now is the time to begin. Video marketing is one of many strategies small businesses can use to connect with customers.

For more information

Visit BBB's Biz HQ for more business resources and tips. To review this article and hyperlinked references in full, visit: https:// www.bbb.org/article/business/26390-bbb-business-tip-5-ways-videomarketing-can-amplify-business-growth

Contact your Tri-State BBB at 812-473-0202 to learn more about BBB Accreditation.

BBB of Southern Piedmont and Western N.C. contributed this article.

Lt. Gov. Crouch, OCRA launch Stellar Pathways program

t. Gov. Suzanne Crouch and the Indiana Office of Community and Rural Affairs announced the launch of the Stellar Pathways program. Stellar Pathways is based around the Stellar Communities program, which was paused in 2020 as a result of the COVID-19 pandemic.

Overseen by Lt. Gov. Crouch, the Stellar Pathways program is a multi-year, multi-million-dollar initiative led by OCRA. The program works with communities in a self-determined region on a shared vision for community and economic development, promotes local and regional partnerships, and assists in implementing sustainable solutions to challenges Indiana's rural communities face.

"The Stellar program was transformational for participating Hoosier communities in the past," said Lt. Gov. Crouch, Indiana's Secretary of Agriculture and Rural Development. "This reimagined Stellar Pathways program is going to improve quality of life for our communities on a regional level, and I look forward to seeing its impact across Indiana."

The Stellar Pathways program is now accepting communities' letters of intent online at ocra.in.gov/stellar.

"Known previously as the Stellar Communities program, Stellar Pathways builds off the program and takes it a step further through increased community collaboration," said OCRA Executive Director Duke Bennett. "We are encouraging regional partnerships between local nonprofits, county governments and municipalities so communities are set up for success and can create even more impactful projects."

Eligible participants include a county government or a countywide nonprofit in partnership with at least one municipality. Those considered a U.S. Department of Housing and Urban Development entitlement community are not eligible.

All regions must submit the required documentation to be eligible for the program. Letters of intent are due by 4 p.m. ET on

Interested applicants can visit ocra.in.gov/stellar for program details and the letter of intent submission process. For additional questions, please email stellarcommunities@ocra.in.gov.



E-REP Announces Consultant to Develop Comprehensive Economic Development Strategy

he Evansville Regional Economic Partnership (E-REP) has announced the selection of Fourth Economy as the consultant to guide the region's development of a new Comprehensive Economic Development Strategy (CEDS). The Pittsburghbased firm was awarded through a request for proposals process, which was led by E-REP and assisted by partners Success Warrick and Go Gibson.

Fourth Economy was the consensus pick of a scoring committee after six consultants submitted proposals to E-REP in late 2023. The funding to utilize a consultant stems from a grant E-REP was awarded in October by the Economic Development Administration (EDA), a federal agency of the Department of Commerce.

"We are thrilled to partner with a firm of the caliber of Fourth Economy," said Lloyd Winnecke, CEO of E-REP. "It's a firm known for a deep commitment toward equity and resiliency – two key components of a CEDS. Fourth Economy is also well acquainted with our state and our region. It was contracted by the Indiana Economic Development Corporation (IEDC) to complete a Statewide CEDS, which is nearing completion. Rowing in sync with the state is critical for our region."

Counties to be covered in the Evansville Region's CEDS include Vanderburgh, Posey, Warrick and Gibson. A CEDS is a strategy-driven plan for regional economic development and is designed to build capacity and guide economic resiliency. Fourth Economy plans to produce a draft CEDS by September. Following public comment and county resolutions of support, E-REP will submit the final version in late 2024 for EDA approval, and then apply to become an Economic Development District, a designation the Evansville Region (excluding Henderson, KY) has never held.

"We are honored to be working with the Evansville Region, a community that we see is focused on strategic actions to improve the quality of place and economic opportunities," said Rich Overmoyer, CEO of Fourth Economy. "The development of a CEDS is an excellent opportunity to assess strengths and needs, and hear the aspirations of residents for what can make the community even more successful."

We are honored to be working with the Evansville Region, a community that we see is focused on strategic actions to improve the quality of place and economic opportunities."

RICH OVERMOYER
CEO of Fourth Economy



Visit <u>evansvilleregion.com/ceds</u> for more information on the timeline and learn updates on the progress.





ountryMark is an American-owned oil exploration, production, refining and marketing company. The company's complete line of premium quality liquid fuels begins with light, sweet crude oil, which is refined to the highest specifications at the CountryMark refinery in Mount Vernon, IN. Fuel quality is protected as it travels north along a 238-mile private pipeline. State-of-the-art blending technology at each CountryMark fuel terminal ensures that biodiesel and ethanol blended fuels are formulated for optimal driving performance and winter operability.

Equaling CountryMark's fuel quality is the company's complete line of high quality lubricants, which are sold as CountryMark Advantage Lubricants. CountryMark also carries API-certified TerraCair Diesel Exhaust Fluid (DEF).

CountryMark products are sold in Indiana, Illinois, Michigan, Ohio and Kentucky. Today, there are more than 200 CountryMark branded delivery routes and more than 100 CountryMark-branded

fuel stations. More than 65% of farmers and 60% of school corporations in the CountryMark service area are powered by CountryMark fuels.

CountryMark's upstream business includes an impressive team of petroleum exploration professionals, geologists, production engineers, drilling specialists and reservoir managers. CountryMark's oil exploration and production group operate more than 700 oil wells producing ~1,100 barrels of oil per day.

Based on 2022 revenues, CountryMark was ranked by the Indianapolis Business Journal as the 6th largest private company with headquarters in Indiana. CountryMark has been a farmerowned cooperative since 1919 and was recognized in 2022 as the 27th largest cooperative in the nation.

CountryMark has several current openings in Mount Vernon. To view current career openings, click here: www.countrymark.com/countrymark/aboutus/careers.aspx

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| COMMUNITY

grow

Have you heard about Grow?



he greatest potential for impact comes from strong communities, organizations and individuals developing their knowledge and skills to make informed decisions and impactful investing.

WHAT IS GROW?

Grow is a platform designed to resource and empower community stakeholders from all sectors, generations and experience levels.

Whether you're in healthcare, government, education or business; a student, pastor, nurse or passionate citizen, Grow offers capacity-building resources and support to help you increase your capacity for impact.

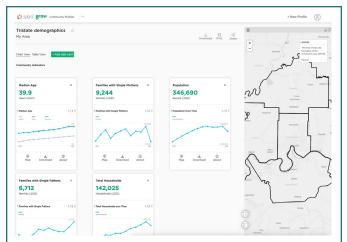
WHAT IS CAPACITY BUILDING?

Capacity Building is supporting, training and technical assistance to help increase specific capacities to deliver stronger programs, take risks, build connections, innovate and iterate. (Grantmakers for Effective Organizations)

INTERESTED IN COMMUNITY LEVEL DATA?

Check out Grow's regional data system powered by SAVI by clicking "Launch SAVI" from anywhere on the Grow site.

Discover how Grow can best serve you in building your capacity, in your community. Visit <u>Growcapacity.info</u>.





he Great Lakes Valley Conference returns for a second year to host the eleventh annual GLVC Men's and Women's Swimming & Diving Championships from Feb. 6-10 at the Deaconess Aquatic Center, a \$30 million state-of-the-art facility in Evansville.

Eleven men's teams and 10 women's squads, comprising approximately 450 student athletes, will compete for the 2024 GLVC Championship. Participating schools include Drury University, University of Indianapolis, Lewis University, Maryville University, McKendree University, University of Missouri-St. Louis, Quincy University, Rockhurst University, Truman State University and William Jewell College. Missouri S&T will compete exclusively in the men's category.

While the Deaconess Aquatic Center has a spectator seating capacity of nearly 1000, all five days of the event will be streamed live and free on the GLVC Sports Network (GLVCSN), maintaining a tradition since the inaugural championship in 2015. The swimming competition kicks off on Tuesday evening with the men's and women's 800 free relay, followed by a week of intense competition resulting in the crowning of 42 individual/relay champions and two team champions.

In 2023, UIndy set a GLVC record with 1,950 points, securing its first-ever GLVC women's title. Drury University, the 2023 runner-up, had previously held the record with 1,878.5 points in 2022. The Drury men claimed victory with a GLVC-record 1,701 points, marking its sixth overall league title in the 10-year history of the conference. The University of Indianapolis secured second place with 1,562 points. The 2023 Championship meet witnessed the breaking of a total of 15 records, including 11 on the men's side.

GLVC Men's and Women's Swimming & Diving Championships is presented by PNC Bank and hosted by Evansville Regional Sports Commission and Explore Evansville. Tickets for the GLVC Men's and Women's Swimming & Diving Championships should be purchased in advance on the GLVC website glvcsports.com.

Swim & Dive - 800FR Tuesday, February 6 at 7:00 PM

Swim & Dive - Prelims & Diving Wednesday, February 7 at 10:00 AM

Swim & Dive - FinalsWednesday, February 7 at 5:30 PM

Swim & Dive - Prelims & Diving Thursday, February 8 at 10:00 AM

Swim & Dive - Finals Thursday, February 8 at 5:30 PM

Swim & Dive - Prelims & Diving Friday, February 9 at 10:00 AM

Swim & Dive - Finals Friday, February 9 at 5:30 PM

Swim & Dive - Prelims & Diving Saturday, February 10 at 10:00 AM

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Swim & Dive - Finals Saturday, February 10 at 5:30 PM

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SCOOTER'S COFFEE

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Owen Klipsh 812-604-8760 owen@scootersamazingcoffee.com

www.scooterscoffee.com

WAREHOUSE 410

410 Carpenter Street, Evansville, IN 47708

Terri Adams 812-568-1467

terri@warehouse410evv.com

www.warehouse410evv.com

UPGRADED MEMBERS:

KAHN, DEES, DONOVAN & KAHN

501 Main Street, Suite 305, Evansville IN 47708 Michael Schopmever 812-423-3183

www.kddk.com

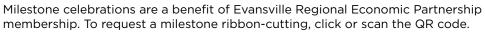
MEMBER RENEWALS

- 3P Marketing Solutions
- Alzheimer's Association
- An Oil A Day
- Audience Response Systems, Inc.
- Berry Global Group, Inc.
- Better Business Bureau
- Boy Scouts of America
- Breck Logistics, Inc.
- Brown Equipment Company Building Blocks
- Comfort Keepers
- Constellation Mold, Inc.
- Curran Miller Auction/Realty • Environmental Management Consultants
- Evansville Welding Supply, LLC
- Expressway Auto Group
- Finish Line Carwash/Shine On Express Carwash
- Golf Gives Back/Korn Ferry Tour Championship

- Hook's Apothecary
- Industrial Filter Manufacturers, Inc.
- Juice PLUS Teresa Tenhumberg
- Kenny Kent Toyota Lexus Scion Chevrolet Collision Center Neighborhood Stores
- Key Benefit Administrators, Inc.
- LIUNA Laborers Local 561
- Magna Motors Mazda Volvo
- Norman Painting

- Opie & Eleanor's
- Schmitt Refrigeration, Air Conditioning & Heating
- Socket Shield
- Sonitrol of Evansville, Inc.
- Transamerica Agency Network
- Window Shopping
- YWCA

MILESTONES







T-MOBILE

T-Mobile celebrated with a grand opening of a new location with a ribbon-cutting at 3904 North 1st Ave. in Evansville. T-Mobile offers more than just cellphones - they offer home internet, watches, hotspots, tablets and more for consumer and business needs. Contact them at 270-485-5020 or email brandon.buck9@t-mobile.com.



BE HAPPY PIE COMPANY

Be Happy Pie Company celebrated the grand opening of a new location with a ribbon-cutting at 6225 E. Virginia St., Suite C in Evansville. This is Be Happy Pie Company's second location in Evansville. They are a scratch made bakery specializing in sweet and savory pies, cookies, scones and more. They strive to not only provide a delicious product, but also create a unique experience for their customers. Contact them at 812-781-1445 or online at www.behappypiecompany.com.

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AARON C. TRUMP

Aaron C. Trump was named Vice President for Government Affairs and General Counsel at the University of Southern Indiana. Trump reports to Dr. Ronald S. Rochon, USI President, and will continue to serve as a member of the President's Cabinet. Trump has served USI as the Chief Government and Legal Affairs Officer since December 2018.

In this expanded role, he will continue to serve as USI's principal representative to local, state and federal government officials, including members and staff of the Indiana General Assembly, the Office of the Governor, the Indiana Commission for Higher Education and the State Budget Agency, as well as related associations, groups and organizations locally and throughout the State of Indiana. As General Counsel, he will provide legal counsel and guidance to the University President, Board of Trustees and other members of the University community on a broad range of legal matters impacting the institution. Trump is licensed to practice law in the State of Indiana and has received certifications in trial advocacy skills, advanced sexual misconduct investigation and civil rights investigation. His legal career includes representing municipalities, manufacturers, retailers and other business clients in small claims, Superior, Circuit and Federal Courts, and advising governmental departments on the policy implications of local, state and federal codes. He previously served as a Section Chief/Staff Sergeant - Field Artillery for the United States Army National Guard. Trump received a Juris Doctor degree from Washington University in St. Louis. He also earned a bachelor's degree in psychology and a master's degree in higher education and student affairs from Indiana University in Bloomington.

RIGHT TO LIFE OF SOUTHWEST INDIANA







VICTORIA FORD

Right to Life of Southwest Indiana added Alyssa Dardeen as Marketing Coordinator. Dardeen plans and executes all fundraising and educational events. She also creates and implements marketing/advertisement strategies to help further the awareness of RTLSWIN. Also, RTLSWIN Go Mobile Clinic Client Services Director Victoria Ford earned a spot in the Tri-State's 20 under 40 for 2023. With the Go Mobile Clinic, Ford covers six counties in Southwest Indiana, helping women and families facing unplanned/unexpected pregnancies.



SAM PRESTON

Sam Preston was named Interim Director of Public Safety at the University of Southern Indiana. Preston will serve as Interim Director following the retirement of Steve Bequette, who served 15 years with USI Public Safety, with six of those years as Director. He previously served 34 years with the Vanderburgh County Sheriff's

Office. In this role, Preston will be responsible for the security and safety of a diverse community of students, employees and visitors at USI. He will be the primary point of contact and liaison between USI, external law enforcement agencies, and emergency response organizations. Prior to this appointment, Preston served as Assistant Director of Public Safety since May 2018. He is a 26-year veteran (retired) of the Vanderburgh County Sheriff's Office. Preston is a 2016 graduate of the FBI National Academy in Quantico, VA, a certified Master Instructor by the State of Indiana, a peer support and suicide prevention instructor and has experience in crisis negotiation. He earned a bachelor's degree from Western Kentucky University and a master's degree from Indiana State University. A search for the new Director of Public Safety is expected to be completed in Spring 2024.

LENSING BUILDING SPECIALTIES AND ARCHITECTURAL SALES

Lensing Building Specialties and Architectural Sales, an Evansville-headquartered building materials distributor, announce the addition of five new team members.



JORDAN BAILEY



CORY ELSFELDER



CARLOS

VALENCIA

KRISTEN VANOVER



SARAH WEIS

- Jordan Bailey, Overhead Door Technician
- Corv Elsfelder, Outside Sales Specialist
- Carlos Valencia, Warehouse Associate
- Kristen Vanover, Project Manager
- Sarah Weis, Corporate Accountant



ASHLYNN JOHNSON

Indiana Members Credit Union announced that Ashlynn Johnson joined the organization as a member development officer and will work at the Eagle Crest Branch in Evansville. Johnson will focus her efforts on account development and business collaborations. She is a graduate of the University of Southern Indiana with a Bachelor's degree in

Health Services and a Masters in Health Administration. She has a background in healthcare, business development, and finance, and is currently working as an adjunct Professor at the University of Southern Indiana teaching Biostatistics, Health Promotion and Strategy courses online. Johnson serves on the committee for Vanderburgh County Medical Society, is a board member for A Network of Evansville Women (ANEW) and Jacob's Village, and previously served as a committee member with Young Leaders United and served on the board with the Children's Museum of Evansville.



TAYLOR SCOTT

Taylor Scott was named Mortgage Loan Officer at Legence Bank's Cross Pointe Branch in Evansville. Scott previously worked with the River City BNI Chapter as Referrals Chair, while also serving on the membership Committee. She continues her support of the Evansville Regional Economic Partnership as an Ambassador. She is also

the co-founder of a small nonprofit in Gibson County – Simply Blessed, whose mission is to support members and families of our community to provide meals, learning activities, along with other needs. Scott earned a bachelor's degree in communication from Columbia College Chicago.



ALPHA LASER AND IMAGING

Alpha Laser and Imaging was recognized as a Ricoh ProVision 2024 Pro Dealer Partner for exceptional customer service and support. The Ricoh ProVision Pro Dealer Partner program is designed to recognize dealers who provide outstanding service and support per Ricoh's guidelines, and must meet or exceed the ProVision Program in the following areas:

- Use of genuine Ricoh parts and supplies
- Hardware and solutions training
- Safety and service parts training
- ARMS (Advanced Remote Mobile System) usage and training
- Help desk productivity and efficiency
- Overall high training GPA

Alpha Laser and Imaging is a certified Ricoh dealer, providing print management solutions for businesses in a wide range of industries, including education, health care, manufacturing, legal, and more.



United Way of Southwestern Indiana announced the addition of three team members and promotion of a current employee.



ASHLEY SIDES JOHNSON

Ashley Sides Johnson, Marketing and Communications Director, joined UWSWI after 16 years in healthcare marketing and public relations. She led the Evansville region through the Community Health Needs Assessment process for several years, identifying and addressing core issues at the root of poor health. Johnson will plan,

develop, and implement the PR and communication strategy that supports UWSWI's goals and objectives.



JOANN HUNTER

Joann Hunter, Community Outreach Specialist, served as a youth services assistant librarian at Evansville Vanderburgh Public Library before joining UWSWI. She worked closely with senior patrons to advance technology skills and developed educational programs for families of all ages and backgrounds. AT UWSWI, her role is

building trusting relationships with Evansville's marginalized populations and connecting them to meaningful, high-quality resources.



JOHN GLOVER

John Glover, Staff Accountant, provided financial and accounting services in the hospitality industry prior to joining UWSWI. As staff accountant, he will maintain internal controls, manage accounts payable, accounts receivable, and prepare reports for the organization.



MALLORY JORDAN

Mallory Jordan was promoted from Community Engagement Coordinator to Development Coordinator. In this role, Jordan supports fundraising and outreach efforts connected to the United Way's annual campaign. She served as Communications Manager for the EVSC Foundation prior to joining UWSWI.



NATHAN DACK

Nathan Dack was promoted to Branch Manager for Legence Bank's Cross Pointe Branch, Dack has served as the Relationship Banker at Cross Pointe for the past two years, helping our customers with account openings, personal loans, in addition to providing business services. He will now focuse on strategy, growth, and community

development in the Evansville market. Dack is also a member of the Support Squad at Legence Bank, teaching a financial literacy program, Go!Learn in many local schools.

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ALCOA WARRICK OPERATIONS

Alcoa Warrick Operations announced three new hires:



EDDIE JONES

Eddie Jones, Aluminum Plant Supervisor, reports to Jason Cunningham, Warrick Aluminum Plant Manager. Jones previously worked at Century Aluminum in Sebree, KY, where he has held positions of Crane Operator, Carbon Setter and Pot Operator. Prior to that, he worked as a Coal Miner for Patriot Coal.



KRISTI CARTER

Kristi Carter, Human Resources Business Partner, reports to Olivier Paradis, Warrick Human Resources Manager. Carter holds a certificate in Business Administration and Management from Ivy Tech Community College. She joins Alcoa from Superior Maintenance Company.



JARED HENNING

Jared Henning, Power Plant Process Engineer, reports to Bruce Sloan, Power Plant Lead Process Engineer. Henning holds a Bachelor of Science in Mechanical Engineering Technology with a Minor in Management from Purdue University. Jared has worked in various engineering roles at BWX Technologies, Berry Global, and most

recently, he was a Maintenance Technical Specialist at Kaiser Aluminum Warrick.



JOSH GILBERG

KOCH Finishing Systems, a subsidiary of Koch Enterprises, Inc., and a provider of finishing solutions for industrial applications, announced that Josh Gilberg was named President of KOCH Finishing Systems. Retiring President, Dan Hoefling, will remain in a strategic consulting role through March 31. Gilberg has led various

teams and spearheaded key initiatives over the past three years. Prior to joining KOCH, Gilberg served as Product Engineer and Strategic Buyer at Allison Transmission, and most recently, Vice President, Purchasing and Cost Estimating at Gibbs Die Casting Corporation.

NEIL MCDONALD

Koch Enterprises named Neil McDonald as the its Chief Financial Officer. Susan Parsons, who is retiring as CFO, will continue in her role through the summer of 2024 assisting with transition. Most recently, McDonald served as the CFO of AmeriQual, a privately held food packaging company based in Evansville. Prior to that, he was a Controller at MasterBrand Cabinets, furniture manufacturer, in Jasper, IN, and he also held various Finance roles with Nestle USA, a food and beverage manufacturer. McDonald, originally from Evansville, earned his Bachelor of Science in Finance from the Kelley School of Business at Indiana University and his Master of Business Administration from Ball State University.

UNIVERSITY OF SOUTHERN INDIANA





SICKMAN

JINA PLATTS

The University of Southern Indiana promoted **Jeff Sickman** to Assistant Vice President for Finance and Administration and Assistant Treasurer and Jina Platts to Director of University Accounting. Sickman will report to Steve Bridges, Vice President for Finance and Administration, and Platts will report to Sickman. Sickman has assumed his new position alongside Mary Hupfer, Associate Vice President for Finance and Administration and Foundation Fiscal Officer, who will retire July 1, 2025, with 34 years of service at USI. She will be on sabbatical leave from January 1 through June 30, 2025. As Assistant Vice President for Finance and Administration and Assistant Treasurer, Sickman is responsible for the functional areas of University Accounting, University Budgeting, Bursar, Campus Store and the Student Financial Success Center. He also oversees the preparation of the annual financial report, the operating and capital budgets and the biennial budget request to the State of Indiana, as well as present proposed budgets and audited financial reports to the USI Board of Trustees. During his 30-year USI career, Sickman has served in several leadership roles, most recently as Controller and Assistant Treasurer since 2016. Sickman received a bachelor's degree in accounting in 1993 and a master's degree in business administration in 2000, both from USI. As Director of University Accounting, Platts oversees all University accounting functions, including preparation of the annual financial statements, leadership of internal and external audits, implementation of new accounting standards and development of interim financial statements for the USI Board of Trustees. She also administers all University Accounting guidelines, general ledger accounting, grant accounting, property accounting and accounts payable. Most recently, Platts served as Assistant Controller since 2011. In her nearly 24-year career, she has served in many other leadership roles. Platts earned a bachelor's degree in accounting and a master's in business administration, both from USI.



HAYDEN HEGGEMEIER

Hayden Heggemeier, CPA, was promoted to senior associate II in FORVIS' Évansville Office. Heggemeier provides audit and assurance services to manufacturing and distribution companies and not-for-profit organizations. He is a 2021 graduate of University of Southern Indiana with a bachelor's degree in accounting.



BLAKE BURRIS

Blake Burris, the Diversity, Equity, and Inclusion Business Partner and Recruiter at Heritage Federal Credit Union, was named to the Evansville Commission on the Social Status of African-American Males in January.

PORTS OF INDIANA



BRAD MILLS





TIM BARNETT

MARK KEEN

Ports of Indiana hired new staff members at three locations. Brad Mills and Tim Barnett bring more than 53 years of combined engineering experience to Ports of Indiana, joining Mark Keen, a Certified Public Accountant with a master's degree in accounting. Mills, a licensed professional engineer with more than 30 years of civil engineering experience, joins the Mount Vernon port office. He has played key roles in southwest Indiana development as executive director of the Evansville-Vanderburgh County Area Plan Commission for 11 years and the Evansville Metropolitan Planning Organization for seven years. Mills has also run his own engineering company for 22 years and has extensive experience as a senior engineer for construction of commercial, industrial, environmental and roadway projects in Indiana, Kentucky, and Virginia. Barnett brings 23 years of experience in commercial construction, engineering, and industrial development to the Indianapolis office, and is on the University of Evansville Civil Engineering Advisory Council. He has served as project manager for Reynolds Construction Co., vice president of business development for F.A. Wilhelm Construction, and in various roles with Bowen Engineering for 11 years including director of business development of the Power Division. Joining the Burns Harbor port, Keen has served as senior bank examiner for the Indiana Department of Financial Institutions, and previously as senior accountant for Centier Bank in Merrillville, Ind. He earned a master's degree in accountancy from Western Governors University, is a CPA certified by the Indiana Board of Accountancy and is a Certified Examiner In-Charge licensed by the Conference of State Bank Supervisors.



KRISTIN BRIER

Ports of Indiana hired Kristin Brier for the newly created role of Vice President of Integrated Planning & Sustainable Development. Brier most recently served as Multimodal Director at the Indiana Department of Transportation and has worked at INDOT and Indiana Department of Environmental Management for more

than 20 years in roles involving freight, multimodal planning, innovation, continuous improvement, grants, and environmental programs. Brier will oversee Ports of Indiana's engineering, grant development and project delivery staff, while leading initiatives to integrate planning between all departments, increase grant funding, and develop sustainable port projects. She will also serve as liaison to state and federal officials for policy matters. Brier has a master's degree in public affairs from Indiana University Purdue University Indianapolis and a bachelor's degree from Purdue University. As INDOT's Multimodal Director, Brier led a team of 21 staff members in the Offices of Aviation, Freight, Rail

Programs, and Transit, and represented INDOT in collaborative regional efforts addressing a range of multimodal transportation priorities. During her 10 years with INDOT, she also served as Freight Manager and Innovation & Enhancement Performance Analyst. Prior to that she spent a decade with IDEM in various roles leading quality management planning, continuous improvement activities, and hazardous waste and recycling grant

RONALD MCDONALD HOUSE CHARITIES

Ronald McDonald House Charities of the Ohio Valley added Carey Meredith and Tavi Wydicks to its staff.



CAREY MEREDITH

Carey Meredith, an Evansville native and graduate of Harrison High School, is the new Events Coordinator. She brings a wide range of experience to the role, most notably as the former owner of Carey'd Away Event Planning. Her primary responsibilities are to plan and execute the charity's signature events: Laughs for Love, Wine & Fries, Links FORE Love, and Clays for a Cause.



TAVI WYDICKS

Tavi Wydicks, the new Volunteer Coordinator, joins the organization after a nearly 12-year career with the Town of Newburgh, where she held positions ranging from administrative assistant to building commissioner. A graduate of Ivy Tech Community College, Tavi's responsibilities include recruiting, onboarding, and

scheduling new volunteers as well as training and stewarding existing volunteers.



ROD SUMMERS

Rod Summers joined The Arc of Evansville as the Manager of Business Development. He served in the United States Navy and holds a Bachelor of Science in Communications from the University of Southern Indiana. Before accepting his new role, Summers gained experience working for C.H. Robinson, Atria, and Toyota. For

The Arc of Evansville, he will work with local businesses to fulfill their outsourcing needs. Summers is originally from Lamar, Indiana, in North Spencer County. He is currently an Ambassador for the Evansville Regional Economic Partnership.



Every Friday 8 AM - 9:30 AM SIGN UP AT: WWW.EVANSVILLEREGION.COM

To feature your new hires or promotions in the next digital newsletter. email a short description and photo to: news@evvregion.com



E-REP AFTER HOURS AT THE OVC TOURNAMENT



Come and enjoy drinks, appetizers, networking and basketball excitement with other business members in our region!

At 6:00 pm the arena doors will open for you to take your reserved seat and catch the action at the session 4 games.

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