

# 2019

# MEDIA

# KIT

[GLI]

**GREATER LOUISVILLE INC.**  
The Metro Chamber of Commerce



# CONTENT

-ABOUT GLI-

-GLI BY THE NUMBERS -

-FREQUENTLY ASKED QUESTIONS-

-LEADERSHIP TEAM AND BIOS-

-TOPICS AVAILABLE FOR COMMENTARY-

-EVENTS-

-GLI HISTORY-

-GLI ADVOCACY-

-LOCATED ON FLASH DRIVE-

-HEADSHOTS OF LEADERSHIP TEAM-

-SAMPLE PHOTOS LICENSED FOR USE-

-GLI LOGOS-

# ABOUT GREATER LOUISVILLE INC.

Greater Louisville Inc. (GLI) - the Metro Chamber of Commerce is focused on growing the regional economy. As the region's largest convener of business leadership, GLI leads economic and global outreach strategies focused on business attraction, nurtures the entrepreneurial ecosystem, and champions the development of the community's talent base. As the voice of Greater Louisville's business community, GLI advocates for a pro-business environment and facilitates businesses engagement on issues that impact regional competitiveness. GLI is the 2019 national Chamber of the Year and is one of only three percent of chambers nationally certified with 5-star accreditation status by the U.S. Chamber of Commerce. The accreditation is based on GLI's dedicated policy efforts, effective operations, beneficial programs and overall positive community impact. Connect with us on Facebook, Twitter and LinkedIn using @GLIChamber or visit [www.greaterlouisville.com](http://www.greaterlouisville.com).

## -VISION-

A greater Louisville region with an exceptional economy where businesses succeed and people thrive.

## -MISSION-

To accelerate economic growth, job creation and business competitiveness in the greater Louisville region.

## -GOVERNANCE-

Greater Louisville Inc. is a private, non-profit 501(c) 6 organization. It is governed by a volunteer Board of Directors consisting of not less than 40 or more than 55 voting Directors as well as non-voting representative Directors who hold positions in community organizations that are aligned with GLI's Mission.

GLI's Executive Committee facilitates the operation and management of the organization and is made up of 11 elected investors from the Board of Directors. Officers include the Chair, Chair-elect, immediate past Chair, Secretary and Treasurer as well as the President/CEO of GLI.

GLI is a privately funded organization. Except for member dues, revenue from events, sponsorships, products and a few. Products and sponsorships are not one category.

# ABOUT GREATER LOUISVILLE INC.

## -VALUES-

### RESULTS-ORIENTED: Pursue Excellence

We believe in achieving purpose through leadership, accountability and hard work. We accomplish what we hold ourselves accountable for and with the customer always in mind; we strive to deliver superior products and services.

### COLLABORATIVE: United in Work & Spirit

We recognize that great things are more often achieved when the thought and action of a team unite. We work together to provide a support system of achievement, trust, understanding and confidence for our individual work as well as our community purpose.

### FLEXIBLE: Expect the Unexpected

We understand that life happens and as trend-setters, we adapt. Working at the office, from home or out of the corner coffee shop, we find innovative and creative answers to change and expand our knowledge, skill and networks.

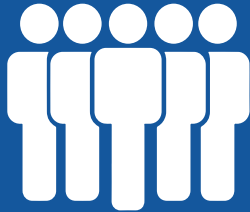
### PASSIONATE: Driven to Achieve

We are truly dedicated to the work that we do and the community for which we do it. Giving it our all, we succeed.

### FUN: Enjoy the Journey

We believe humor leads to creativity, productivity and innovation. We value celebrating our successes and finding enjoyment and laughter each day.

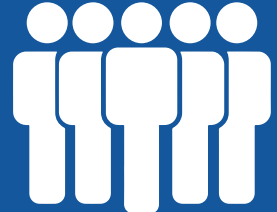
# GLI BY THE NUMBERS



**1,734  
INVESTORS**



**293 NEW INVESTORS  
IN 2018**



**35 GLI EMPLOYEES**



**9,609  
FOLLOWERS**



**13,300  
FOLLOWERS**



**7,579  
FOLLOWERS**



**1,642  
FOLLOWERS**

# FREQUENTLY ASKED QUESTIONS

## -WHERE IS THE CHAMBER LOCATED?-

Greater Louisville Inc. – The Metro Chamber of Commerce is located in downtown Louisville, Kentucky on Main Street. 614 West Main Street, Suite 6000, Louisville, KY 40202. Phone Number: 502.625.0000

## -WHAT COUNTIES DO YOU REPRESENT?-

A 15-County/2-State Regional Area: Clark County, IN; Floyd County, IN; Harrison County, IN; Scott County, IN; Washington County, IN; Bullitt County, KY; Hardin County, KY; Henry County, KY; Jefferson County, KY; Meade County, KY; Nelson County, KY; Oldham County, KY; Shelby County, KY; Spencer County, KY; and Trimble County, KY.

## -IS GLI PART OF METRO GOVERNMENT?-

No. Greater Louisville Inc. is an independent non-for-profit organization, separate from Metro Government. GLI works closely with government partners on the local, state and federal levels to improve our region's business environment. GLI is where business leaders come together to drive job and wealth creation.

## -HOW IS GLI GOVERNED?-

Greater Louisville Inc. is a private, non-profit 501(c) 6 organization. It is governed by a volunteer Board of Directors consisting of 47 voting investors. GLI also has created seats for 28 non-voting representative directors who hold positions in particular community organizations that are aligned with GLI's mission. The Executive Committee of the board oversees the operation and management of Greater Louisville Inc. and is made up of 11 elected from the Board of Directors. Officers of the board include the Chair, Chair-elect, immediate past Chair, Secretary and Treasurer. To access GLI's full governing body, [click here](#).

## -IS GLI PART OF THE U.S. CHAMBER OR KENTUCKY CHAMBER?-

No. Greater Louisville Inc. is an independent organization that serves as the Metro Chamber of Commerce and economic development leader for the greater Louisville region. GLI is however, an investor in both the Kentucky Chamber and the U.S. Chamber, and works closely with both organizations on business community priorities. GLI does not endorse political candidates, and does not support these efforts of either organization.

# FREQUENTLY ASKED QUESTIONS

## -DOES GLI ENDORSE CANDIDATES OR HAVE A PAC?-

No. Greater Louisville Inc. is a nonpartisan organization and does not endorse political candidates, maintain a PAC, or participate in campaign activities. GLI is committed to helping educate our investors on issues that impact the competitiveness of our region and the ability of local companies to hire, grow and prosper. Through our advocacy efforts we provide resources to help investors make informed voting decisions and get engaged on pressing business community issues.

## -HOW IS GLI FUNDED?-

Greater Louisville Inc. is funded through a combination of private investment, investor contributions over and above dues for economic and community development activities, sales of sponsorships, events and other products, and various operating grants.

## -CAN REPORTERS ATTEND GLI EVENTS?-

Yes, with the exception of GLIDE, DC Fly In and Innovation Tour, all GLI events are free to news media. To register and obtain media credentials contact GLI's Director of Marketing and Communications, Ameerah Palacios at [apalacios@greaterlouisville.com](mailto:apalacios@greaterlouisville.com).

## -HOW CAN I GET ON GLI'S NEWS MEDIA LIST?-

Send an email to GLI's Director of Marketing and Communications, Ameerah Palacios at [apalacios@greaterlouisville.com](mailto:apalacios@greaterlouisville.com).

# LEADERSHIP TEAM

Download Bios and Headshots from Flash Drive or  
[www.GreaterLouisville.com/MediaCenter](http://www.GreaterLouisville.com/MediaCenter)

Kent Oyler, President and CEO

Sarah Davasher-Widsom, Chief of Staff and Chief Operating Officer

Deana Epperly Karem, Senior Vice President, Regional Economic Growth

Shawna Burton, Vice President, Engagement and Organizational Development

Iris Wilbur, Vice President, Public Policy and Government Relations

Rebecca Wood, Vice President, Investor Growth and Retention

Carla Wright, CPA, Controller



# TOPICS AVAILABLE FOR COMMENTARY

## Kent Oyler,

President and CEO

- Chamber leadership
- Community issues
- Entrepreneurship
- Innovation trends
- New development

## Sarah Davasher-Widsom,

Chief of Staff and Chief Operating Officer

- Advocacy and Public Policy (local, state, federal)
- Board of Directors
- GLI Operations
- Leadership Team
- Non-profit management

## Deana Epperly Karem,

Senior VP, Regional Economic Growth

- Community projects
- Economic development and talent attraction/retention strategy
- Education institution connection and relationships
- Industry topics
- Job growth
- Regional topics for economy, job growth and community branding

## Shawna Burton,

VP, Engagement and Organizational Advancement

- Event Engagement Strategy for Annual Meeting, GLIDE and all chamber events
- Program development
- Project management
- Product management
- Revenue generation
- Strategic Planning

## Rebecca Wood,

VP, Investor Growth and Retention

- Revenue Growth and Retention Strategy
- Investor development
- Sponsorship sales and support

## Carla Wright,

CPA, Controller

- Accounting
- Budgets
- Facility management
- Payroll

## Iris Wilbur,

VP, Public Policy and Government Relations

- State and Federal Public Policy
- Pro business climate trends

# EVENTS

GLI is the largest convener of business civic, and community leaders in Greater Louisville. We offer top-of-the-line experiences while giving professionals from all career stages and industries the opportunity to connect with one another. GLI events feature a variety of speakers on important topics that directly impact local business. Join us!

## SIGNATURE EVENTS

### ANNUAL MEETING

The region's premier business networking event of the year. Annual Meeting is the largest gathering of business, community and civic leaders for one night, at one location, for one big celebration. This high-profile event features a nationally renowned keynote speaker, celebrates the successes of the past year and looks ahead to the future.

#### TIMING

First Quarter

#### AUDIENCE

C-level executives, GLI Board of Directors, Top Investors, regional business and community leaders, general membership and local media

### INC.CREDIBLE AWARDS

This annual celebration is the region's signature small business event. Greater Louisville Inc. presents nine Inc.credible Awards for businesses with fewer than 200 employees and celebrates the entire small business community for its ongoing contribution to our region's economic vitality. An inspirational event for anyone who knows the importance of small businesses dreaming big, this is a must-attend celebration for companies of all sizes.

#### TIMING

Spring

#### AUDIENCE

Small business owners, medium to large businesses attending to support their clients

### GLIDE

The Greater Louisville Idea Development Expedition (GLIDE) is an annual executive program for regional business and community leaders. The program promotes learning, brainstorming and relationship building that is critical to regional visioning and progress.

#### TIMING

Fall

#### AUDIENCE

Top-level executives, business leaders, elected officials

### Diversity, Equity & Inclusion

This three-part series will feature national and local speakers from both large and small businesses sharing best practices on the important topic of Diversity, Equity and Inclusion. Trends in hiring, company culture and inclusivity as well as information on unconscious biases will be discussed at these three events

#### TIMING

3X Annually

#### AUDIENCE

Business and community leaders, HR directors and business owners

# EVENTS

## ADVOCACY EVENTS

### ADVOCACY INTO ACTION

GLI takes the opportunity each year to recognize Jefferson County's elected officials for their contributions to the region's growth and prosperity. The format of this year's signature event will change to allow more time for attendees to build and cultivate those valuable connections. A condensed program will provide attendees with an update of GLI's legislative priorities with a focus on the critical issues affecting the business climate.

#### TIMING

December

#### AUDIENCE

Top level executives

### CAPITOL CONNECTION

This popular series provides attendees unique access to legislative leadership, issues and information. Speakers for the series include local and national elected officials, and programs feature a question and answer opportunity for the audience. Past speakers include: Senator Mitch McConnell, Representative John Yarmuth, Governor Matt Bevin, Transportation Secretary Elaine Chao, Kentucky Senate President Robert Stivers and others.

#### TIMING

3X a year

#### AUDIENCE

GLI Top Investors, public policy executives and other business leaders

### D.C. FLY-IN

As federal policymakers continue debating key issues impacting our region, it has never been more important for businesses to be directly engaged and on the ground in Washington, D.C. GLI will lead a group of business leaders to our nation's capital for our annual D.C.Fly-In to meet with lawmakers and federal officials to make sure the voice of Greater Louisville's business community is heard loud and clear amidst the changing dynamics in Washington.

#### TIMING

Summer

#### AUDIENCE

GLI Investors

### LOUISVILLE NIGHT IN FRANFORT

This invite-only, evening reception in our commonwealth's capital brings together our investors, elected officials, local chambers, and economic development groups to network on issues key to Greater Louisville's economic success

#### TIMING

Summer

#### AUDIENCE

GLI Top Investors, elected officials

### GLIDE

The Greater Louisville Idea Development Expedition (GLIDE) is an annual executive program for regional business and community leaders. The program promotes learning, brainstorming and relationship building that is critical to regional visioning and progress.

#### TIMING

Fall

#### AUDIENCE

Top-level executives, business leaders, elected officials

# EVENTS

## PROFESSIONAL CONNECTIONS EVENTS

### BUSINESS AT BREAKFAST

The Business at Breakfast series remains one of Greater Louisville Inc.'s signature programs. Each year our investors designate topics of particular interest to our audience. In turn, we secure dynamic speakers, typically top local CEOs with the ability to skillfully discuss the topic and deliver tangible, practical tips for business leaders. Relevant business information, prudent insights and a hot breakfast all before 9 a.m.!

#### TIMING

Twice Annually

#### AUDIENCE

Medium to large sized companies, Top Investors, business and community leaders

### EXECUTIVE ASSISTANT HOW-TO SERIES

This popular event series is specifically for the top executive assistants from the region. This program provides a platform for EA's to connect with their peers, share ideas and gain useful knowledge that they can use in their everyday role.

#### TIMING

3X a year

#### AUDIENCE

Executive assistants from top businesses in the region

### INVESTOR ROUND TABLE

Small-group meet and greets with the GLI leadership team to bring investors up to date on GLI's current projects.

#### TIMING

8 to 10 times a year

#### AUDIENCE

GLI Investors

### TOP INVESTOR SERIES

Greater Louisville Inc.'s Top Investors attend these "shareholder-like" events four times per year. GLI's CEO and Senior Team discuss key strategies and current projects. Attendees ask questions about community issues, discuss matters specific to their own business, and network with one another. 325+ members of GLI's CEO Council, Government Partners, Chairman's Club, President's Circle, Private 100 and Trustees make up our Top Investor companies.

#### TIMING

3X a year

#### AUDIENCE

Exclusive to GLI Top Investors and special guests.

### HOT SPOT

Access. Influence. Connections. Come and connect with GLI and other business professionals while experiencing the hottest spots in town that make Louisville cool, fun and "uniquely Lou."

#### TIMING

4X a year

#### AUDIENCE

GLI investors and non-investors, sales professionals

### COFFEE & CONNECTIONS

An informal gathering of new or newly engaged investors to provide a high-level overview of GLI. Members from each department provide overviews of their respective areas of expertise and how investors can get more involved.

#### TIMING

6X a year

#### AUDIENCE

New GLI Investors or newly engaged GLI Investors

# EVENTS

## TALENT AND ECONOMIC DEVELOPMENT

### FAMILIARIZATION TOUR (FAM TOUR)

This two-day event brings national and international site selectors to Louisville in an effort to bring additional recognition to our community for future economic development. The event closes with a panel discussion highlighting the site selectors' discoveries.

#### **TIMING**

Summer

#### **AUDIENCE**

Invitation-only national and international site selectors

### INTERN WELCOME EVENT

The Louisville region welcomes hundreds of interns every summer. As a talent attraction initiative, this welcome event serves as a kick-off to their summer internships to promote Louisville as a destination post-college. GLI hosts in conjunction with the Mayor's office.

#### **TIMING**

Summer

#### **AUDIENCE**

Interns

### REGIONAL DEVELOPMENT UPDATES

Advance Greater Louisville Regional Partners combine to provide updates from their respective communities on the latest development projects and opportunities.

#### **TIMING**

2X a year

#### **AUDIENCE**

Top Investors, real estate brokers, bankers and local elected officials

### INNOVATION TOUR

Innovation Tour is GLI's inaugural study mission devoted specifically to tech advancement impacting greater Louisville. By leading fact-finding missions, GLI can learn of the innovation accelerating the economic growth of peer cities and work to adopt new strategic visions to bolster greater Louisville's tech economy.

#### **TIMING**

Summer

#### **AUDIENCE**

GLI Investors

### WORKFORCE CONNECTIONS

This series connects employers with training providers to help fill the workforce pipeline. Attendees will learn about the workforce pipelines available and build connections with training providers in their specific industry.

#### **TIMING**

Summer

#### **AUDIENCE**

GLI Investors

# GLI ADVOCACY

On the local, state, and federal levels, GLI produces publications to inform policymakers and the business community about key issues and initiatives that will move the Greater Louisville region forward.

Top issues ranging from **Business Competitiveness, Environment & Energy, Transportation & Infrastructure, Education & Workforce Development, Health Care,** and **Bi-State** are all represented within these annual agendas.

Learn more about GLI's 2019-2020 State and Federal Priorities: [www.greaterlouisville.com/advocacy/issues-and-committees](http://www.greaterlouisville.com/advocacy/issues-and-committees)

# NOTABLE HIGHLIGHTS OF GLI'S HISTORY

In 1862, 220 firms paid \$1 each to join the Louisville Board of Trade. Prior to that, there was a Merchants Exchange that met monthly during the 1850s on the southeast corner of Second and Main.

In 1913, a Convention Bureau was formed.

In 1943, the Louisville Area Development Association was formed.

In 1950, these groups, plus the Retail Merchants Association, incorporated into the Louisville Chamber of Commerce. Dr. Kenneth Vinsel was named the first Chief Executive Officer of The Chamber. The first issue of Louisville Magazine was unveiled on March 1, 1950. The offices were located on Fifth Street, between Jefferson and Liberty.

In 1951, The Chamber moved to the Courier-Journal and Louisville Times Building at 300 West Liberty. The Chamber also played a key role in attracting General Electric to Louisville.

In 1967, the official name of the organization was changed to the Louisville Area Chamber of Commerce.

In 1968, the Chamber's Convention Bureau was split off as a separate organization.

In 1970, the Louisville Development Committee was formed. It's corollary, the Louisville Development Association, later funded a study that paved the way for the creation of the Kentucky Center for the Arts. The foundation also established offices in New York to generate national publicity for Louisville.

In 1978, Leadership Louisville was launched at The Chamber. This program, designed to broaden the horizons of local leaders, continues to grow and now operates out of separate offices.

In 1993, The Chamber moved to 600 West Main, a five-story cornerstone building in the heart of the revitalized West Main Street district. Joining the organization in this renovated facility were the Greater Louisville Economic Development Partnership, the Kentuckiana Minority Supplier Development Council, the Louisville/Jefferson County Office for Economic Development and the Louisville Development Authority. The Chamber also sold Louisville Magazine in 1993.

# NOTABLE HIGHLIGHTS OF GLI'S HISTORY

In September 1997, as a first step in achieving the Economic Vision, The Chamber merged with the Economic Development Partnership. Doug Cobb was named President and CEO of Greater Louisville Inc. (GLI), the new name for the newly merged organization. In October, GLI organized the nation's largest chamber-sponsored trade show, Showcase Greater Louisville.

In 1998, GLI signed a contract with the City of Louisville and Jefferson County to provide business expansion services – in effect merging Greater Louisville Inc. with the City/County Office for Economic Development. Also in 1998, GLI launched The Enterprise Corporation to assist fast-growth, entrepreneurial companies, and a new Workforce initiative to retain and recruit qualified workers for the region.

In 1999, GLI, working with state and local governments, helped attract UPS Hub 2000, a billion-dollar, 6,000-job expansion that was the largest economic-development project in the nation that year.

In 2002, GLI moved into its new and current headquarters at 614 West Main St. GLI's agreement to become an anchor tenant sparked construction of the six-story office tower, filling in the "tooth gap" in the historic West Main district.

In 2004, GLI received recognition as the 2003-2004 American Chamber of Commerce Award of Excellence winner.

In 2006, Louisville, Then & Now, a book produced by GLI in partnership with Butler Books and the University of Louisville Archives, was released. The book was named the #1 top seller in local bookstores and the first printing sold out prior to the end of the year.

In 2007, GLI was recognized as the "Chamber of the Year" by the American Chamber of Commerce Executives. The competition included 105 chambers.

In 2008, GLI, in partnership with Humana Inc., launched HealthSolutions, a wellness program for area businesses that offers incentives to motivate investors and their employees for taking control of their health.

In 2010, GLI helped lead a coalition of business, government and civic leaders in the creation of a new initiative, called 55KDegrees, aimed at dramatically increasing the number of working age adults with post-secondary degrees in Louisville by 55,000 by the year 2020.



# NOTABLE HIGHLIGHTS OF GLI'S HISTORY

In 2015, the Regional Air Coalition was formed to explore the possibility of getting more non-stop flights in and out of Louisville International Airport.

In 2015, the Advance Greater Louisville Regional Partnership was formed consisting of 15 counties in both Indiana and Kentucky. The goal of the partnership is to spur economic development throughout our region under the operating principal that when one county wins we all win.

In 2016, the Greater Louisville Foundation (GLF) received \$1.2 Million in grants to fund GLI's talent attraction, retention and development initiatives during the summer of 2016.

In late 2016, GLI launched and operationalized "Live in Lou," a talent attraction campaign with the goal of bringing more people to Louisville to combat decades of stagnant population growth.

In 2017, with the assistance of GLI, Jefferson County Public Schools launched 11 Academies of Louisville based off the Ford Next Generation model to better transition high school students from the classroom into careers.

In 2019, the US Chamber of Commerce 5-star accreditation was awarded to GLI. US Chamber Accreditation is the only national program that defines excellence in chamber planning and recognizes chambers for their effective organizational procedures and community involvement.

In July 2019 Greater Louisville Inc. received the Chamber of the Year Award for the best large chamber in the country from the American Chamber of Commerce Executives at their annual conference in Long Beach, CA.



**GREATER LOUISVILLE INC.**  
The Metro Chamber of Commerce

