



## Celebrate Pride Month!

LGBTQIA+ HISTORY & EVENTS

### INSIDE:

DEACONESS HOSPITAL

FIFTH THIRD BANK

playREADI RFP

INDIANA LEGISLATIVE  
UPDATE: 2022 SESSION

### NEW MEMBER PROFILES:

PHOTO: ALEX MORGAN IMAGING

PROBLEU

GRAND  
CANYON  
UNIVERSITY

TAYLOR'S 2  
STEAKHOUSE

# 5

BBB® BUSINESS TIP

PROVEN STRATEGIES TO  
**SUPERCARGE &  
MEASURE CUSTOMER  
ACQUISITION**

# E-REP EVENTS

## LEADING THE BUSINESS COMMUNITY

It's no secret. E-REP hosts a lot of events. While some events are centered around expanding your professional network and the exchange of ideas, many of our events are purposefully designed to provide more. As an economic development, community development and chamber organization, the Evansville Regional Economic Partnership (E-REP) speaks to and serves many audiences. We are a trusted leader to the business community. We work alongside government, business and non-profit organizations on strategies to enhance living,

playing, learning and earning in the Evansville Region. Our economic development and small business development teams enable business growth and attract new businesses to the region. In addition to these audiences, we also lead as a collective voice for public policy. We strive as an organization to provide involvement and experiences for each of our audiences, and if you haven't taken a look at the events section on our newly designed website, [www.evansvilleregion.com](http://www.evansvilleregion.com), I highly encourage you to check it out.



**TARA BARNEY**  
CEO, E-REP

Here's a glimpse of a few of our upcoming events, why they matter and who should attend.

**LUNCH WITH THE GOVERNOR**  
FRIDAY, JUNE 17

Sold-out crowds fill tables at this Signature Event, which provides an opportunity for our businesses and regional partners to hear upcoming state projects and plans for the next year directly from Gov. Eric Holcomb.

**A.M. CONNECT**  
THURSDAY, JUNE 9 - FEATURING YMCA

A.M. Connect is your monthly (every 2nd Thursday) insight on news of the region; what are the big contributors to the economic vitality of our region? Who are the players and assets that we depend on for success? It's your opportunity to know more about the greatest economic producers and the big work of our public and private partners.

**YP SUMMIT**  
AUGUST 2022

Stay tuned for updates on this developing event designed to assist young professionals in the region with guidance from industry experts, technical programming and professional development sessions.

**ANNUAL MEETING & DINNER**  
WEDNESDAY, SEPTEMBER 21

Our largest event of the year, the Annual Meeting and Dinner, celebrates regional successes of the past year, looks ahead to the new year and signifies the change in the board leadership.

To see a full listing of the 50+ events promoted for the month of June, visit [evansvilleregion.com/events](http://evansvilleregion.com/events).

**TARA BARNEY**  
CEO, E-REP

*#looksgoodonyou*

f t i n @ @evvregion



The Signature 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!



# The Road to Success is Rarely Straight...

BY ASHLEY RIESTER  
Evansville Regional Economic Partnership

As our region prepares for Pride month celebrations, it is important for our community to look back on the hard-fought change that made these activities possible.

## 1816-1977

Homosexuality is illegal in the State of Indiana criminal code.

## 1977

State of Indiana decriminalized homosexuality effective July 1.

## 1977

Anita Bryant, pop singer, evangelical Christian and Florida orange juice spokesperson, appeared at the Vanderburgh Auditorium to "Rally for Decency."

## 1978

The Swinging Door, the first openly gay bar, opens on Evansville's West Side.

## Dozen picket in front of auditorium to protest Anita Bryant's appearance

By BOB HOLLIDAY  
About a dozen persons, both male and female, picketed in front of Vanderburgh Auditorium Thursday night in protest of Anita Bryant's appearance.  
Bryant, the former beauty queen who sings and does orange juice commercials, has campaigned in her home Dade County, Fla., for the repeal of an ordinance outlawing discrimination against homosexuals.  
As a result, homosexuals nationwide have been at odds with the entertainer.  
"We are human beings," said one of the protesters Thursday. "She (Anita Bryant) is trying to put us back into the closet

legally and keep us there," another young man said.  
"Yes, I still drink orange juice," the young man said. "This is more of an awareness thing. Equal rights is for everyone," he said.  
"We need acceptance, not approval," the same man said. He said he is 21, and a student at a local college.  
"The time is at hand for Evansville," the same man said. "We've been oppressed too long," he said. He said that there is no organized homosexual community in Evansville.

"We live in an anti-sexual country. People would rather see violence," another man said.  
On the whole, show patrons seemed to take the homosexual march in stride.  
"It adds a little color," one man said. "As long as they don't bother me, I don't mind," he said.  
However, one woman was more critical. "It's sickening, they have no place in this world," she said.  
"They ought to be more quiet about it," another woman said. She added that the picketing would "not spoil my evening."

ANNOUNCING... THE NEWEST IN  
**DISCO**

ANNOUNCING... WED. JULY 18  
MISS GAY EVANSVILLE CONTEST  
WINNER WILL GO TO INDIANAPOLIS CONTEST FOR MISS GAY INDIANA.  
YOU MUST BE 21 OR OLDER TO ENTER  
CONTACT: MIKE WILSON FOR INFORMATION  
PHONE 425-4983

THE SWINGING DOOR  
2130 W. Maryland St.

## 1981

Joycelyn Winnecke shared an important piece in the Sunday Courier and Press to help break down barriers and stigma.

## 1983

Yvon Mabrey and a handful of other concerned citizens formed Tri-State Alliance of Gays and Lesbians as a civil rights advocacy and educational group. It published the first gay-and-lesbian focused newsletter to keep the mainly hidden population informed.

## 1984

Ryan White (age 13), hemophiliac and Hoosier, was diagnosed with AIDS after a blood transfusion. He became the face of public education about the disease.

## 1986

AIDS Resource Group (ARG) was formed as a small group of concerned citizens providing HIV/AIDS awareness and support in the height of the HIV/AIDS epidemic. ARG helped gay men deal with the effects of early death, while preserving their dignity.

## 1987

Indiana Youth Group was formed to serve LGBTQ+ youth

## 1990

Someplace Else Night Club opens at 930 Main St. in Downtown Evansville, where it still operates today.

## 1991

Indiana Youth Group launches the first in the nation toll-free switchboard for LGBT youth. In their first year, they received over 45,000 calls from youths in distress.

## 2011

Mayor Lloyd Winnecke was quoted at a campaign appearance that the main thing separating him from national Republican rhetoric was his support of LGBTQ rights.

## 2012

City of Evansville adopts protections for sexual orientation.

## 2014

Indiana legally recognizes same-sex marriage.

## 2015

Marriage equality becomes the law of the land in a landmark Supreme Court decision in Obergefell v. Hodges.

## 2016

City of Evansville modifies protections to include gender identity.

## 2019

River City Pride is formed to educate, unite and serve the Evansville Region. The first Pride Festival and Parade are held in Haynie's Corner. The parade marched down Main Street.

Mayor Winnecke appoints the first LGBTQ Liaison for the City of Evansville.

## 2022

River City Pride's Festival & Parade will be held June 4 in Haynie's Corner.

Interested in supporting the LGBTQIA+ community, but don't know where to start? Check out these regional LGBTQIA+ non-profits!

River City Pride - serves Evansville Region

Warrick County Pride - serves Warrick County

AIDS Resource Group - serves 11 counties in Southwest Indiana

Matthew 25 - serves Henderson, Owensboro, Evansville & Bowling Green

For June PRIDE Events go to: <https://www.evansvilleregion.com/news/living-here/2022-pride-month-event-calendar/>

# playREADI

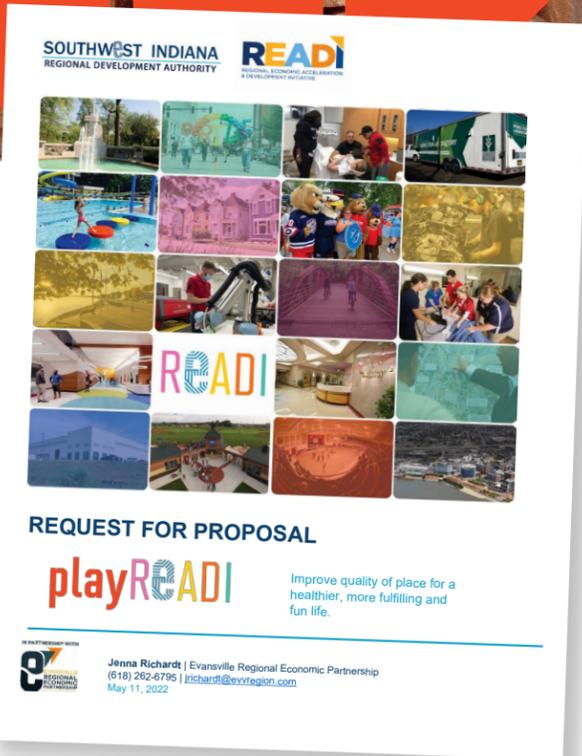


**NOW ACCEPTING PROPOSALS**

While talent used to look for a job first and a place to live second, this sequence is being reversed as quality of place and lifestyle amenities increasingly determine where people will live and work. Active, healthy lifestyles and full social calendars are trumping big paychecks for many of today's workers. The billions of dollars communities have invested in downtown development, bicycle and pedestrian trail networks, riverfront revitalization, recreation amenities, arts and cultural facilities, and sports stadiums are testament to the increasingly competitive battle to attract and retain talent. Utilizing an RFP process to award READI funding within the PlayREADI category as an incentive, the goal is to invest in quality of place as the Evansville Region strives to become a destination of choice for talent.

### PlayREADI RFP Timeline:

- **May 11, 2022** – PlayREADI RFP posted on [www.evansvilleregion.com/readi-program](http://www.evansvilleregion.com/readi-program)
- **May 25, 2022** – PlayREADI RFP information session to review RFP. Recorded information session posted on [www.evansvilleregion.com/readi-program](http://www.evansvilleregion.com/readi-program)
- **May 25, 2022** – LiveREADI RFP Applications open. Submission information posted on [www.evansvilleregion.com/readi-program](http://www.evansvilleregion.com/readi-program)
- **Ongoing - December 2022** - RFP will be awarded on a rolling basis.
- RFP is open to any project or program to apply. Previously submitted RDP projects are eligible to apply.



### For projects outside of PlayREADI:

- The LiveREADI RFP posted on May 11.
- Projects or programs in TalentREADI, BizREADI, WorkREADI, BridgeREADI or LiveREADI categories can update their project or program information here: [www.evansvilleregion.com/readi-program](http://www.evansvilleregion.com/readi-program)
- Review information session here: [www.evansvilleregion.com/readi-program](http://www.evansvilleregion.com/readi-program)

Sign up to receive READI updates at [www.evansvilleregion.com/readi-program](http://www.evansvilleregion.com/readi-program).

# PROBLEU



**NICHOLE HICKMAN**  
PRESIDENT & CEO, PROBLEU

Let's welcome ProBleu as a new member of the Evansville Regional Economic Partnership. ProBleu is located at 20 NW 3rd St. in Evansville and can be reached by calling 812-275-0750. Read on as Nichole (Vick) Hickman, President & CEO, tells us about ProBleu.

**Tell us about ProBleu and the services you offer.** ProBleu is an IT service provider specializing in Managed Services and Co-Managed solutions supporting small to enterprise businesses. From equipment and software procurement, installation, and ongoing support, we also provide education services for your employees. Training can include how to use Microsoft 365 to how to best avoid phishing scams. Empowering a client's employees is the most effective way to avoid becoming compromised.

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

Helping people has always been a passion of mine, and IT provides a special opportunity to help others. We work hard every day not only to help our businesses with their productivity and bottom line, but decrease the stress that can be involved with technology in the workplace. Being more invested in customer service than technology is a big part of what makes our efforts special, so it's important to me to provide a different experience for our customers and partners.

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

Become an expert in what you do best. The skill to troubleshoot and work with people is key. While we are an IT company, we are a customer service company first. Being kind and patient while you work through complex problems is what will set you apart from all others.

### In your opinion, what are the three ingredients for success?

- Be kind
- Practice servant leadership
- Be committed to continuing education

### What has been one of your toughest challenges?

Raising three teenage daughters, running a business and continuing as a nurse practitioner.

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

The Evansville Region has a positive track record for retaining and growing businesses as well as attracting new business to the area. Evansville has cultivated a community unlike any other. There are numerous industries that truly support each other and are committed to keeping Evansville an attractive destination for business.

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

Evansville is a community with great people, interesting history and a unique location that makes it a fantastic gateway to the Midwest. I was born and raised here and love what makes it different from other cities. We have a friendly small-town feel, big-city amenities and a history of innovation that sets us apart. Doing business here is a pleasure as much as an opportunity.

### Is there anything else you would like to share?

ProBleu was recently recognized on CRN's Managed Service Provider (MSP) 500 list for 2021 and 2022, including the Pioneer 250 category. The MSP 500 list honorees are leading North American solution providers that are advancing the IT channel environment. Nichole (Vick) Hickman has also been recognized on CRN's Women of the Channel Power 70 list for 2022.



# Healthgrades Ranks Deaconess Top in State

Deaconess ranks first in Indiana for Critical Care, Pulmonary Care and Stroke Care, according to a new analysis released by Healthgrades, the leading resource that connects consumers, physicians and health systems. Among the national list of top-ranked hospitals in each state, Deaconess was one of only four hospitals in the entire U.S. to be ranked first in their state in three separate specialty areas.

Additionally, Deaconess ranks in the top five in Indiana for Joint Replacement and has been named among America's 250 Best Hospitals for three years in a row. For the State Ranking analysis, Healthgrades evaluated clinical performance for nearly 4,500 hospitals nationwide, focusing on eight key specialties across a mix of chronic, urgent and planned clinical areas.

"Deaconess physicians, clinical staff and employees throughout the organization continue to demonstrate their unwavering commitment to quality patient care no matter the challenges they face," said Shawn McCoy, CEO, Deaconess Health System. "To be recognized as the best in the state in the two specialties who cared for the most seriously ill COVID-19 patients is a testament to their determination to save the lives of patients in our community, as well as those transferred to our care from throughout the Midwest."

"Our Primary Stroke Centers have also demonstrated consistent excellence, ranking as one of the top 100 Stroke Care programs in the nation for the past three years," said McCoy. "Due to their skill and expertise, stroke patients' lives have been saved, and outcomes and quality of life for many stroke survivors have been significantly improved."

Hospitals recognized as among the top ranked in their state by Healthgrades are providing patients with measurably superior clinical outcomes. From 2018-2020, patients treated at hospitals receiving state rankings in these specialties have had the following improved outcomes:

Stroke patients have a 38.4% lower risk of dying than if treated in hospitals that were not state ranked for Stroke Care. Patients receiving Pulmonary Care have a 51.1% lower risk of dying than if

treated in hospitals that were not state ranked for Pulmonary Care. Critical Care patients have a 27.5% lower risk of dying than if they were treated in hospitals that were not state ranked for Critical Care. Patients receiving joint replacement surgery have a 60.8% lower risk of experiencing a complication while in the hospital than if they were treated in hospitals that were not state ranked for Joint Replacement. According to Healthgrades, access to quality information can inform and empower consumers in their decision making process, and direct them to the best care. This is why Healthgrades states their commitment to delivering the most scientifically accurate and comprehensive information about doctors and hospitals with exclusive data insights.

"Being ranked #1 in Indiana for Critical Care, Pulmonary Care and Stroke Care is a testament to Deaconess' continued commitment to top quality care. Hospitals receiving a #1 ranking in their state have much to be proud of as their deep medical expertise has built a track record of delivering positive outcomes for their patients," said Brad Bowman, MD, Chief Medical Officer and Head of Data Science, Healthgrades. Bowman added, "For almost 25 years, our mission has been to provide consumers with clear and accessible information to make more informed healthcare decisions. Patients can feel confident knowing that they have access to #1 ranked care at Deaconess."

Earlier this year, Deaconess was also recognized by Healthgrades with clinical achievements in other key specialties, including being ranked nationally as among America's Best Hospitals in the following categories: America's 50 Best Vascular Surgery (past 3 years), America's 100 Best Critical Care (past 3 years), America's 100 Best Gastrointestinal Care (past 2 years), America's 100 Best Pulmonary Care (past 3 years) and America's 100 Best Stroke Care (past 3 years). Deaconess also received the Gastrointestinal Excellence Award, Joint Replacement Excellence Award and Neurosciences Excellence Award.

Consumers can visit [healthgrades.com](https://www.healthgrades.com) for more information on how Healthgrades measures hospital quality and access the complete methodology here: <https://www.healthgrades.com/quality/healthgrades-specialty-state-rankings-methodology>.

## Deaconess Health System named to Forbes 'America's Best Employers 2022' List

Deaconess has been named to the Forbes list of America's Best Employers 2022. This award is presented by Forbes and Statista Inc., the world-leading statistics portal and industry ranking provider.

The list includes 500 large employers and 500 midsize employers. On the large employer list, Deaconess placed 67th overall and 16th among healthcare organizations.

Described by Forbes as their highest recognition, the awards list can currently be viewed on the Forbes website at [forbes.com/best-employers](https://forbes.com/best-employers).



At Deaconess, we put people at the center of everything we do, striving to make a positive difference in the lives of our patients, families, employees and community."

SHAWN MCCOY, CEO,  
Deaconess Health System

"At Deaconess, we put people at the center of everything we do, striving to make a positive difference in the lives of our patients, families, employees and community," said Shawn McCoy, CEO, Deaconess Health System. "Being included in this prestigious list — in addition to ranking so highly — is a source of pride for current employees, and will be of interest to those who may be considering joining our exceptional team."

More information about current opportunities at Deaconess can be found at [deaconess.com/careers](https://deaconess.com/careers).

## Pronouns and Why They Matter

BY ASHLEY RIESTER  
Evansville Regional Economic Partnership

It is likely that you have seen personal pronouns included in email signatures, name tags, social media profiles and business cards. But do you know why they matter?

Gender implied pronouns are used in everyday conversation with little thought — such as "he" to refer to a man/boy or "she" to refer to a woman/girl. But these associations are not always accurate and can be hurtful when misused.

A person's appearance or name is often used to assume that person's gender. The act of assuming (even if correct) sends a potentially harmful message — that a person must look or present a certain way to demonstrate the gender that they are or are not.

Using a person's correct personal pronoun is a way to respect them and create an inclusive environment. It can be offensive or harassing to guess someone's pronouns or refer to pronouns that do not match their identity.

When in doubt, ASK! Sometimes people get nervous about asking for pronouns, so the easiest way to lean into asking someone about their pronouns is to share your own:

"Hello, my name is Charlie and I go by 'he/him/his' pronouns."

By opening the conversation with your pronouns, you are signaling to the other person that you are familiar with the concept of pronouns and will be respectful of their identity. This also increases the normalcy of sharing pronouns in public spaces and interactions.

### What are some of the pronouns that people use?

- She/Her
- He/Him
- They/Them
- Ze/Hir
- No Pronouns – Use My Name

### What if you make a mistake?

If you use the wrong pronouns for someone in a conversation and you immediately recognize it, correct yourself, apologize, and move on. It is important not to make the situation about yourself, your intention, or make excuses about the mistake. We all make mistakes, and even if you feel terrible about it, it is not about you.

### Implementing best practices for pronoun use:

- Share your pronouns as part of your introduction.
- Share your pronouns at the beginning of every meeting, even with folks who you have been regularly meeting or know. Pronouns can and do change for people. Including pronouns as a regular practice for introductions provides space for people to share and be aware of how to refer to people who are new to the environment.
- Add your pronouns to your business cards, email signatures and name tags.

Taking these small steps can have a huge impact on your team, co-workers, family, friends, and acquaintances. Through intentional effort, we can build a more inclusive and equitable community.

# 5 proven strategies to supercharge and measure customer acquisition

By Better Business Bureau

How do you grow your business? This is the fundamental question for any business owner. Every business has a different approach to customer acquisition, and many are still trying to figure out the best ways to find new customers. If you're looking for ways to supercharge and measure customer acquisition, then the team at the BBB has your back. However, before jumping into customer acquisition tips and tricks, it's essential to understand the purpose behind your acquisition efforts.

## Customer acquisition remains a top priority for businesses

Customer acquisition is about finding new customers and keeping the ones you already have. It's also about learning where your customers are coming from and what you can do to attract more of them.

While approximately 73% of marketers say that customer acquisition is their top priority, only 44% of businesses are actively focusing on customer acquisition. This is a considerable gap, and it's one that all business owners could benefit from closing.

When it comes to customer acquisition, businesses have a lot of options. There's an abundance of channels to choose from. However, the most important thing you can do to supercharge your efforts is measure them.

If you want to find out where your customers are coming from, then measuring your customer acquisition efforts is the way to go. This will allow you to identify the channels that are bringing in the most leads, and it will also give you an idea of which channels are generating the most revenue.

By understanding your customer acquisition channels, you'll be better able to focus your efforts strategically.

## 5 proven strategies to supercharge and measure customer acquisition

When it comes to customer acquisition, there are several different strategies that you can use. Some businesses prefer to focus on a single channel, while others use a combination of different methods. It all depends on the results that you're looking to achieve.

Below are five proven strategies to supercharge and measure customer acquisition:

### 1. Understand why your audience is seeking what you offer

When it comes to customer acquisition, there's no one-size-fits-all strategy. The most successful businesses have a unique understanding of their audience, and they're able to tailor their marketing strategies accordingly.

The first step in understanding your audience is understanding what they're looking for. Remember, you cannot sell to everyone. It's simply a waste of time and valuable resources. By taking the time to understand who your target audience is and what they are searching for, you'll be better equipped to address those needs and concerns.

With 66% of consumers now expecting companies to understand their needs and expectations, businesses have a responsibility to understand their audience.

### 2. Focus on building customer experiences into the customer journey

The customer journey is a complex web of different touchpoints that a customer has with your business. As a result, it's critical to build a seamless customer experience into each step of the journey.

The customer experience plays a more vital role in customer acquisition than you may think: 73% of consumers say that the customer experience is a deciding factor when making a purchasing decision.

By focusing on the customer experience, you can build a loyal customer base that comes back time and time again. This increases the lifetime value of your existing customers and attracts new customers by creating a sense of trust and reliability.

### 3. Diversify your acquisition methods

When it comes to customer acquisition, it's essential to have various strategies at your disposal. This will allow you to explore and identify what's working and what isn't. However, a failure to diversify your acquisition methods can result in a lack of scale, so you must understand your audience before making any significant investments.

*BBB Business Tip, con't. on page 12*

# Indiana Legislative Update: 2022 Session

BY SALLY RIDEOUT  
Evansville Regional Economic Partnership

Your Indiana Legislature wrapped up its regular lawmaking session in mid-March and reconvened in late May for a single day to finalize any technical corrections and deliberate overriding Gov. Eric Holcomb's veto decisions on two bills.

In even-numbered years like 2022, the work is done in a "short session," because they are not developing a budget – it is the second year of the biennial budget passed the year before. This year, the 150 Legislators introduced 849 bills and ultimately passed 177 of those on to the Governor for his consideration.

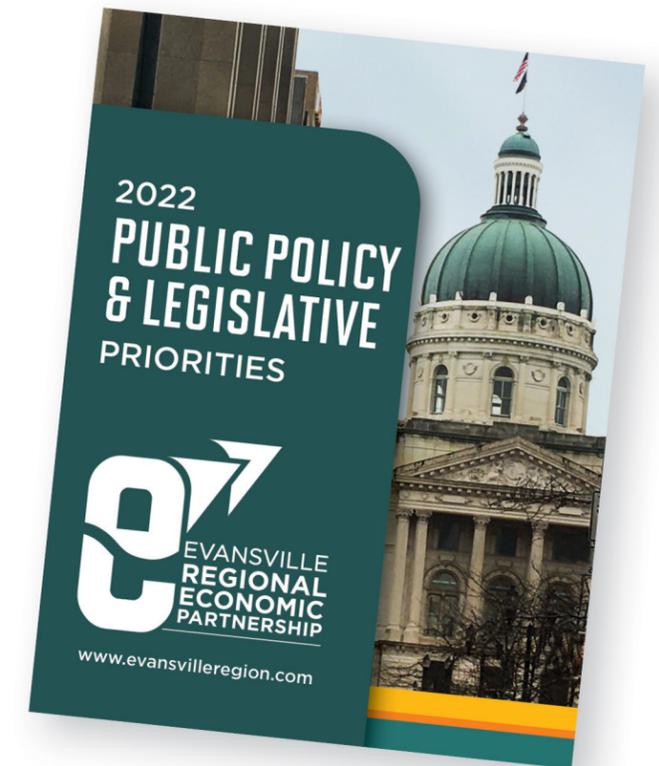
Unexpectedly, Legislators entered this second year of the budget with revenues running well ahead of expenses and a lack of agreement about how long that trend would continue and what to do with that excess, if anything – invest in programs, provide tax cuts or refunds, or hold the budget as written taking the surplus into the next budget?

E-REP continued our focus on supporting policies that help the region attract and develop talent. I-69 will be our top public policy priority until construction is complete from Indianapolis and across the Ohio River, but there is very little our state legislature can do on this project at this point, so we focus on other issues in the statehouse. We kept an eye on more than 100 bills that would impact your business and our region, covering taxes, economic development, quality of place, environmental, healthcare, insurance, and so much more. That work continues year-round.

On the last day of Session, legislators passed HB1002 – the "biggest tax cut" in state history assuming continued revenue growth. The bill cuts income taxes from the current 3.23% to 3.15% in 2023; then to 3.1% in 2025 if revenue grows by 2% in 2024; then to 3% in 2027 if revenue grows by 2% in 2026 AND the pre-1996 teacher pension debt is fully paid off; and finally to 2.9% in 2029 if revenue grows by 2% in 2028. Missing any of the two-year benchmarks will put the rate drop on hold until the next two-year check-in. In addition, HB1002 eliminates the Utility Receipts Tax (URT) effective July 1 – this 1.4% tax is paid by every energy consumer as part of their utility payment. The bill also ensures that revenue reserves will be directed to paying down the pre-1996 pension liability.

E-REP took a neutral stance on the final version of HB1002. Our priority of growing working-age population and reviews of policy that help meet this target, led us to believe the bill did not deserve our full support or our opposition. Evidence that suggests the best way to grow our target population group is through quality of place improvements, strong education systems, and other programs that require investment. Income tax cuts have not demonstrated success as a driver of population growth.

There were several bills drafted to address the COVID pandemic, vaccines, and statewide emergency orders. In the end, HB1001 clarified employer options for requiring vaccines and exemption



possibilities. Another bill, HB1211, combined several subjects including blockchain technology and data privacy with some limits on emergency orders from the Governor and agencies. An end-of-session addition to HB1211 impacted broadband projects in READI grants leading the Governor to cite this language as his main reason for making this bill one of only two that he vetoed.

The IN Economic Development Council (IEDC) proposed SB361 as a comprehensive update to incentives and opportunities to attract new employers and people to the state. E-REP joined other organizations to refine the proposal and to ensure the final bill would foster good partnerships between local and state leaders. The legislation improves state incentives, establishes the Innovation Development District tool, creates the workforce recruitment and retention fund, and makes a variety of other changes that we'll be able to utilize to benefit our entire region.

Thank you to all of our SW IN Legislators for their hard work during the Session to understand the intricacies of so many issues and be a voice for our region. Special thanks to State Representatives Ryan Hatfield, Wendy McNamara and Tim O'Brien, who joined E-REP members at our April A.M. Connect event to discuss the session, the issues they focused on, and what they expect over the coming months.

We look forward to continuing to work on issues throughout the year and welcome your input to ensure we know the issues impacting your business and community.

To view the 2022 Public Policy & Legislative Priorities go to: <https://www.evansvilleregion.com/advocacy/>.

#### 4. Be flexible in your approach

The most successful businesses can be flexible regarding their acquisition strategies. They're able to identify the channels generating the highest return, and they're also able to adapt their strategy as necessary. This allows them to identify the channels that are generating the highest return and allocate their resources accordingly.

#### 5. Monitor the right key performance indicators (KPIs)

When it comes to customer acquisition, there are several different key performance indicators that you'll want to be monitoring. Some of the most important KPIs to pay attention to include:

- Customer acquisition rate
- Customer acquisition cost
- Customer effort score
- Customer satisfaction rate
- Engagement rates
- Customer lifetime value

Each of these KPIs plays a vital role in the success of your customer acquisition strategy and gives you valuable insight into the effectiveness of your efforts.

#### Improve your customer acquisition with more tips from the BBB

The best businesses can improve their customer acquisition efforts by paying close attention to the details. By carefully analyzing their customer acquisition strategies, they can identify the channels generating the highest return, which allows them to allocate their resources accordingly. This not only improves their customer acquisition efforts, but also increases profits.

**For more information on improving your customer acquisition, check out the BBB business news feed and the BizHQ.**

**For more information or to review this article and hyperlinked references in full, visit: <https://www.bbb.org/article/business/27013-bbb-business-tip-5-proven-strategies-to-supercharge-and-measure-customer-acquisition>**

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

Tri-State Better Business Bureau presents:

## Managing Customer Complaints and Reviews

**FREE PRESENTATION**

June 15, 2022 at 10:00 A.M. CDT/11:00 A.M. EDT via Zoom

#### This webinar will cover:

- Customer service tips in dealing with complaints
- The offerings BBB provides regarding complaints/ dispute resolution services
- What happens when the BBB receives a complaint- and how we communicate with businesses/consumers
- Tips for handling and responding to unhappy customers, with a goal of preserving relationships And more!



**Presenter:**  
**Susan Bolin**  
Vice President of Business Relations  
Better Business Bureau Serving Evansville and the Tri-State

Space is limited. Register at [bit.ly/3wkYXjr](http://bit.ly/3wkYXjr)



## GRAND CANYON UNIVERSITY™

Let's welcome Grand Canyon University as a new member of the Evansville Regional Economic Partnership. Grand Canyon University is located at 3300 W. Camelback Rd., Phoenix, AZ and can be reached by calling 812-202-2776 or email [tiffany.eades@gcu.edu](mailto:tiffany.eades@gcu.edu). Read on as Tiffay Eades, University Development Counselor for Southwest Indiana, tells us about Grand Canyon University.

**Tell us about Grand Canyon University and the services you offer.**

Grand Canyon University is a private Christian university located in Phoenix, AZ with over 20,000 students. We are dedicated to helping our students change their lives for the better through education. We offer a wide range of programs at both the undergraduate and graduate levels that you can earn on campus and online. Our dedicated faculty and staff will be with you every step of the way to ensure you reach your goals. Though we are a Christian university, GCU welcomes students from all backgrounds and denominations. Our mission is to ensure that our students reach their fullest potential and earn a degree. Because of that mission, our dedication and our rich history, we firmly believe that GCU is the only Christian University of its kind.

I am the Southwest Indiana representative for GCU representing our 200+ online degree programs where we currently have over 80,000 students. My target audience is working adults who need to finish their education. I work a lot with nurses who are RNs and need to get their BSN if they work in a Magnet hospital. (Ascension St. Vincent, Deaconess and Memorial Hospital & Health Care System in Jasper are all Magnet hospitals. Magnet hospitals are needing at least 80% of their nurses to have their BSN). I also work a lot with educators (either paraprofessionals/teacher's aides who do the work of teachers but haven't completed their degree; teachers on an emergency teaching license; and those who want to become principals or move up in administration.)

I am the first point of contact for students I meet, and I'm their enrollment counselor until they graduate. Like I tell my students, I am just a call or text away. Although I primarily work with teachers and nurses, I can help anyone who wants to further their education. I can be their cheerleader to help them through the process and then throw them a graduation party once they complete their degree.

Besides working with students, I also work in a B2B (Business to Business) capacity by building relationships with area business partners including school districts, hospitals and companies who provide tuition assistance. My goal with business partners is finding solutions to assist in recruiting, retaining and educating their workforce. We can find out an employer's needs and customize educational plans to assist them with obtaining their strategic initiatives and organizational objectives.

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

I have always thrived on helping others in any position I've had over the years. When I saw this opportunity become available (I'm

## New Member Profile

the first person in this area to be hired for this role), I jumped at the chance because I love making people better. I want to do whatever I can to ensure my students are successful. I've been involved with the Chamber (E-REP) when I was in a previous role, so I knew I instantly wanted to get involved again with this amazing group. My job is even more fun when I'm able to help people I have a great networking relationship with (even if fellow members aren't going back to school, they may know someone who is and can send them to me and know I will take good care of them.)

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

Take advantage of opportunities while you can and never stop learning. Find your passion and be willing to get out of your comfort zone. Be willing to take initiative and work hard, and one day you will be glad you did.

**In your opinion, what are three ingredients for success?**

Passion, drive, action.

**What has been one of your toughest challenges?**

Many people have not heard of GCU. Those that have heard of us, think we are one of those fly-by-night colleges. My job is to show Southwestern Indiana otherwise, and joining the Chamber through E-REP is going to help tremendously. I'm super excited about the opportunity of bringing GCU to our community.

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

Evansville is a good-sized city with an ton of opportunities. Beyond that, we are a "hub" for the entire Tri-State. People from all over Southwest Indiana, Western Kentucky and Southern Illinois come to Evansville for employment, education, entertainment, shopping and eating.

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

I'm originally from Hopkinsville, KY and I moved to Evansville almost 20 years ago because there was a lot more opportunity in this area. I love how it has everything you need without the hassle of big-city traffic. It's also a great place to raise a family. I've been able to provide my 15-year-old daughter with a variety of opportunities that were not available when I grew up in a smaller town. She's been able to get a great education and is already equipped for an incredible future.

**Is there anything else you would like to share?**

When I applied for my position, I had never heard of Grand Canyon University. I was hoping it was "real" as I had already put in notice at my previous employer. I went out to Phoenix for training, and I've been bleeding purple ever since because the school is simply amazing!

GCU's mascot is an antelope, which is a Lope for short. Being a "Lope" means showing dedication in all aspects of life. (Side note, GCU is a Division 1 school in the WAC Conference so you may have seen them play basketball during March Madness!) Go Lopes!

We have a program called Destination GCU where interested students can visit our campus in Phoenix to get a taste of campus life. They meet with professors in the fields they are interested in and get any questions answered that they may have. Meet GCU is a program for our business partners to see our campus and meet with professors and department heads to gain additional knowledge about GCU. Both Destination GCU and Meet GCU trips are provided by GCU. It's one thing to talk about our campus...it's another to experience it in real life.



FIFTH THIRD BANK

# Fifth Third Bank Named to Forbes Best Employers for Diversity 2022



Through continuous listening and learning, and by providing tools and resources, we are fostering a culture where employees are valued, supported and comfortable in bringing their authentic selves to the workplace."

**STEPHANIE A. SMITH**  
Chief Inclusion and Diversity Officer  
Fifth Third Bank

Fifth Third Bank, National Association, has been named to the Forbes list of Best Employers for Diversity 2022. This is the Bank's third year being recognized with the honor presented by Forbes and Statista Inc., the world-leading statistics portal and industry ranking provider.

"Inclusion and diversity are essential to serving our customers, delivering strong financial performance, and building an engaging workplace, a diverse supplier base and vibrant communities," said Greg Carmichael, Fifth Third's chairman and CEO. "Being named to the Forbes Best Employers for Diversity list reflects our organizational priority of cultivating an inclusive workforce that can effectively serve a diverse customer base across all our communities."

"Through continuous listening and learning, and by providing tools and resources, we are fostering a culture where employees are valued, supported and comfortable in bringing their authentic selves to the workplace," said Stephanie A. Smith, the Bank's chief inclusion and diversity officer. "We're honored to receive this recognition for the third time, which speaks to our efforts and encourages us to continue making improvements that benefit our employees."

The Best Employers for Diversity were selected based on Statista's innovative methodology, unbiased results and providing reliable insights. Over 60,000 U.S. employees were surveyed in companies with a minimum of 1,000 employees to identify The Best Employers for Diversity. The evaluation was based on four different criteria:

**Direct recommendations:** Employees were asked to give their opinions on a series of statements regarding Age, Gender, Ethnicity, Disability, LGBTQA+ & General Diversity in their current workplace. The recommendations of women, elders, and ethnic

minorities were weighted higher than the non-minority groups. **Indirect Recommendations:** Participants were also given the chance to evaluate other employers in their respective industries that stand out either positively or negatively with regard to diversity. Only the recommendations of minority groups were considered.

Diversity Among Top Executives/Board and Diversity Engagement Indicators were also part of the evaluation.

To learn more about Fifth Third Bank's inclusion and diversity efforts, please visit: [www.53.com/diversity](http://www.53.com/diversity).



## "OVER THE COALS" OAKLAND CITY, IN

Let's welcome Taylor's 2 Steakhouse as a new member of the Evansville Regional Economic Partnership. Taylor's 2 Steakhouse is located at 518 E. Morton St., Oakland City, IN and can be reached by calling 812-749-6345 or email [lpgreen16@gmail.com](mailto:lpgreen16@gmail.com). Read on as owner Paul Green tells us about Taylor's 2 Steakhouse.

**Tell us about Taylor's 2 Steakhouse and the services you offer.**

Taylor's 2 Steakhouse is a well-known establishment in Oakland City, IN. The previous owners, Betty and Neal operated the restaurant for 18 years as Taylor's II, Inc. Years before that it was purchased by Taylor Hunt, which is where it got its name. He had another establishment called Taylor's and named this one Taylor's II. Taylor's 2 Steakhouse offers a full menu of appetizers, sandwiches and specials from 4 p.m. to 9 p.m. Tuesday-Saturday and noon to 6 p.m. on Sunday we offer the best ribeye steaks anywhere around. Other dinners include pork chops, ham steaks and jumbo shrimp. Steaks, pork chops and ham steaks are prepared outside on a charcoal grill for a better flavor. The charcoal grill, however, is not operating on Mondays. We also have a full bar if you would like a cocktail with your dinner.

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

After retirement I took on a project building a barn to house the Ritzzy's Fantasy of Lights displays for Easterseals Rehabilitation Center. After completing that project I was looking for not only something to keep me busy but something to invest in. Then I heard Taylor's was for sale and decided to purchase it. Serving as an investment and something to provide me with a purpose, it has worked out very well. Although I knew nothing about the restaurant business, it has been extremely rewarding and enjoyable to learn each facet of the industry.

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

I purchased this business knowing it had a good reputation even though I was not familiar with the operations. Having

## New Member Profile



said that, it is difficult for me to give advice to anyone wishing to enter this type of business. At this point the only thing I can say is make sure you strive to produce a quality product at an affordable price.

**In your opinion, what are three ingredients for success?**

I'm sure there are numerous ingredients for success in any industry. As I am in the middle of my learning curve I have a ways to go but from a novice view they are 1. Providing a quality product, 2. Creating a relationship with your clientele and 3. Support the organizations and businesses in your community.

**What has been one of your toughest challenges?**

There are two challenges that face my particular business. The first is the storage and kitchen capacity being adequate for expansion, and the second is finding employees qualified and willing to work.

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

Although my business is located near the east border of Gibson County on Highway 64, I get a lot of business from Evansville and the surrounding region. People seem to be willing to drive from Evansville, Owensboro, Mount Carmel, Washington, Jasper, Vincennes and many other cities and towns to experience Taylor's 2 Steakhouse. I also have a loyal customer base from the town of Oakland City and Pike County.

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

Taylor's 2 Steakhouse is located in Oakland City, IN where I was born and raised and went to school. This was in no small part a factor in my decision to purchase it. I actually live in Evansville but commute back-and-forth. Both communities are only separated by a 20- to 25-minute drive and they are both communities full of friendly and caring people.

**Is there anything else you would like to share?**

Very few restaurants that I am aware of prepare their steaks, pork chops and ham steaks over a real charcoal grill. We also order heavy loins and cut our own steaks so they range between 18 to 20 ounces. Our pork chops are cut at 1 1/4 inch and our ham steaks are cut at 5/8 inch and hang over the edge of the plate. Our hamburgers are prepared by hand and each one is weighed exactly at a quarter or a half pound. It's worth the short drive to Oakland City to experience Taylor's 2 Steakhouse.

# NEW MEMBERS

## APRIL 2022

### COMFORT INN & SUITES EVANSVILLE

3901 US 41 North Evansville, IN 47711  
**Ellada Hadjisavva** (812) 423-5818  
 comfortinnguestservices@outlook.com  
 www.choicehotels.com

### PCI SALAS O'BRIEN

20 NW 1st St., Ste. 400, Evansville, IN 47708  
**Mary Thompson** (812) 425-4264  
 mary.thompson@salasobrien.com  
 www.salasobrien.com/pci

### REMODEL HEALTH

3075 Clover Dr., Plainfield, IN 46168  
**John David Moore** (765) 212-4832  
 david@insneeds.com  
 www.insneeds.com

### SILGAN CLOSURES, LLC

2201 W. Maryland St. Evansville, IN 47712  
**Sara Lipking** (812) 467-9628  
 sara.lipking@silganclosures.com  
 www.silganwhitecap.com

### STERLING UNITED FEDERAL CREDIT UNION

1330 W. Franklin St., Evansville, IN 47710  
**Dan Bullock** (812) 425-0111  
 dbullock@sufcu.org  
 www.sterlingunitedfcu.org

### VELOCITY FITNESS

600 N. Weinbach Ave., Evansville, IN 47711  
**Damien Burge** (812) 746-8615  
 damienburge@gmail.com  
 www.velocityfit.org

### VPS ARCHITECTURE INC.

528 Main St. Ste. 400, Evansville, IN 47708  
**Erin Moore** (812) 423-7729  
 emoore@vpsarch.com  
 www.vpdsweb.com



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## MEMBER RENEWALS

### APRIL 2022

- 2 Morrows Heating and Cooling, LLC
- Acceptance Capital Mortgage Company/ Acceptance Home Mortgage, LLC
- ADP, Inc.
- Advantix Development Corporation
- American RV Center
- Award World Trophies
- Azteca Milling, LP
- Azzip Pizza
- Bally's Evansville
- Bartas Affordable Painting
- Bayer's Plumbing, Inc.
- Car-X Auto Tire & Auto
- CenterPoint Energy
- Charles Ford Home
- Commercial Coatings
- Commonwealth Engineers, Inc.
- Danco
- Diamond Equipment, Inc.
- Diversified Home Inspections
- Diversified Instrument Services, Inc.
- Don's Claytons DCI Fine Dry Cleaning
- D-Patrick, Inc.
- Eastland Mall
- Evansville Auto & Truck Accessories
- Evansville Otters
- Evansville Vanderburgh School Corporation
- Everyday Business Resilience Group, LLC
- Farmer Scott Ozete Robinson & Schmitt
- Fluor
- Freedom Insurance Advisors, LLC
- Freeman, Will & Niemeier, Inc.
- HCW Development
- Heritage Petroleum, LLC
- Heritage Woods of Newburgh
- Hoesli Diesel Service
- HR Solutions, Inc.
- Hyatt Place Evansville
- Indiana State Games
- IU School of Medicine Evansville
- Jack R. Kinkel & Son Architects
- Jade Investments & Retirement Solutions
- Jasper Engines and Transmissions
- Lamar Architecture & Design
- Liquor Locker
- LyondellBasell
- Martin & Bayley Inc (dba Huck's)
- Mater Dei High School
- Mattingly Charities
- MCF Construction, Inc.
- Meuth Carpet
- Midwest Communications/ WIKY
- Midwest Systems & Services, Inc.
- Mitchell Transmission
- Parenting Time Center
- Patriot Engineering
- Piranha Mobile Shredding
- Precision Payroll, Inc.
- Prime Foods
- ProBleu, Inc.
- Purdue Extension Vanderburgh County
- Regional Title Services, LLC
- Reinbrecht Homes
- Rotary Club of Evansville Morning Club
- SIGMA Group
- Speedy Oiler, Inc.
- Stanley Steemer
- Tri-State Orthopaedic Surgeons
- United Caring Shelters
- Vanderburgh Humane Society, Inc.
- VenuWorks
- Vision IV, Inc.
- Volunteer Lawyer Program of Southwestern Indiana
- Vowells & Schaaf, LLP
- WEHT Local & Local 7 WTVW
- Wings Etc.
- YMCA of Southwestern Indiana, Inc.

# MILESTONES



### JOE BREWSKI COFFEE

Joe Brewski Coffee celebrated a grand opening with a ribbon-cutting at 10 NW 6th St. in Downtown Evansville. Joe Brewski Coffee is continuously working on their new shop and constantly experimenting with cold brews, dunking anything in they can think of from fruity pebbles to donuts, to blending Joe Palmers. Joe Brewski Coffee now has a 10-kilo coffee roaster in house. With the addition of the coffee roaster, they will be able to offer office coffee and subscription coffee beans. Contact them at (812) 431-6145 or online at [www.Joebrewski.com](http://www.Joebrewski.com).



### NATION'S MEDICINES

Nation's Medicines celebrated a 4-year anniversary at 4849 Pollack Ave. in Evansville. Nation's Medicines is a local independent pharmacy. Contact them at (812) 449-6777 or email: [dminor9140@gmail.com](mailto:dminor9140@gmail.com).



### REXING COMPANIES

Rexing Companies celebrated an expansion with a ribbon-cutting at 4501 Hitch and Peters Rd. in Evansville. Rexing Companies is a one-stop-shop for logistics, supply chain management and warehousing. Our family of companies work together to offer a more personalized service than our competitors and take pride in building strong business relationships. We'll get you where you need to go. Contact them at (812) 758-4661 or online at [www.rexingcompanies.com](http://www.rexingcompanies.com).



**FIBERTECH PLASTICS**

Fibertech Plastics celebrated a major investment at 11744 Blue Bell Rd. in Elberfeld. Fibertech Plastics added a large machine to increase capacity of their rotational molding division. Industries served by the complete line of plastic material handling products from Fibertech Plastics run the gamut from health care to recycling. Fibertech's bulk containers, plastic pallets, recycling carts, commercial laundry carts and plastic storage lockers are manufactured for strength, durability and long-lasting performance. Contact them at (812) 403-3888 or email: [www.fibertechplastics.com](http://www.fibertechplastics.com).



**SHEPHERD INSURANCE AND FINANCIAL SERVICES**

Shepherd Insurance and Financial Services celebrated a new location with a ribbon-cutting at 7140 Office Circle in Evansville. For over 40 years, Shepherd Insurance has been providing risk management solutions for the unique situations in life. Shepherd Insurance strives to protect our clients from the unexpected and offers a wide variety of insurance and services tailored to meet your current and future needs. Contact them at (812) 473-5100 or online at [www.shepherdins.com](http://www.shepherdins.com).



**HERITAGE FEDERAL CREDIT UNION**

Heritage Federal Credit Union celebrated a grand opening with a ribbon-cutting at 502 Main St. in New Harmony, IN. Heritage Federal Credit Union made the list of the Best Places to Work in Indiana in 2022, among medium companies of between 75 and 249 U.S. employees. Heritage was the only financial institution in Southwest Indiana to receive this honor. Contact them at (812) 719-5874 or online at [www.heritagefederal.org](http://www.heritagefederal.org).



**KOORSEN FIRE & SECURITY**

Koorsen Fire & Security celebrated a 26-year anniversary with a ribbon-cutting at 4501 Hitch and Peters Rd. in Evansville. Koorsen's team of pros will provide total fire protection for every inch and every unique space of your business. Stay up to code and compliant with installation, maintenance and service on fire protection including fire extinguishers, emergency lights, sprinkler systems and more. This team has highly trained and certified associates that can service, inspect, sell and install. Contact them at (812) 204-4008 or online at [www.koorsen.com/locations/evansville-in/](http://www.koorsen.com/locations/evansville-in/).



**MANN MCDONALD'S**

Mann McDonald's celebrated a grand opening/expansion at 7800 IN 66 in Newburgh. Contact them at (812) 893-0423 or facebook [www.facebook.com/McDonalds7800WHwy66](http://www.facebook.com/McDonalds7800WHwy66).

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PRESENTED BY:



From Left to Right: Dean Brinker, Ben Stahl, Kyle Brinker.

## BEN STAHL

Brinker's Jewelers announced that Ben Stahl was hired as Chief Operating Officer of Brinker Manufacturing Jewelers, Inc. An experienced business leader, Stahl has more than 24 years of jewelry industry experience and holds an MBA from The College of William & Mary in Virginia. He is a Graduate Gemologist from the Gemological Institute of America (GIA) and holds a Certified Professional designation from the Society for Human Resource Management (SHRM). Stahl comes to Brinker's Jewelers from The Edge Retail Academy where he consulted independent retailers across North America in key aspects of business strategy, performance indicators, industry growth and human resources. Prior to working as a consultant, Stahl was a General Manager for Schiffman's Jewelers (North Carolina) for more than 10 years in Virginia, and Dunkin's Diamonds in Dublin, OH for 10 years prior to that.



## ANNA ARDELEAN

Anna M. Ardelean, who graduated *summa cum laude* with a bachelor's degree in political science and minors in Africana studies, pre-law and Spanish studies from the University of Southern Indiana College of Liberal Arts, was the recipient of the President's Medal, the highest honor bestowed to a graduate in the Class of 2022. Ardelean, a David L. Rice Scholarship recipient, University Honors Scholar, a recipient of the Sherianne Standley University Service Award and the first to receive the Anne Statham Community Engagement Award, is committed to equity, accessibility and justice at USI and beyond. As Student Government Association (SGA) President, Ardelean was responsible for representing student voices to University administration. During her time as SGA President, she implemented a series of public forums to encourage students to learn from key individuals in the USI and Evansville communities. Through her four years on campus, she also advocated bringing a polling location to campus to increase youth voter participation, collecting over 500 survey responses from students who showed overwhelming support for the initiative, in addition to registering roughly 250 USI students to vote. Ardelean, a first-generation college student, also was a member of the USI Presidential COVID-19 Task Force, the Diversity, Equity and Inclusion Committee, the Administrative Appeals Committee, and the recent Division I Exploratory Committee, among others. She served as USI College Democrats President where she encouraged students to engage in political activism. Ardelean has spoken at numerous anti-racism protests, the USI Martin Luther King Jr. annual celebration and the USI Nelson Mandela Day student activism panel. Beyond USI, Ardelean has worked on various political campaigns at the local, state and national levels. She interned with the Evansville Vanderburgh County Human Relations Commission in spring 2021, addressing discrimination in housing, employment and public accommodations. Following her graduation, Ardelean intends to continue her education to earn a master's degree in public policy with an emphasis on racial and economic policy from Brandeis University in Boston, MA. She plans to run for office or work in the nonprofit sector, pushing for positive change from outside the political system. Other finalists for the President's Medal from the Class of 2022 included Elissa Tam and Erika Uebelhor. The Student Affairs Committee of Faculty Senate annually selects the recipient of the President's Medal.



## REID THOMASMA

Reid Thomasma accepted a developmental assignment as the Pack PET Coach with AstraZeneca. He joined AstraZeneca in February 2019 as an OpEx Specialist. He has supported the company through its lean journey and digital transformation. Reid also possesses his Six Sigma Green Belt. Thomasma holds a Bachelor of Science degree in Industrial Engineering from University of Tennessee with an emphasis in Business, Math and Maintenance and Reliability.



From left to right: David Bower, Vice President for Development, Trudy Stock '86, Foundation Board Chair, Karen Walker, Award Recipient, Ronald Rochon, USI President. Image copyright: Andrea Gentry '05. Director of Development

## KAREN WALKER

The University of Southern Indiana Foundation Board of Directors honored Karen Walker as the 2022 recipient of the Suzanne A. Nicholson Leadership Award. Walker was selected as the award recipient for her exemplary service and dedication to the University. She has, and continues to, strengthen USI's connection with New Harmony by raising the visibility of the partnership on the Historic New Harmony Advisory Board. Walker led the USI Foundation's 50th Anniversary Committee in 2017-18 and has served as a trailblazer for women pursuing careers and as a role model for students. The Suzanne A. Nicholson Leadership Award was established in 2006 and first awarded in 2007. Susie Nicholson announced in July 2005 that she planned to retire from USI in August 2006. Foundation Board Director Bob Roeder '71, a member of the University's first graduating class, suggested honoring Nicholson for her 20 years of work in the Development Office. At its May 18, 2006, Annual Board Meeting, the USI Foundation Board of Directors adopted an appreciation resolution for Suzanne A. Nicholson. To be considered for the award, individuals must exercise a strong leadership role in fulfilling the mission of the USI Foundation, and they must embody Nicholson's dedication and spirit in meeting the needs of USI.



## JOSHUA BENDER

Joshua Bender joined Pinnacle Computer Services, Inc., as a Technical Support Specialist. Currently pursuing his Bachelor's Degree in Cybersecurity & Information Assurance at Western Governors University, Bender has earned four industry certifications relating to networking, network security and IT service management. His responsibilities at Pinnacle include resolving customer tickets and monitoring network connectivity, as well as maintaining network security through a combination of new technologies and industry best practices.



## CALEB WAYMAN

Caleb Wayman, site director of the Vincennes University Advanced Internship in Manufacturing (AIM) Program, was recognized as an emerging leader in advanced manufacturing and logistics. He is among 30 honorees under 30 years of age named to the Conexus Indiana Rising 30 Class of 2022. The Rising 30 recognizes 30 honorees under the age of 30 who are shaping the future of advanced manufacturing and logistics and who are driving the industries forward successfully with exceptional leadership and innovative thinking. VU's AIM program is a partnership with Subaru of Indiana Automotive, Caterpillar Inc., Voestalpine Rotec, Heartland Automotive LLC, Nanshan, ARaymond, BraunAbility, Evonik, Nucor, Wabash National, Banjo Corporation, Closure Systems International, LSC Communications, Danville Metal Stamping, and Purdue Polytechnic Institute. Students in the AIM program earn wages while pursuing an associate degree in Advanced Manufacturing Automation Technology with an Industrial Maintenance concentration that combines cutting-edge curriculum and work experience. Wayman is a graduate of the AIM program. He enrolled at VU after graduating from West Lafayette Jr./Sr. High School and following a military career as a Marine. He interned with Caterpillar and Subaru of Indiana Automotive. He graduated from VU with honors in 2019. He transferred to Purdue Polytechnic Lafayette and earned a bachelor's degree in Multidisciplinary Technology in addition to an organizational leadership certificate. Before he joined the VU faculty in January 2022, he was employed by Caterpillar and Subaru of Indiana Automotive.

## REXING COMPANIES

Rexing Companies made three new hires and two promotions:



**JEREMY BROOKS**



**DAX CLARY**



**CARTER BRUNETT**



**ZACH GRESENS**

**Jeremy Brooks** was hired as an Over The Road Driver.

**Dax Clary** was hired as an Over The Road Driver.

**Carter Brunett** was hired as a JR's Expedited Freight Driver In Training.

**Zack Gresens** was promoted from intern to Logistics Coordinator I.

**Isaac Adler** was promoted from Logistics Coordinator I to Logistics Coordinator II.

*Newsmakers, con't. next page*

**E-REP AMBASSADORS OF THE MONTH  
APRIL 2022**



**MARY THOMPSON**  
PCI SALAS O' BRIEN



**KASEY FUQUAY**  
KASEY GRAY-FUQUAY  
STATE FARM



**LOGAN MOORE**  
SWAT PEST  
MANAGEMENT

*Thank you,*

FOR YOUR ENGAGEMENT  
IN THE BUSINESS COMMUNITY!

*#looksgoodonyou*





Pictured, from left to right: Todsapon Thananathanachon, PhD, Wargel Endowed Chair in Chemistry; Christopher M. Pietruszkiewicz, President; and Andrew Lampkins, PharmD, PhD, Wargel Endowed Chair in Physician Assistant Science.

The University of Evansville held an investiture ceremony for two faculty members: **Todsapon Thananathanachon, PhD**; and **Andrew Lampkins, PharmD, PhD**. Both individuals were invested as the Wargel Endowed Chair of their respective programs, which was made possible due to a generous gift from Bob and Judy Wargel. Thananathanachon, known by his colleagues and students as “Dr. Tod,” will now serve as the Wargel Endowed Chair in Chemistry for the Wargel Department of Chemistry in the William L. Ridgway College of Arts and Sciences. As an associate professor, he teaches a variety of courses and maintains an active research group in the area of organometallic chemistry, green chemistry and catalysis. Dr. Tod also serves as a faculty research advisor for the Chemistry Club, and he established an annual Chemistry Club Lecture Series that invites distinguished researchers in all areas of chemistry to present on campus. Lampkins was invested as the Wargel Endowed Chair in Physician Assistant Science for the Master of Physician Assistant Science program in the College of Education and Health Sciences. After earning his PhD in organic and medical chemistry, he completed a Walther Cancer Institute Postdoctoral Fellowship at the University of Notre Dame. Before he became an associate professor for the physician assistant program, he was an assistant professor and inaugural G. Richard and Rita '59 Eykamp Endowed Chair in Chemistry. Bob and Judy Wargel are two alumni and friends of the University whose generosity has supported remarkable student experiences, cutting edge faculty research, and continuously enhanced academics. They met one another at UE, and both earned degrees in chemistry. After successful careers, the Wargels followed their love of volunteering and passion for improving health and wellness in third-world countries. They also gave countless hours to the Department of Chemistry by sponsoring summer internships for students and establishing a planned gift to the department.

**1st & 4th Fridays 8am - 9:30am**  
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Image: gopurpleaces.com

**DAVID RAGLAND**

David Ragland was named the 16th head men’s basketball coach in University of Evansville history. The announcement of the 8th Division I head coach in Purple Aces history was made by director of athletics Dr. Kenneth “Ziggy” Siegfried. In a coaching career that has spanned nearly two decades, Ragland’s experience has contributed to an impressive group of programs that includes Butler, Utah State, Valparaiso, Vincennes, Northern Kentucky, Bowling Green, Indiana State and Frank Phillips College. He joins the Evansville program following a 1-year stint as an assistant coach at Butler University. Prior to his time with the Bulldogs, Ragland enjoyed a successful tenure at Utah State where his squads achieved at least 20 wins in each of his three seasons while finishing with an overall mark of 74-24. The Aggies made two NCAA Tournament appearances during his tenure, while the 2019-20 squad posted a 26-8 mark before the postseason was canceled due to COVID-19. Ragland has worked at two current Missouri Valley Conference institutions, including a 2-year term at Valparaiso. During his first season with the program, the team accumulated 24 victories in 2016-17 while finishing with a Horizon League regular season championship and a spot in the postseason NIT. Highlighting the roster for VU was Horizon League Player of the Year Alec Peters, who was the 54th pick in the 2017 NBA Draft. From 2010 through 2014, Ragland was an assistant coach at Indiana State where the Sycamores put forth one of the top stretches by a mid-major program in recent memory. ISU recorded 80 victories along with four postseason appearances, including a spot in the NCAA Tournament in 2010-11. Ragland was an assistant at Northern Kentucky (2015-16) and Bowling Green (2014-15) following his stint with the Sycamores. He contributed to a 24-11 mark at NKU, which included an NCAA Tournament berth. His first head coaching opportunity came at Vincennes University where he led the Trailblazers to a 44-19 record in his two years at the helm. The 2009-10 campaign saw them post a 22-10 mark and a run that took the program to the NJCAA District Tournament Finals. Ragland opened his coaching career at Frank Phillips College where he was part of a squad that went 25-5 in 2004-05. Graduating from Harrison High School, Ragland was named an All-State Honorable Mention basketball player. He began his collegiate career at Missouri Southern State College in Joplin, where his team went on to the NCAA Division II Final Four during his freshman year. Following his sophomore year, he transferred to the University of Southern Indiana where he played for two seasons, propelling the Screaming Eagles to a total of 47 victories and leading the team in assists in both years.

**MATTHEW 25 AIDS SERVICES**

Matthew 25 AIDS Services made new hires:



**CRYSTAL STEWART**

**Crystal Stewart** is the organization’s new phlebotomist. She provides clinical expertise to ensure all patients receive quality, efficient care. She performs venipunctures and finger sticks, processes medical laboratory tests, and documents results for the diagnosis, treatment and prevention of disease.



**CHARLIE ROSE**

**Charlie Rose** is now Nurse Practitioner in the Bowling Green, KY, office. She is the first nurse practitioner in that location and will provide direct services to individuals, including evaluation, assessment, prescribing of medication and monitoring, education, and treatment options for HIV/AIDS.



**CHRIS BENTONWHITE**

**Chris Bentonwhite** is Youth Outreach Specialist. He will work with the community along with Matthew 25 medical and prevention staff to ensure that newly diagnosed youth are connected to specialized HIV care, using outreach strategies and social media platforms.



**KEVIN GOODBAR**

Tucker Publishing Group hired Kevin Goodbar as Art Director. Goodbar most recently worked for D Magazine in Dallas, TX, and has held positions at other magazines across the nation, including Austin Monthly, St. Louis magazine and 5280 in Denver, CO. He has been recognized by national industry organizations including

Communication Arts and the Society of Public Designers. Most recently, his contributions to D Magazine were recognized with a General Excellence 2 award given to magazines with a circulation of 30,000 to 60,000 at the City and Regional Magazine Association’s 2022 annual conference. Goodbar is a graduate of the University of Kansas with a bachelor’s degree in visual communications. A Kansas native who grew up in Tulsa, OK, he now resides in Newburgh, IN, with his 2-year-old cat Lucy. Tucker Publishing Group produces Evansville Living, Evansville Business and Evansville Living City View magazines, as well as other ancillary and custom publications.



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**HERITAGE FEDERAL CREDIT UNION**



**TONY AYLSWORTH**

David Milligan announced he will officially retire as CEO of Heritage Federal Credit Union on June 18. Tony Aylsworth, current President of Heritage, has accepted the position of President and CEO. Milligan joined Heritage in 2011 from Vectren Corporation where he was the Manager of Corporate Audit. During his time at

Heritage, he served as Chief Risk Officer, Vice President of E-Services and Deposit Support Operations, and in 2018 he was promoted to his current role as CEO. David holds a master’s degree in Business Administration, Accounting Specialization from Indiana Wesleyan University, and a Bachelor of Science in Accounting from the University of Southern Indiana. He has been instrumental in fueling Heritage Federal’s growth and through the COVID-19 pandemic. Milligan oversaw the acquisition of Elberfeld State Bank in 2020 with branch locations in Elberfeld, Haubstadt, and Vanderburgh County. Under his guidance, a new branch in Owensboro, KY, will open as a direct result of the recently granted expansion of Heritage’s Field of Membership. This expansion increases the counties Heritage serves from five to 27 throughout Indiana, Kentucky, and Illinois. Aylsworth joined the credit union in May 2018 when he was hired as the Chief Risk Officer. He has more than 29 years of financial institution experience and held multiple positions including Director of Regulatory Risk Management, and Director of Compliance, as well as owning his own general practice law office. A graduate of Boonville High School and the University of Southern Indiana, he holds a Juris Doctorate from the University of Louisville School of Law, a Bachelor of Science in Political Science from USI, and is a graduate of the Graduate School of Banking at the University of Colorado. He serves as a board member on the Warrick County Economic Development Advisory Council/Warrick County Redevelopment Commission, and he is also a board member on the Dick and Louise Johnson Charitable Foundation in Boonville.



**ANN MARIE BAKER**

Ann Marie Baker joined Martin IP Law Group in Evansville as Marketing Specialist. Baker is a recent graduate of the University of Alabama, where she earned her degree in Public Relations and Computer Science.

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