

E-REP

JANUARY 2023

# IMPACT

MONTHLY NEWSLETTER

BUSINESS |

POLICY |

COMMUNITY |

TALENT |

STRATEGY |

#elooksgoodonyou



Photo: The Young Professionals Alliance presented a check to the nonprofit, Granted, to help provide families with gifts this past holiday season.

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DIVERSITY, EQUITY & INCLUSION

NEWMASAKERS | MILESTONES | & MORE

[www.evansvilleregion.com](http://www.evansvilleregion.com)



# Collective Voice of Business and Community

We at the Evansville Regional Economic Partnership proudly serve the region as the collective voice of business and community leaders on the local, state and federal levels. Our policy positions reflect our members and proposals they believe will advance the growth and prosperity of our region. From upgraded infrastructure to talent attraction and the elevation of regional partnerships, E-REP focuses on positive outcomes for our community through proactive and strong relationships with the Southwest Indiana legislative delegation and a grassroots support of our membership. We advocate for public policies that facilitate business success and a welcoming ecosystem for talent.

For those keeping score year-to-year, these public policy priorities remain largely the same as the past few years. They are overarching issues that guide our long-term work. We have tweaked a few words here and there to reflect current needs, but the larger policies remain unchanged.

## Here are our Public Policy Priorities for 2023. COMPLETE I-69

Support swift completion of Interstate 69 in Indiana and across a new Ohio River bridge into Kentucky.

## UPGRADE INFRASTRUCTURE

Support a regulatory environment and funding streams that enable the creation of economic development sites and the movement of people, products and information around our region and around the world; from increased broadband accessibility and capacity to expanded services at Evansville Regional Airport (EVV), to water and sewer piping and all the other investments that make the economy flow.

## FORTIFY OUR TALENT

Support local and state efforts designed to grow our talent pool,

Learn more about E-REP's first full year in the 2021 - 2022 Annual Report:  
[www.evansvilleregion.com/e-rep-annual-reports/e-rep-2021-2022-annual-report/](http://www.evansvilleregion.com/e-rep-annual-reports/e-rep-2021-2022-annual-report/)



**TARA BARNEY**  
CEO, E-REP

## ELEVATE REGIONAL SUCCESS

Support policies and projects designed to support regionally-driven plans to stimulate and leverage public and private investment to make our communities even more livable, attractive and vibrant.

## STRENGTHEN COMMUNITY HEALTH

Support policies and programs designed to improve the overall wellness of our workforce, including: reducing tobacco use, addressing the drug epidemic; ensuring access to affordable, high-quality physical and mental healthcare; supporting walkability initiatives; etc.

## EMBRACE DIVERSITY AND INCLUSION

Keep the value of diversity, inclusion, and equity at the core of all of our efforts, embracing protections for vulnerable members of our community and working to eliminate legislation and regulations that have a more significant impact on minority populations.

To learn more about activity advocating for transformational growth in the Evansville Region, visit the E-REP website (<https://www.evansvilleregion.com/advocacy-priorities/>).

**TARA BARNEY**  
CEO, E-REP

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@evvregion

BUSINESS | POLICY | COMMUNITY | TALENT | STRATEGY

LEARN MORE AT: [EVANSVILLEREGION.COM](http://EVANSVILLEREGION.COM)



THANK YOU!



# New Year, New



The New Year is a time for new beginnings. Adults often make New Year's resolutions to lose weight or exercise more. Kids make resolutions to do their homework or stop fighting with their siblings. Like many traditions, New Year's resolutions have a long and interesting history.

New Year's was first celebrated 4,000 years ago in ancient Babylon. Although the Babylonians did not have a written calendar, historians determined that they observed the start of the new year in late March with the arrival of the spring season.

The Babylonian New Year was adopted by the ancient Romans, as was the tradition of resolutions. The timing, however, eventually shifted with the Julian calendar in 46 B.C., which declared January 1st as the start of the new year. The month of January is named for the Roman god Janus. The ancient Romans believed Janus to be a two-faced god: one facing forward looking to the future and one facing back looking into the previous year. Janus was the guardian of arches, gates, doors, beginnings and endings.

Roman calendars went through several changes as different emperors came to power. In 153 B.C., the Roman Senate declared that the new year would begin January 1. But it wasn't until Julius Caesar took the throne in 49 B.C. that the calendar was adjusted so that January falls where it does today. To accomplish this, Caesar let the previous year continue for 445 days! The tradition of making New Year's resolutions began during the reign of Caesar. At the time, New Year's resolutions were of a moral nature.

Fast forward to today, the Evansville Region is preparing for so many exciting transformations in 2023 and beyond. The Regional Economic + Acceleration Development Initiative (READI) grant has already funded many projects that will break ground in 2023 with many more on the horizon. We asked the mayors of our region what their resolutions were for 2023, and here's what they had to say:

## STEVE AUSTIN Outgoing Henderson Mayor

My New Year's wish is that we keep working together to make our area the best it can be. With the I-69 project pretty much assured, it's not too early to start thinking about how we can promote and market our once-in-a-lifetime opportunity to have an interstate highway running right through our prime area and the possibilities that will create. It will absolutely be a game changer.

I think what I'm proudest of in 2022 is the way our community comes together – in force – on every occasion and opportunity that will benefit. We have an amazing team of community supporters and that's what makes it all work!

## BRAD STATON Incoming Henderson Mayor

My resolution for the EVV region, specifically for Henderson

as a part of the EVV region, is that I would like to see the city of Henderson do a better job of advertising all of the many great things that are going on in our city throughout the region. We have new, high-paying businesses locating in Henderson. We have a major interstate tie-in being constructed. We have some of the cheapest utility rates and some of the best schools for any city in Kentucky and our surrounding areas. We are on the cusp of having a brand new, significant housing development being built. We are about to break ground on a \$10.5 million sports complex. Our downtown area is one of the most robust for any city our size in the entire United States. Lots of great reasons to consider, or reconsider, living in Henderson and raising a family in our friendly and growing little city.

As I take on a new role of being Mayor of Henderson, Kentucky, my personal resolution is to master the art of work-life balance as quickly as possible so that I can be the most effective mayor I can be, while continuing to be present for my investment clients at my business, and while being the best father and husband I can possibly be for my family.

I am most proud of the people of Henderson, for having enough faith and trust in our local government and in the agencies and organizations that set out to make positive change in our city to invest their time, effort, money and resources toward making our city and our region a better place to work, live and play.

## LLOYD WINNECKE Evansville Mayor

Resolution for the region: improve upon the already amazing regional collaboration, which is the envy of the state. My personal resolution, and the one I make annually, is to drive the speed limit (or at least CLOSER to the speed limit). Seriously. I am especially proud of how our region is putting READI money to work in order to improve quality of life and create a stronger sense of place. The riverfronts of our region are pivotal to the vitality of our region and will continue to be a priority in 2023 and beyond.

## CHARLIE WYATT Boonville Mayor

To try and make myself available for E-REP meetings – life is busy for all of us. I do love doing this job. To try to continue to put myself in citizens' mindsets as they have issues – keeps me compassionate about serving my City. Several things: our 3rd Street revitalization is underway, we have AT&T installing fiber in 4,800 homes and businesses and our downtown Arch project is almost done, a six-year dream that will be finished in March 2023.

It's obvious the Evansville Region has a lot to look forward to in 2023! We hope you'll follow along by subscribing to our biweekly eNewsletter - IMPACT and following E-REP on social media.



# All-Session Tickets Now on Sale for the 2023 OVC Men's and Women's Basketball Championships

All-session tickets for the 2023 Ohio Valley Conference Basketball Championships are on sale now. Tickets can be purchased for just \$60 through each OVC schools' ticket office and the Ford Center's website through Sunday, February 26.

The price of an all-session ticket increases to \$80 beginning on Monday, February 27. The OVC Basketball Championships will be held March 1-4 at the Ford Center.

Fans wishing to sit in the lower level of the Ford Center with other fans from their favorite school should purchase the all-session tickets directly from their school's ticket office, which guarantees schools participating in a given session will have the seats closest to the court and grouped with their fans.

A \$60 all-session ticket includes admission to all eight sessions of the OVC Championship, which includes seven men's games and seven women's games.

Single-session tickets will go on sale Friday, February 3 at 10 a.m. CT through Ticketmaster. Those tickets will be priced at \$30 & \$20 for a men's session and \$15 for a women's session for adults.

The OVC Basketball Championships will feature the top eight teams on each the men's and women's side. Both championships will be using a merit-based format where the No. 1 and 2 seeds receive a double bye to the semifinals while the No. 3 and 4 seeds receive one bye into the quarterfinals. The first round includes the No. 5 seed against the No. 8 seed and the No. 6 seed against the No. 7 seed.

More information on this year's OVC Men's and Women's Basketball Championships, including how to purchase tickets, can be found at [www.OVCSports.com/Evansville](http://www.OVCSports.com/Evansville).



# Evansville Region Awards over \$11.5 million in READI Funds

The Southwest Indiana Regional Development Authority (RDA) obligated an additional \$11.5 million of the \$50 million total in Regional Economic + Acceleration Development Initiative (READI) grant funds toward 5 transformational projects located throughout the Evansville Region. Since July, in total the RDA has allocated over 70% of the funds for the Evansville Region.

"Focused on population growth, our region continues to make impactful investments that are intentional in building our health and life science clusters, providing much-needed housing, and enhancing the overall quality of life for residents," said Tara Barney, CEO of the Evansville Regional Economic Partnership (E-REP).

## PROJECTS INCLUDE:

### MEDICAL STUDENT HOUSING

#### Vanderburgh County, \$5,000,000 READI Award

**Project Summary:** Seen as the next step in the development of the Evansville Region's Medical Campus, the new development being proposed on this site is currently a surface parking lot. The new, proposed 108,000-square-foot building will consist of 105 one- and two-bedroom apartment units and 184 structured parking spaces.

### PROMENADE FLATS

#### Vanderburgh County, \$2,500,000 READI Award

**Project Summary:** The Promenade on Evansville's east side is mixed-use development area, and this READI project will allow for housing to be added to the area. These residential units will be walkable to restaurants, grocery and entertainment. The site will also have amenities like a pool, balconies and garages. From the builder of the Post House, a Regional Cities win, CRG Residential is proposing a 220-unit apartment complex near employers like Deaconess Gateway and Shoe Carnival headquarters.

### THE MARY O'DANIEL STONE AND BILL STONE CENTER FOR CHILD AND ADOLESCENT PSYCHIATRY

#### Vanderburgh County, \$2,000,000 READI Award

**Project Summary:** Establishes a \$2 million seed fund at Indiana University School of Medicine-Evansville to support the recruitment and retention of a highly trained workforce over the next five years.

that is globally competitive and relevant while simultaneously improving the quality of our residents' lives. This includes the creation of a first-of-its-kind national data analytics platform for examining the current practice of psychiatry across the US. This real-world data asset is being led by a collaboration between the IU School of Medicine Evansville campus and nationally deployed HIPAA compliant electronic health record systems across a collective network of up to 10,000 community-based specialists and primary care physicians nationwide.

### CENTERPOINT ENERGY SQUARE

#### Vanderburgh County, \$1,000,000 READI Award

**Project Summary:** Seen as Downtown Evansville's "public square," Centerpoint Energy Square will sit at the very center of downtown and our region right on Main Street. It will become a gathering place open to all and an active, inviting and vibrant addition to park offerings in our region. Centerpoint Energy announced a \$1 million grant for this park in 2021. The budget includes "fun" additions such as a stage, ping pong tables, swings and more.

### MOUNT VERNON RIVERFRONT LAND ACQUISITION

#### Posey County, \$1,000,000 READI Award

**Project Summary:** The City of Mount Vernon has recently announced a \$100 million investment within Posey County that will bring 200 jobs to the area in future years. Housing in Mount Vernon is already needed, and this exciting announcement only increases the need. The Centerpoint Energy office on the riverfront in Downtown Mount Vernon is being vacated in 2024, and this project will use READI dollars to gain site control in 2024 and prepare the land for future housing.

The Evansville Regional Economic Partnership (E-REP) on behalf of the RDA will work with the awarded projects on next steps while continuing to review additional projects for READI eligibility. In total the RDA has obligated over 70 percent of the funds for the Evansville Region.

E-REP provides the most up-to-date information about READI through its website at <https://www.evansvilleregion.com/readi-program/>.

# Evansville Region Talent EVV Summit & Economic Development Indicators

**O**n November 2 E-REP, in partnership with businesses, community partners, civic leaders and many other regional stakeholders, came together for the first Talent EVV Summit.

## THE SUMMIT HIGHLIGHTED:

- Peer and aspirational communities that our region is benchmarking ourselves against
- Four focus areas and five goals
- Stakeholders across the region who are thinking collaboratively, aligning resources and making impact against the focus areas and goals



You may be wondering, "How do we stack up against other communities and regions like us?" To better understand the answer to this question we need to look back pre-pandemic. In 2018, stakeholders across our region were asking this same question, and engaged an economist group to help answer and bring clarity to this question. The economist helped to outline a group of 36 indicators that would be able to consistently measure and provide understanding for the four focus areas. These relevant, credible and nationally measured indicators allowed for specific benchmarking with other regions that are similar in size and scope to ours. These indicators fall into four categories: demographics, economy, human capital and social; which informed the four focus areas of Talent EVV: Population Growth, Thriving Workforce, Upward Mobility and Live Well. The data gathered by the economists indicated that our region has a lot of great assets but has work to do as it relates to Quality of Place, flourishing economies and thriving communities.

What you'll find below is a snapshot of 2022 regional data that articulates how the Evansville Region stacks up, and even some information on what has happened since 2018. You will also find information regarding regional goals where you can see that we are making progress in some areas, but in others we aren't. Along with a visual representation you will also find an executive summary of what the data is telling us and how to interpret it.

Talent EVV is our region's strategic plan for a brighter future. We want to provide robust, relevant and transparent data that can inform and guide strategic direction across the region. Recognizing that each county, city and neighborhood are unique, data is the objective and tangible force that has and continues to drive decision making.

## A FEW THINGS TO LOOK FOR FROM TALENT EVV IN 2023 ARE:

- Regular data sharing
- A Roundtable Forum to discuss and answer questions about Talent EVV
- Five unique Virtual Strategy Sessions that give the "how" behind each focus area
- EVV Stories and Spotlights that highlight the champions of this region that are doing the work, are committed to regional change and investing in impact!

To stay informed on all things Talent EVV, sign up for our Newsletter at [www.evansvilleregion.com](http://www.evansvilleregion.com) or follow Evansville Regional Economic Partnership on social media.



# The Women's Hospital Receives Multiple Awards

## The Women's Hospital Earns 2022 Leapfrog Top Hospital Award for Outstanding Quality and Safety

Highlighting its nationally recognized achievements in patient safety and quality, The Women's Hospital was named a Top Teaching Hospital nationally by The Leapfrog Group. The Leapfrog Top Hospital award is widely acknowledged as one of the most competitive awards American hospitals can receive. The Top Hospital designation is bestowed by The Leapfrog Group, a national watchdog organization of employers and other purchasers widely acknowledged as the toughest standard-setters for health care safety and quality. Top Hospitals were honored at the 2022 Leapfrog Annual Meeting and Awards Dinner in Washington, D.C. Over 2,200 hospitals were considered for the award. Among those, The Women's Hospital received a Top Teaching distinction. The quality of patient care across many areas of hospital performance is considered in establishing the qualifications for the award, including infection rates, practices for safer surgery, maternity care and the hospital's capacity to prevent medication errors. The rigorous standards are defined in each year's Top Hospital Methodology. To see the full list of institutions honored as 2022 Top Hospitals, visit [www.leapfroggroup.org/tophospitals](http://www.leapfroggroup.org/tophospitals).

## The Women's Hospital Receives 2023 Women's Choice Award® as one of America's Best Hospitals for Mammogram Imaging

According to the American Cancer Society, about 1 in 8 women in the US will develop invasive breast cancer during their lifetime, and it is the second leading cause of cancer death in women.

"As a breast cancer survivor, I learned the hard way that where you choose to have your mammogram can have a profound impact on your outcome and experience," said Delia Passi, founder and CEO of the Women's Choice Award. Passi was the victim of poor imaging and misdiagnosis. Doctors eventually discovered her breast

cancer after a surgical biopsy and two lumpectomies at the age of 42. Her experience was the inspiration behind creating the Women's Choice Award following her career as former publisher of Working Woman and Working Mother magazines.

"Knowing where to go for the best mammogram will reduce your risk of a false positive or the possibility of missing cancers," said Passi. "By letting women know which imaging centers in their area are among America's best for mammograms, we are able to reduce risk by helping them make better decisions and smarter health care choices."

The list of 541 award winners, including The Women's Hospital, represents imaging centers that carry the Breast Imaging Center of Excellence (BICOE) seal from the American College of Radiology and are accredited for Mammograms (MAP). Hospitals must also have a patient recommendation rating of 70% or more (i.e. higher than the national average) from the Centers for Medicare and Medicaid Services (CMS) survey (HCAHPS).

For more information about the America's Best Hospitals for Mammogram Imaging, please visit <https://womenschoiceaward.com/mammogram>.

## The Women's Hospital Receives 2023 Women's Choice Award® as one of America's Best Hospitals for Obstetrics

The Women's Hospital has been named as one of America's Best Hospitals for Obstetrics by the Women's Choice Award®, America's trusted referral source for the best in healthcare. The award signifies that The Women's Hospital is in the top 3% of 4,729 U.S. hospitals offering obstetrics.

The Women's Choice Award educates all women on where to receive the best care and focuses its research on hospitals that provide the highest quality patient experience, especially important for potential labor complications.

"Having a baby is one of the most precious times in a woman's life," said Passi founder and CEO of the Women's Choice Award. "New moms have many choices to make when it comes to having

their baby, and choosing where to deliver the baby is right up there with choosing the best doctor. We've made it easy for her to identify the best hospitals that are proven to deliver an outstanding experience."

The methodology for the Best Hospitals for Obstetrics is unique in that it combines national accreditations, Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey results and hospital outcome scores with primary research about women's healthcare preferences. It is the only award recognizing excellence in obstetric services based on robust criteria that consider patient satisfaction and clinical excellence.

The America's Best Hospitals for Obstetrics gives consideration to the following specific criteria (all are not required):

- The percentage of patients reporting through the HCAHPS survey that they would definitely recommend the hospital
- Patient safety ranking based on 12 Centers for Medicare and Medicaid Services' measures of infection and complication rates
- Low rates of early elective deliveries (between 0-1%)
- Baby-Friendly USA designation, a World Health Organization (WHO)/United Nations Children's Fund (UNICEF) initiative to support best practices for breast feeding education and counseling
- Level III and Level IV neonatal intensive care designations to provide comprehensive care for the most complex and critically ill newborns.

"Our award gives a woman the confidence that her choice of a hospital for her delivery will be the best in terms of quality care and patient safety for her and her baby. As the trend of women waiting longer to start their families continues, having the Women's Choice Award seal is especially important for older moms who face increased risk and need a top hospital to provide care for her and her newborn," said Passi.

The Women's Hospital is one of 494 award recipients representing the hospitals that have met the highest standards for obstetrics across the U.S.

For more information on the America's Best Hospitals for Obstetrics visit <https://womenschoiceaward.com/best-hospitals-for-obstetrics>.



Let's welcome Maurice Brunson State Farm as a new member of the Evansville Regional Economic Partnership. Maurice Brunson State Farm is located at 1125 W. Mill Rd. in Evansville and can be reached by calling 812-422-8144. Read on as Maurice Brunson, Title Agent/Owner, tells us about Maurice Brunson State Farm.

**Tell us about Maurice Brunson State Farm and the services you offer.**

We provide insurance and financial needs by selling insurance products.

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

I started out as a team member under another agent, and he sold me on the dream of having my own agency. I could always see myself as a business owner, so I launched in May 2020 here in Evansville.

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

Come talk to me if interested in an opportunity in insurance especially with State Farm because I'm always looking for talent. I would also help them to reach goals and give them the opportunity that I was given.

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

Motivation, belief in yourself, and always willing to learn something new.

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

I started in the heart of the Pandemic so there was no going out to events and etc. when I got here. So know I'm just trying to get myself and business out there more.

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

Evansville is a thriving and growing place filled with opportunities to grow a business.

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

Not being from here it seems that people are willing to help or lend a helping hand in trying to grow your business.

# Welcome Brian Southern

## Southwest Indiana SBDC's New Business Advisor

The Southwest Indiana Small Business Development Center (SBDC) team has been growing! One exciting addition to the team is the new Business Advisor, Brian Southern. Under Dominic Poggi's leadership, the team helps businesses start, grow, finance, innovate and transition through no-cost, confidential business advising and low-cost training.

Here's what Poggi had to say: "Brian's engineering/technology background and involvement in the community is a fantastic complement to our top-performing team. We're a small but mighty group that collaborates incredibly well, leveraging the unique skills and expertise of each person to ultimately help our clients succeed. Brian's joining our team builds on that dynamic with his own strengths. I'm thrilled to welcome Brian and look forward to working together on creating an ever-greater impact on the Evansville Region."

### GET TO KNOW BRIAN:

#### Tell our readers what your new role with Southwest Indiana SBDC entails?

My role as a SBDC Business Advisor is to support and enable our clients to develop, launch and grow their small business in our Southwest Indiana community. Our team is here to help our clients connect with the numerous resources that exist within our local, state and federal programs, as well as private industry designed to support small business development.

#### Could you tell us about yourself?

I am what some would consider a serial entrepreneur, I have started and grown five small businesses during the past 38 years. I have a passion for helping others to achieve their goals. This is evident in my desire to work with a vast array of different businesses and community ventures. I am currently a multi-business owner, with an engineering company, Infinity PCG that focuses on process engineering for the food and beverage industry as well as providing consulting services for process improvement and grant writing, and I am a State Farm Agent/Owner. The State Farm agency allows me to dedicate time to my true passion, community service



work. I currently am on the Board of Directors, and corporate officer for the Evansville African American Museum, on the Board of Directors and serve as Grant & Fundraising Chair for SIMA 100, a student mentoring organization working with EVSC, and also serve on the Board of Directors for the American Red Cross where I chair the Diversity, Equity & Inclusion Committee, am on the BioMed Committee, serve as a volunteer Disaster Services Responder, BioMed Blood Delivery, Shelter Manager, and help with Ambassador services promoting the Red Cross. I am married to my beautiful wife Katie, who is a Product Development Scientist at Mead Johnson, and we live with our cats Ivy and Piper who allow us to live with them.

#### What do you love about the Evansville Region?

What a fabulous community we have in Evansville, with a broad cultural base to attend various events and activities. Warm and inviting neighbors and community, and a growing business community offering different industries and levels of professional opportunities. Katie and I have settled nicely within Evansville over the past six years and love the central location with being able to travel to a host of cities within a couple hours' drive.

#### What do you hope to accomplish in this role?

If we can help just one client to launch their business and fulfill their dream, then we have been successful in our role. Ultimately, I hope to bring my knowledge and experience as a small business owner myself and transfer that to our clients. My background in technology transfer and development I believe can benefit our region by helping to launch more high-tech businesses and creating more employment opportunities fueling job growth. With my connections with some of our diverse communities, I also hope to bridge the gap between the resources at E-REP and those who could benefit from having access and support.

#### TO CONTACT BRIAN:

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# Berry Global Recognized by Newsweek as One of America's Most Responsible Companies

For the second year in a row, Berry Global Group, Inc. (NYSE: BERY) proudly accepts its top 50 ranking among America's Most Responsible Companies, presented by Newsweek and global research firm Statista, Inc. Ranking 47 out of 500 of the most responsible companies in the United States across 14 industry subcategories, Berry is recognized for its commitment to environmental, social and corporate governance (ESG). The ranking takes on a holistic view of corporate responsibility that considers all three pillars of ESG.

"Being recognized for the second year as one of America's Most Responsible Companies is testament to our Company's commitment to creating innovative, sustainable packaging and products that are designed to make life better for people and the planet," said Berry Chairman and CEO, Tom Salmon. "ESG principles are increasingly embedded in everything we do. And we continue to believe this represents a differentiation in how we serve our customers, partners and team members."

#### Focus on ESG

Berry has placed special emphasis on its ESG efforts, leveraging its unmatched global capabilities and deep innovation expertise to help customers meet its sustainability goals. With an industry-leading safety record, increased transparency on relevant ESG topics and robust code of ethics, Berry is proud of its achievements thus far in the areas of corporate stewardship.

#### Key highlights from the Company's 2021 ESG report include:

- Announced its goal to achieve 30% circular plastics use by 2030, building upon its previous goal to use 10% post-consumer recycled (PCR) resin by 2025

- Designed and developed 86% of fast-moving consumer goods to be recyclable, reusable and/or compostable; on track to achieve goal of 100% by 2025
- Secured access to over 600 million pounds of recycled content, including advanced recycled material from top suppliers, per year starting in 2025
- Secured ISCC PLUS certification for 65 sites globally
- Set SBTi-approved science-based targets to reduce Scope 1 & 2 greenhouse gas (GHG) emissions 25% and Scope 3 GHG emissions 25% by 2025 (from a 2019 baseline)
- Achieved an 11% reduction in absolute Scope 1 & 2 GHG emissions from 2020 and 9% reduction in year-over-year waste generation
- Surpassed 2021 target of reducing Total Recordable Incident Rate below 1.00, achieving a rate of 0.92
- Established and communicated specific metrics related to inclusion, talent development and community engagement

#### About the ranking

The list of America's Most Responsible Companies begins with a pool of the top 2,000 public companies by revenue based in the United States. For the environmental category, companies are evaluated on key performance indicators (KPI) in areas such as waste, emissions, energy use, water use, environmental engagement and long-term performance. For the social category, KPIs span the dimensions of leadership diversity, employees, philanthropy and engagement, and long-term performance. Lastly, in the governance category, areas of evaluation include disclosure and transparency, economic performance and long-term performance. In addition, a survey is conducted to ask 11,000 U.S. citizens about their perceptions of the companies related to corporate social responsibility. All elements are weighted to produce a final score.

# How to help your employees set and meet objectives

By Better Business Bureau

You want your business to grow. So do your employees. Setting goals to inspire your team and, in turn, improve your business efficiency is the key to unlocking the continued progress both parties desire.

Successfully setting goals creates a stronger sense of support within your company. And when employees feel supported, they're more likely to contribute to the team. Goal setting is also a great opportunity for employers to connect with individual members of their team. Gaining a better understanding of their aspirations – and how those can align with your business – can be mutually beneficial if you've got a common finish line.

For anyone needing help kicking their goal-setting activities into gear, these are some strategies to inspire and support your employees on the way to growing your business.

## Start by thinking SMART.

SMART goals provide a process for identifying realistic goals by pairing them with clear expectations and instructions. Here's some background on what SMART means:

- Be specific: The more details, the better.
- Make it measurable: Quantitative milestones are needed to evaluate progress.
- Keep it achievable: Goals should be challenging but realistic based on the employee's skills, experience and the team's scope.
- Ensure it's relevant: Goals must apply to both the individual's and team's success and mission.
- Make sure it's time-based: Outline your dates and deadlines.

## Implementation requires collaboration.

Now that you know how SMART goals are defined, it's time to talk about implementation. A solid first step is to dedicate one-on-one time with each of your employees to brainstorm both professional and personal development goals. Grab some lunch or meet for coffee or ask to hop on a Zoom call – just make sure that this is time fully dedicated to them. The point is: you want them to open up, so why not treat them?

Professional goals correlate directly with job responsibilities critical to day-to-day business operations. Personal goals, on the

flip side, are more focused on growth and learning. They make up your employees' dreams and aspirations.

As a business owner, have your employees brainstorm a few personal and professional goals prior to your meeting, and then have some of your own goals in mind as well. Leading by example, particularly in a goal-setting situation, will help your employees feel more supported. So, make sure you've got a few of your own goals to share with your team.

## What is an OKR?

OKRs position objectives next to key results to create a measurable, trackable framework that achieves long-term objectives using smaller, individual goals.

For example, let's take a common New Year's resolution – getting into shape – and turn it into an OKR. To reach that long-term goal, we'll set some weekly goals: work out four times a week, drink two gallons of water a day, etc. Then, we sit down and reflect on our progress every week. Were we able to get in all our workouts? Should we add more workouts? Fewer?

It is important to note that OKRs and KPIs go hand in hand. KPIs are key performance indicators that serve as a way to measure progress toward a goal. In this case, a KPI could be how many crunches we can do each week. Using this KPI, we can adjust our routine to ensure we reach our OKR of getting into shape.

OKRs in your company work the same way. To efficiently implement this framework, put together 3-5 quarterly objectives with the assistance of each employee's direct manager, and make sure each objective follows the SMART model.

Everyone's OKR progress should be reported every week to measure progress effectively. Those weekly reflections can boost attitudes within your company as employees begin to see how all the moving pieces fit into the overall mission. It is also important to emphasize the need for OKRs to remain flexible, so they don't become too difficult to achieve.

## What are the benefits of goal setting?

Goal setting creates a better understanding of what needs to be done, leading to the more effective usage of time and resources within your company. Goal setting is used everywhere, not just

in offices. Or your living room, for all of you lucky remote workers.

To set goals, you need to identify weaknesses and flaws and brainstorm how to turn them into opportunities. Goals also help create a sense of accountability and elevated focus, as they are constantly revisited during weekly check-ins.

Just remember to stick with it. Goal setting is valuable if you remain consistent. Keep communicating, keep trying, and keep remembering why you set your goals in the first place.

## For more information

For more information to help your small business, check out the BBB business news feed and the BizHQ.

Contact your Tri-State BBB by calling 812-473-0202 or by emailing [contact@evansville.bbb.org](mailto:contact@evansville.bbb.org).

To review this article and hyperlinked references in full, visit: <https://www.bbb.org/article/business/27938-bbb-business-tip-how-to-help-your-employees-set-and-meet-objectives>

BBB Great West + Pacific contributed to this article.

## E-REP AMBASSADORS OF THE MONTH NOVEMBER 2022



HOLLY BITTNER  
LIEBERMAN  
TECHNOLOGIES



ALYSSIA RHINEFORT  
VANDERBURGH COUNTY CASA

*Thank you,*

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The image shows a man in a white t-shirt and blue overalls working on a pipe under a sink. Above him, a sign reads "THE SIGN OF A BETTER BUSINESS" with the BBB Accredited Business logo. The background shows kitchen cabinets and a faucet.

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**NEW MEMBER PROFILE**



**LISA EVANS**  
Senior Development  
Manager,  
American Cancer Society



Let's welcome the American Cancer Society as a new member of the Evansville Regional Economic Partnership. The American Cancer Society is located in Indianapolis and can be reached by calling 812-766-1101 or email [lisa.evans@cancer.org](mailto:lisa.evans@cancer.org). Read on as Lisa Evans, Senior Development Manager, tells us about the American Cancer Society.

#### Tell us about American Cancer Society and the services you offer.

The American Cancer Society is the leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research and patient support (24 hours a day, 7 days a week), to ensure that everyone has an opportunity to prevent, detect, treat and survive cancer.

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

The incredible feeling I have knowing that my hard work is serving a greater purpose. I see the impact the organization is making every single day. My love of building relationships, and the satisfaction that comes from working with amazing, dedicated and passionate volunteers.

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

Say yes to the nonprofit world. The skills that you gain while working in nonprofit will transfer well if you make the decision to move to for-profit. Nonprofit will open a world of networking opportunities, and this will allow you to build connections early in your career.

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

Active Listening, Personality and Vision

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

The toughest challenge is what a lot of professionals share, it's the work/life balance. I'm fortunate that the American Cancer Society takes work/life balance very seriously and has processes in place to ensure their employees maintain that balance.

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

Evansville is packed full of great opportunities and is currently generating a lot of momentum.



**Relay For Life:** The American Cancer Society Relay For Life is the world's largest peer-to-peer fundraising event dedicated to saving lives from cancer. For over 35 years, communities across the world have come together to honor and remember loved ones and take action for lifesaving change. Funds raised through Relay For Life directly support breakthrough research, 24/7 support for cancer patients, access to lifesaving screenings, and much more. When you participate in Relay For Life, you become a vital part of the American Cancer Society: a volunteer. You are now part of an organization of 2.5 million survivors, patients, advocates, volunteers, caregivers and researchers doing everything within our power to save lives.



**Real Men Wear Pink:** Real Men Wear Pink campaign ambassadors across the nation are stepping up and using the power of wearing pink to raise funds and draw attention to the breast cancer fight. In fact, every dollar raised helps the American Cancer Society save more lives from breast cancer through early detection and prevention, breakthrough breast cancer discovery and research, and lifesaving patient support.

# MEMBERSHIP NOVEMBER 2022

## NEW MEMBERS

### 1-800 WATER DAMAGE OF SW INDIANA

Haley Criswell 812-610-4646

[haley.criswell@1800waterdamage.com](mailto:haley.criswell@1800waterdamage.com)

[www.1800waterdamage.com](http://www.1800waterdamage.com)

### ADVANTAGE PRINT SOLUTIONS

Mark Daily 812-473-5945

700 N. Weinbach Ave., # 101, Evansville, IN 47711

[advantageprintsolutionsinc.com](http://advantageprintsolutionsinc.com)

### CONNER LOCKSMITH

700 N. Weinbach Ave., Ste. 102  
Evansville, IN 47711

Jennifer Fulkerson 812-471-4145

[jennifer.connerlockevv@gmail.com](mailto:jennifer.connerlockevv@gmail.com)  
[www.connerlockevv.com](http://www.connerlockevv.com)

### GRAINGER

837 N. Congress Ave., Evansville, IN 47715

Jeremy Eades 812-401-6060

[jeremy.eades@grainger.com](mailto:jeremy.eades@grainger.com)  
[www.Grainger.com](http://www.Grainger.com)

### NOTHING BUNDT CAKES

7845 Owens Dr., Newburgh, IN 47630

Jennifer Shoemaker 812-456-1657

[Jennifer.shoemaker@nothingbundtcakes.com](mailto:Jennifer.shoemaker@nothingbundtcakes.com)  
[www.nothingbundtcakes.com](http://www.nothingbundtcakes.com)

### PAWN 2 CASH

1555 S. Weinbach Ave., Evansville, IN 47714

Josh Norrick (812) 602-3408

[p2cevv@gmail.com](mailto:p2cevv@gmail.com)  
[pawnt2cash.org](http://pawnt2cash.org)

### RIVERSIDE CAPITAL MANAGEMENT

216 S.E. Riverside Dr., Evansville, IN 47713

Jim Back 812-777-0071

[jim.back@riversidecmg.com](mailto:jim.back@riversidecmg.com)  
[www.riversidecmg.com](http://www.riversidecmg.com)

### SIGNS NOW

716 N. Weinbach Ave., Evansville, IN 47711

Andrea Romain 812-473-5155

[andrea@signsnowntristate.com](mailto:andrea@signsnowntristate.com)  
[www.signsnowntristate.com](http://www.signsnowntristate.com)

### T-MOBILE

1031 N. Green River Rd., Ste. 101  
Evansville, IN 47715

David English 812-471-2839

[david.english14@t-mobile.com](mailto:david.english14@t-mobile.com)  
[www.t-mobile.com](http://www.t-mobile.com)

### VANDERBURGH COUNTY CASA

600 S.E. 6th St., Evansville, IN 47713

Alysia Rhinefort

[arhinefort@vandcasa.com](mailto:arhinefort@vandcasa.com)  
[vandcasa.com](http://vandcasa.com)

## MEMBER RENEWALS

- AARP Indiana
- Alexandrian Public Library
- Alpha Laser and Imaging
- Ambrose Construction
- Bar Louie
- Barger Engineering, Inc.
- Bassemiers Fireplace & Patio
- Boone Funeral Home, Inc.
- Bru Burger
- BWX Technologies
- C. F. Industries, Inc.
- Center for Vein Restoration
- Check Off Your List
- Community Action Prog. of Evans/Vand. Cty., Inc.
- Deig Bros. Lumber & Construction Co., Inc.
- Drake's Restaurant
- Dream Center Evansville
- Evansville Day School
- Evansville Urban Enterprise Association, I
- Gatti Town
- Giant Oil Indiana, LLC
- Goebel Commercial Realty
- Golden Corral Restaurant
- Granted
- Gutwein Law
- H&R Agri-Power
- Hoehn Plastics
- Horizon Contracting, Inc.
- Indiana Institute of Technology
- Industrial Woodkraft, Inc.
- Infinity Molding & Assembly
- Just Stylin Salon
- Keitel Eye Care, P.C.
- Locust Street Company, Inc./Gray Farm, Inc.
- MadStache
- Martin Law Office
- Matthew 25 AIDS Services
- McFadin Higgins & Folz
- McKim's IGA
- Meyer Truck Equipment
- MSD of Mt. Vernon
- New Tunes Promotions
- Office Pride of Evansville Tri-State Area
- Phi Mu Alpha Sinfonia Fraternity
- Pioneer Plastics
- Plank Nutrition Bar
- Premier Electric, Inc.
- Purdue Extension Posey County
- Quarion Technology Inc
- Red Geranium Restaurant
- Rehabilitation & Performance Institute, PSC.
- Rick Watkins Financial Services
- River City Pawn
- Rotary Club of Evansville Morning Club
- Russell's Excavating & Septic Tanks, Inc.
- Schneider Funeral Home - Norvell Chapel
- Shephard Services
- Subway
- Taylor's 2 Steakhouse
- The Housing Authority of the City of Evansville
- TMI
- Town of Chandler
- Western & Southern Life
- Wine-Oh! Tours & Events

## MEMBERSHIP UPGRADE

- Alegria Accessories



## TSMA NEW MEMBERS

- CountryMark
- Grainger
- Hoehn Plastics
- J.E. Shekell, Inc.
- Larsen Packaging Products, Inc.
- Pioneer Plastics
- Stoll Keenon Ogden PLLC

## MILESTONES

### THE ARC OF EVANSVILLE

The Arc of Evansville celebrated the announcement of The Really Big Show with a ribbon-cutting at 715 Locust St. in Evansville. The Arc of Evansville is a not-for-profit organization started in 1954 that works to empower individuals with disabilities to build relationships, gain independence and achieve their full potential. Their agency is a leading advocate for the rights for individuals with disabilities by offering eight programs for individuals with disabilities to achieve their goals. The Arc of Evansville serves over 450 individuals each year. Their largest fundraiser, The Really Big Show, is an annual community variety show that supports The Arc of Evansville. This exciting signature event benefits programs and services of greatest need at The Arc of Evansville and raised over \$75,000 in 2022. Contact them at 812-428-4500 or visit them at [www.arcofevansville.org](http://www.arcofevansville.org).



### T-MOBILE

T-Mobile celebrated a grand opening with a ribbon-cutting at 303 N. Green River Rd. in Evansville. T-Mobile welcomes you to their newly remodeled store serving the Evansville area. They are more than just wireless. They are customer obsessed. It's what inspires them and drives them to look for new ways to keep you seamlessly connected to what you love. Contact them at 217-965-9313 or visit them at [www.t-mobile.com](http://www.t-mobile.com).



### VANDERBURGH HUMANE SOCIETY

T-Mobile celebrated a 100,000th surgery milestone in their Spay & Neuter Clinic with a ribbon-cutting at 400 Millner Industrial Dr. in Evansville. The clinic has been serving the pets and people of the Tri-State since 2007 and has prevented innumerable litters of unwanted pets from entering area shelters. The clinic's lifesaving services are provided to pet owners regardless of their residency, income status, or any other factor. The entire VHS team invites the community to celebrate this milestone with us, and we thank you for the support that has allowed us to keep hundreds of thousands of pets healthy for 15 years! Contact them at 812-774-2702 or visit them at [www.vhslifesaver.org](http://www.vhslifesaver.org).

# newmakers

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## DENISE REXING

Rexing Companies announced that Denise Rexing will be joining the team as Chief Financial Officer. Rexing was formerly Senior Vice President and Director of IT and Bank Operations Audit and previously Chief Enterprise Risk Director for Old National. She has more than 35 years of experience in banking and business management, including areas of Internal Audit, Enterprise Risk Management, financial system implementations, budgeting/forecasting, project management, SEC/accounting, financial reporting, mergers & acquisition, Bank Secrecy Act (BSA/AML) regulatory compliance, Sarbanes Oxley (SOX), fraud prevention and fraud investigations. Rexing is a Certified Public Accountant, Certified Anti-Money Laundering Specialist and a graduate of the University of Southern Indiana with a Bachelor of Science degree in accounting. She is also a member of the Association of Certified Anti-Money Laundering Specialists and a member of the Association of Certified Fraud Examiners. Rexing has served as a mentor in the Emerging Leaders program for many years. At Old National, she held many positions including Senior Corporate Accountant, Financial Reporting Manager, Corporate Accounting Manager, Management Reporting Manager, Assistant Controller, SOX Manager, Enterprise Risk Manager, Senior Vice President, and Enterprise Risk Director.

## WELBORN BAPTIST FOUNDATION

Welborn Baptist Foundation announced two additions to its team:



## MEGHAN CRAVEN

Meghan Craven is now Program Coordinator. Craven has nine years of experience in marketing, along with five years of experience in health initiatives, community wellness, and non-profit management. She most recently served as the Health Initiatives Director for the YMCA of Southwestern Indiana. She holds a degree in Marketing from Ball State University, and a Master's in Business Administration from the University of Southern Indiana.



## ERIC CUMMINS

Eric Cummins will be the Foundation's Church Engagement Officer. Most recently, he served for 10 years as the Founder and Executive Director of Community One, a community development-focused nonprofit organization that provides neighborhood revitalization and housing restoration leadership in Evansville. He previously served as Outreach Pastor with Crossroads Christian Church in Newburgh.

## REXING COMPANIES

Rexing Companies has made several new hires and promotions.



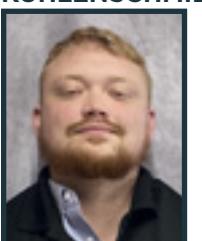
**RYAN KUHLENSCHMIDT**



**PATRICK CAMPION**



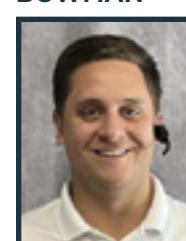
**RACHEL BOWMAN**



**KYLE LONG**



**JOE JACOBS**



**ROB STEGALL**

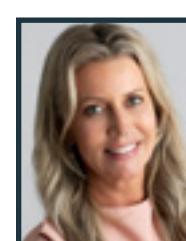


**CECILIA O'BRYAN**



**PHIL KUNDERT**

- Ryan Kuhlenschmidt is a Logistic Account Manager
- Patrick Campion is a Logistic Account Manager
- Rachel Bowman is Logistic Administrative Assistant
- Kyle Long is Logistic Account Manager
- Joe Jacobs was promoted from Logistics Account Manager to Warehouse Manager
- Rob Stegall was promoted from Logistic Coordinator II to Logistics Account Manager
- Cecilia O'Bryan was promoted from Logistic Coordinator to Logistic Coordinator II
- Phil Kundert was promoted from Logistic Coordinator to Logistic Coordinator II



## CHRISTY VONDERSAAR

Woodward Commercial Realty, Inc. announced that Christy Vondersaar joined the team as an Associate Broker. Vondersaar has more than 20 years in customer service related positions, and in three years as a residential real estate broker she achieved more than \$11 million in sales. Locally born and raised, she is a member of NAR and has earned the ABR designation.



## RYAN MAROVICH

Commonwealth Engineers, Inc. introduced Ryan Marovich, PE, as a Project Engineer in the Crown Point, Indiana regional office. Marovich has 14 years of professional engineering experience with a strong interest in land/urban planning, urban redevelopment, public transit, and environmental/green design. He holds a

B.S. in Civil Engineering from Purdue University and a B.S. in Business with an emphasis on Economics from Purdue University North Central. He is a registered professional engineer (PE) in Indiana, Illinois, Michigan, Ohio, Kentucky, and Wisconsin. Previous work experience includes positions as a Highway Design Engineer and Construction Engineer for the Indiana Department of Transportation in LaPorte, IN, as well as Civil/Transportation Project Engineer in Chicago and Project Engineer for a private company in Crown Point, IN.

## GUTWEIN LAW

Gutwein Law announced that Audrey Wessel and Ross Yates have been elected partners in the firm.



## AUDREY K. WESSEL

Audrey K. Wessel focuses her practice on assisting emerging technology companies and other startups with fundraising through private securities, entity formation, equity incentives, software licensing, data privacy, corporate governance, and mergers and acquisitions. In the venture capital space, she has experience assisting companies with

fundraising through friends and family rounds as well as Series A, B, and C preferred equity rounds, and she also works with venture capital funds and other investors. Wessel graduated with a B.S. in Chemistry from Purdue University before receiving her J.D. from Indiana University Robert H McKinney School of Law.



## ROSS YATES

Ross Yates is a corporate attorney focusing his practice on mergers and acquisitions, corporate finance, corporate governance, and real estate transactions. Yates routinely advises mature businesses and their principals, private equity and other fund sponsors, family offices, and investors in complex transactions across a multitude of

industries including manufacturing, transportation, construction, sports and entertainment, financial services, coal and other natural resources, renewable energy development, and healthcare. He earned his law degree from Indiana University Robert H. McKinney School of Law and received undergraduate and graduate degrees from Marshall University.

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



## DR. BRANDI NEAL

Dr. Brandi Neal was named the Director of Pathways to College Program at the University of Southern Indiana. She will report to Dr. Khalilah Doss, Vice President for Student Affairs. Neal will be responsible for the overall planning, coordination and daily operations of the Pathways to College Program with an emphasis on serving diverse populations. The program will have a direct emphasis on recruitment and retention, a key component in the 2021-25 University strategic plan. In addition to serving diverse populations and providing equitable and inclusive resources and environments, Neal will also be responsible for the determination of program needs, formulation of corresponding action plans, and engagement with faculty and staff to provide student success and support program activities and services. Neal has served as Post-Doctoral Fellow in Student Affairs at USI since 2019. She also serves on the Equity, Diversity and Inclusion Council; Africana Studies Committee; Student Affairs Recognition and Awards Committee; Student Affairs Justice, Equity, Diversity and Inclusion Council; and Employee Outreach and Engagement Committee. Neal taught as an Instructor for the USI College of Nursing and Health Professions UNIV course in 2020. Prior to her work at USI, Neal served in several research-based roles at the University of Illinois at Urbana-Champaign. She holds a bachelor's degree in psychology from USI; a master's degree in education policy organization and leadership from the University of Illinois at Urbana-Champaign; and a doctorate in education policy organization and leadership (concentration in sociology of education and higher education) from the University of Illinois at Urbana-Champaign.

## MEGAN HERONEMUS

Megan Heronemus, Director of Sales with Visit Evansville, was named the 2022 Individual Supplier of the Year by the Indiana Society of Association Executives (ISAE) at its annual STAR Awards. Selected among nominations from across the state, The Individual Supplier of the Year award recognizes a person that has provided outstanding customer service to ISAE member associations and has made a significant contribution toward strengthening the local association industry. Founded in 1960, ISAE serves Indiana's association professionals who work to serve many types of industries, societies and social organizations. Collectively, they represent hundreds of thousands of members throughout the state, nation and world. The STAR Awards was created to celebrate the success of its members and recognize visionary leaders across the state in order to motivate and inspire association professionals as they transition into a new year of serving their members.



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