



Greater Louisville Inc.
The Metro Chamber of Commerce

WHITE PAPER PROGRAM

White papers are expert guides to particular topics that enable fuller understanding of an issue - and can aid a company and its leadership in the decision making process. Authoring a white paper is a testament to the expertise of an organization. Having access to white papers is beneficial to anyone in need of specialized information from a renowned source.

In 2011, GLI is rolling out a new benefit: the White Paper Program. We're inviting our Top Investors to showcase their expertise by authoring white papers for GLI's membership. White papers will be made available online to GLI members, who can use them as an on-demand knowledge resource. The program can help promote your company's experience and knowledge in a variety of business areas.

GLI and its Top Investors are exclusively eligible to submit articles. White papers should focus on specific subject matter that is both timely and relevant. White papers may *not* promote or advertise a product or offering. A committee will review all white papers submitted.

Benefits

- White papers will be posted on GLI's website in the GLI Store, where they can be accessed at no cost by GLI members
- White papers will remain active for a minimum of one year*
- White papers will be mentioned in LINK, GLI's e-newsletter, (distribution 9,000 +) with a live link
- White papers will be promoted through GLI social media outlets (Facebook, LinkedIn and Twitter)
- White papers will be cross-promoted at GLI programs with related topics

*White papers will be reviewed after one year to determine if content is still relevant.

Cost: \$200 per white paper, which includes a minimum shelf life of one year.

GLI Members are interested in white papers written on a variety of topics, including:

- Healthcare Reform
- Sustainability
- Globalization
- Trade-marking
- Innovation
- Marketing
- Liability
- Outsourcing
- Local, state and federal legislative initiatives with the potential to impact employers and the business community
- Human Resources, including but not limited to:
 - Discrimination
 - Diversity
 - Company Culture
 - Workplace Safety
 - Health & Wellness
 - Leadership Development
 - Recruiting and Retaining Talent
 - Succession Planning
- Social Media Strategies
- Other pertinent business and community topics



To submit a white paper, email Shawna Burton at SBurton@GreaterLouisville.com.
For questions about the program, contact Shawna via email or via phone at 502.625.0078