

E-REP

AUGUST 2024

BUSINESS |

POLICY |

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TALENT |

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# IMPACT

MONTHLY NEWSLETTER

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## INSIDE:

- DEACONESS HOSPITAL
- EXPLORE EVANSVILLE
- E-REP TALENT
- GROW

## NEW MEMBER PROFILE:

- MAC INDUSTRIAL SERVICES

# CEDS

COMPREHENSIVE  
ECONOMIC DEVELOPMENT  
STRATEGY

CEO LETTER | NEW MEMBERS  
NEWSMAKERS | MILESTONES | & MORE

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EVANSVILLE  
REGIONAL  
ECONOMIC  
PARTNERSHIP

# 2024 Annual Meeting & Dinner Inspiration & Celebration

Just in! I am thrilled to announce that Allison Barber, Ph.D., President and COO of the Indiana Fever, will be our keynote speaker at the Evansville Regional Economic Partnership's Annual Meeting and Dinner on September 12, 2024. This event promises to be a fun and inspiring evening, as Allison helps us embrace the elements of success. Her unique experience in leading the WNBA's most publicized franchise of the year is sure to be insightful and entertaining.

Allison's extensive career, which spans from a schoolhouse to the White House and now to the Fieldhouse, positions her as a remarkable leader and speaker. Her journey from a grade school teacher in Merrillville, Indiana, to a communications strategist in the White House and United States Department of Defense, to the first chancellor and chief fundraiser for Western Governors University (WGU) Indiana, showcases her dedication to building brands and maximizing impact.

As President and COO of the Indiana Fever, Allison is committed to inspiring and building a robust fan base across all 92 counties of Indiana. Her experience as a college athlete who lettered in tennis and softball underscores her understanding of the positive impact sports can have on both children and adults.

With the recent rejuvenated excitement around women's basketball, both nationally and here in Indiana, Allison's visit couldn't be timely. We are proud to celebrate the achievements of the University of Southern Indiana Women's basketball team, who won both the Ohio Valley Conference regular season and post-season championships. Our region is buzzing with enthusiasm for women's sports, and Allison's perspective will undoubtedly resonate with us all.

The Annual Meeting and Dinner is our largest, most well-attended event. In addition to hearing from our distinguished speaker, we'll also honor the exceptional work of leaders and organizations committed to making the Greater Evansville Region such a vibrant home for work and play.

I look forward to seeing you at the Ford Center on September 12th for an evening of inspiration and celebration.

e is for everyone,



LLOYD WINNECKE  
CEO, E-REP

*#riverofopportunities*

f l n i @evvregion



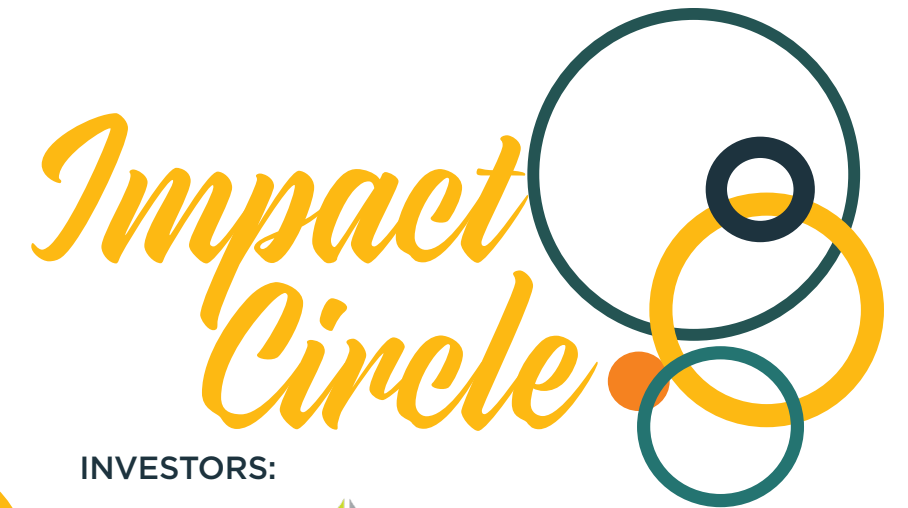
LLOYD WINNECKE  
CEO



Impact Circle, Champion, and Torchbearer Investors are the voices 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!**



INVESTORS:



CHAMPION INVESTORS:



TORCHBEARER INVESTORS:



INNOVATION POINTE  
318 Main Street  
Suite 400  
Evansville, IN 47708

812-423-2020  
evansvilleregion.com

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Evansville Region CEDS  
Engagement Sessions

# CEDS BUILDING SESSIONS

Photos courtesy Fourth Economy Consulting.

## Comprehensive Economic Development Strategy

The Evansville Region took a significant step toward shaping its economic future as stakeholders gathered for the Comprehensive Economic Development Strategy (CEDS) Build Sessions on July 8-9 at Innovation Pointe. The two-day event brought together a diverse group of participants, including local government officials, business leaders, community organizations, and residents, to collaboratively identify and prioritize strategies addressing the region's economic challenges and opportunities.

The sessions, facilitated by Fourth Economy Consulting, a

Pittsburgh-based firm specializing in equitable community development, focused on key areas such as attracting and retaining talent, strengthening industries, developing the workforce, and investing in infrastructure. The staff at E-REP played a support role in the facilitative efforts during the workshops, ensuring smooth coordination and engagement among participants from Vanderburgh, Posey, Warrick, and Gibson counties.

Participants engaged in discussions aimed at making our region more appealing to skilled workers, enhancing productivity in foundational and emerging industries,

improving education and training systems, and planning critical infrastructure investments. One of the objectives was to develop strategies for talent attraction, while another session concentrated on diversifying and modernizing the region's industries, with an emphasis on supporting the adoption of Industry 4.0 technologies and optimizing supply chain logistics.

Workforce development was also key theme, with discussions focusing on creating career pathways, increasing the employment base, and filling high-demand positions through upskilling and reskilling initiatives. Participants also examined strategies for bolstering regional infrastructure, including rural development, site-specific development, housing, and downtown revitalization.

The CEDS Build Sessions represent a pivotal moment in the region's economic development journey. As the next steps in the CEDS planning process, the strategy will be drafted over the coming month with guidance from the project's Strategy Committee. Following the draft completion, the CEDS

will enter a public comment period, allowing for broader community input. After incorporating public feedback, the finalized CEDS will be presented to the commissioners of the four participating counties for review and approval.

Upon local approval, the CEDS will be submitted to the Economic Development Administration (EDA) for final approval. If approved by the EDA, the region plans to leverage the CEDS to apply for Economic Development District designation, potentially opening up new avenues for federal funding and support for regional economic development initiatives.

These collaborative efforts demonstrated at the Build Sessions and the subsequent planning process signal a commitment to creating a more robust and competitive economy that can withstand future challenges and provide opportunities for all residents of the Evansville region.

Learn more at [www.evansvilleregion.com/ceds](http://www.evansvilleregion.com/ceds).



# Explore Evansville Releases Economic Impact Study of 2024 Solar Eclipse

# U.S. News & World Report Names Deaconess as #2 Hospital in Indiana for 7th Year In A Row

**E**xplore Evansville has announced the results of a comprehensive economic impact study conducted around the 2024 Total Solar Eclipse, which highlights the significant contributions of eclipse tourism to the regional economy. The study, commissioned by Explore Evansville and executed by Rockport Analytics, focused on the counties of Posey, Gibson, Vanderburgh, and Warrick. This regional approach allowed for a thorough analysis of the economic benefits brought by the eclipse visitors to Southwest Indiana.



## STUDY HIGHLIGHTS

- **Study Period:** The study covers the period from April 5-9, 2024.
- **Visitor Volume:** The total visitor volume during this period was 150,382.
- **Visitor Lift:** There was a significant visitor lift of 40,004, representing the additional visitors specifically due to the eclipse.
- **Tourism Spending Lift:** The total tourism spending lift amounted to \$6.6 million, reflecting the additional expenditure generated by the influx of visitors.
- **Direct Business Impact:** The total direct business impact, identified as “economic impact” in the study, was \$4.6 million. This figure represents the value added to the regional economy due to the increased tourism activity.

The study utilized a robust methodology, including geolocation and credit card spend data, lodging statistics, and tax data, to derive these figures. The IMPLAN economic model was employed to estimate the ripple effects of traveler spending through the state and regional economies, considering direct, indirect, and induced impacts.

While the study covers extensive data and economic analysis, it does not capture the unprecedented community collaboration, the perfect eclipse viewing weather, and the seamless execution of events and other planning such as coordinating school dates and traffic mitigation without major incidents.. These elements contributed immensely to the overall success and positive experience for visitors and residents alike.

The 2024 solar eclipse was a once-in-a-generation event, attracting visitors from across the state and beyond. The findings of this study underscore the substantial economic benefits that such unique events can bring to Indiana communities.

For more information or to access the full study, contact Kate Reibel at 812-598-6751 or [kreibel@exploreevansville.com](mailto:kreibel@exploreevansville.com).

**D**eaconess has been recognized as a Best Hospital for 2024-25 by U.S. News & World Report, with the publisher naming Deaconess as the #2 hospital in Indiana for a seventh straight year. Deaconess is the only hospital in the region to receive a state ranking.

The annual Best Hospitals rankings and ratings, now in their 35th year, evaluates nearly 5,000 hospitals in more than 30 medical and surgical services and are designed to assist patients and their doctors in making informed decisions about where to receive care for challenging health conditions or for common elective procedures.

**Deaconess was also recognized as High Performing in eight procedures and conditions, including:**

- Abdominal Aortic Aneurysm Repair
- COPD
- Colon Cancer Surgery
- Heart Failure
- Knee Replacement
- Leukemia, lymphoma, and myeloma
- Pneumonia
- Prostate Cancer Surgery

“Being recognized as the #2 hospital in Indiana for the seventh straight year is a testament to our staff’s dedication and expertise,” Deaconess CEO Shawn McCoy said. “We’re proud to offer this level of care close to home for our community. This achievement reflects the trust our patients place in us and the hard work of our entire team. We’re grateful to our staff and community for their support, and we remain committed to providing exceptional healthcare right here in the Tri-State area.”

The 2024-2025 edition of Best Hospitals highlights 466 Best Regional Hospitals, ranked in states and major metro areas across the U.S. This year, for the first time, U.S. News also identified Best Regional Hospitals for Equitable Access, highlighting 98 hospitals for their success in caring for patients from historically underserved communities. Twenty hospitals with exceptional breadth and depth of excellence make up the Honor Roll. A hospital that has earned a “Best” designation may be a good option for consumers and caregivers, in consultation with their medical provider, to consider.

“Choosing the right hospital to match your needs shouldn't be a guessing game,” said Ben Harder, chief of health analysis and managing editor at U.S. News. “The 2024-2025 edition of Best Hospitals provides patients and their families clear, data-driven insights on hospital performance and empowers Americans to choose the facility best suited to their specific health care needs.”

To calculate the Best Hospitals rankings, U.S. News evaluated each hospital’s performance on objective measures such as risk-adjusted mortality rates, preventable complications, and level of nursing care. The Best Hospitals Specialty rankings methodology and Procedures & Conditions ratings methodology measure patient outcomes using data from millions of records provided by the Centers for Medicare & Medicaid Services. This year, among other methodology refinements, U.S. News incorporated new data on care provided to patients with Medicare Advantage insurance and on care provided to outpatients, nearly doubling the number of patients included in its annual data analysis. The Procedures & Conditions ratings are based entirely on objective quality measures.



## Congratulations, Jen!



The Association of Chamber of Commerce Executives (ACCE) is pleased to announce the 2023-24 winners of the Dana Ketterling Lifetime Sales Achievement Award. ACCE recognizes gifted membership professionals and champion of chambers of commerce and the communities they serve. Please join us in congratulating Jen Kerns for her extraordinary sales success over the past year!



## Congratulations, Lloyd!



Please join us in congratulating Lloyd Winnecke, CEO of EREP, for being named one of Indianapolis Business Journal's Top 250 Influential Business Leaders! Your dedication and visionary leadership continue to inspire us all. We're proud to have you leading the charge for growth and innovation in our region. "It's humbling to be recognized along with Indiana's most distinguished leaders. And it's an absolute pleasure to lead a talented E-REP team focused on making our region more vibrant." Learn more about IBJ Media Indiana250 here: <https://bit.ly/3Y7qxQA>.



Let's welcome MAC Industrial Services as a new member of E-REP. Lucas Ricketts, Co-owner and Chief Operations Officer, gives us insight about MAC Industrial Services - located at 6107 N. Fares Ave. in Evansville. Lucas can be reached by calling 812-838-1832 or email [info@macindustrialservices.net](mailto:info@macindustrialservices.net).



**Tell us about MAC Industrial Services and the services you offer.**

MAC Industrial Services was founded in 1996 by the Moore Family and in 2016 the company went under new leadership through Mark Vyvoda. In 2022, MAC Industrial Services merged with Diamond Industrial Services, led by Lucas Ricketts in all divisions. We have four business units, Industrial Cleaning, Industrial Coatings, Commercial, and Residential Cleaning.

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

We at MAC have a passion for success. Our team brings an offering to customers and partnerships within the community to drive solutions. We truly value the partnerships and investing with many key non-profits in the community.

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

The advice I would give to the younger generation interested in this type of work is to show up every day ready and willing to learn. Have a fire-end drive to be successful not only on easy or good days but also when it's tough.

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

Three ingredients for success are having the right team, the ability to persevere, and the keen ability to adapt in all situations.

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

One of our toughest challenges is managing the rapid growth in relation to capital purchases and cost.

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

Evansville is a great place to operate a business because it's our hometown. We take pride in providing 100+ employees jobs and having many partnerships in the community we live in and the community we raise our family in.

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

This is a simple answer: this community is home to us. It's where our family and our community truly resides. We as owners and our employees have gone to the same school and worked in the same industries as many of our current partners have, because it's home for us.

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

As MAC Industrial Services continues to grow, we look forward to not just building partnerships with new individuals, but to gaining a new type of relationship because our community and our employees at the end of the day are family, even if we haven't met yet. We look forward to building and growing our family, not just our business, here in our hometown.



resources  
training  
regional data

grow

growcapacity.info

## A Year of Grow[th]

Celebrating the First Anniversary of Building Capacity through resources, training, and regional data.

A year ago, Grow was launched as a platform designed to resource and empower the nonprofit and donor/funder communities, as well as the healthcare, government, education, or business sector, to build capacity for impact by creating pathways to best-in-class training, and cohort learning experiences; access to actionable data through a robust, regional data system powered by SAVI and resources focused on relevant community topics. Today, Grow is proud to share some achievements and milestones reached in the first year of operation.

11  
financial  
supporters

Thank you to the 11 financial partners that have supported us with their generous contributions and trust. These partners include individuals, foundations, corporations, and government agencies that have enabled the development and expansion of the platform. Without their support, Grow would not be possible.

46  
team  
contributors

Thanks to the 46 community team contributors who have volunteered their time, expertise, and feedback to help improve and share the platform. These stakeholders have helped with various tasks, such as data collection, quality assurance, resource curation, training facilitation, and user outreach. They are the backbone of our platform, and we are grateful for their dedication and passion.

120  
individuals from  
55  
organizations

120 individuals from 55 organizations have participated in a Grow training, either online or in-person. They have participated in trainings like Financial Management for Nonprofit Leaders, How to Become a 'Data-Informed' Organization, Using Data in Grant Writing, Data-Informed Giving, How to Maximize the use of SAVI 101, and SAVI Super User training. They have also shared their experiences, challenges, and best practices with each other, creating a vibrant and supportive learning community.

18  
training  
courses

Over the past year, Grow has offered 18 training courses covering topics like community engagement, asset mapping, logic models, data visualization, and grant writing. Grow's training courses are designed to be interactive, practical, and relevant, and we are always open to suggestions and feedback from our users.

450  
data points  
added to SAVI

At launch, SAVI had 680 data points, covering 11 counties in Indiana. One year later, SAVI has approximately 1,130 data points, covering 11 counties in Indiana and 1 in Kentucky. More data sources and geographic areas will continue to be added to SAVI as will enhancements to its functionality and usability.

83  
resources added  
to the Grow Library

At launch, the Grow Library had 75 resources curated from reputable sources and organized by categories and tags. One year later, our resource library has 158 resources, curated from various sources and organized by more categories and tags. New and relevant materials are being added to the Grow Library regularly.

55  
registered  
SAVI users

There are now 55 registered users within SAVI. These users have created profiles, saved searches, downloaded data, and customized maps. Many more users have visited our website, browsed our resource library, enrolled in training courses, and offered feedback and suggestions.

As Grow celebrates its first anniversary, we look forward to the future. There's great momentum for improvement and expansion of the platform, and hopes for greater collaboration with more partners, participants, and users in the coming year.

Consider how Grow can help you in building your capacity for impact. Visit [growcapacity.info](http://growcapacity.info).

Thank you for being part of our growth story.

# 5 ways to create a reward program for loyal customers

By Better Business Bureau®

**W**hen you have a good customer loyalty program in place, you can generate a lot of recurring revenue for your business.

Here are a few facts that might help you understand a bit better why it is so vital to ensure you're keeping your existing customers happy:

- It has been estimated that **acquiring a new customer is up to 25 times more expensive** than retaining an existing one.
- It is substantially easier to **convince a customer who already knows you to return time and time again and buy more from you.**
- In some instances, around **20% of customers can be responsible for 80% of a company's revenue.**

## AIMS OF A REWARD PROGRAM

### Creating a need for participation

Your customers should enjoy participating in your loyalty program. You should make the process of earning points and reaching the next tier an exciting and engaging experience for your customers. If your customers seek action instead of reward, congratulations, you have created an effective loyalty program.

### To spark conversation

While a simple rewards program isn't going to have your customers bragging to their friends and family about it, offering something out of the ordinary will. Word-of-mouth marketing is vital to the growth of any successful rewards program.

### Keep it in line with your brand

Your company's loyalty program should be an extension of your brand. While a luxury retailer would have an upmarket loyalty program, a toy company would have a fun, less serious plan. You should ensure that your program's theme is aligned with your brand's identity to maximize effectiveness.

## 5 TIPS TO ENSURE YOUR REWARD PROGRAM SUCCEEDS

### 1. Be creative with your scoring system

Point programs are among the most effective loyalty

programs because they increase engagement. There are two brilliant ways to incorporate points into your program. The first is to give your currency a memorable name, and the second is to decide on an interesting visual representation of the points.

Another way to use points to make an ingenious reward program is by introducing a visual element. If you create a unique look for your currency, it will become more than just a number boosting customer interest. When they can see the points, the experience will become more interactive, and interest in earning points will increase.

Be sure to keep it all consistent with the feel of your brand. Otherwise, you could end up alienating valuable customers.

### 2. Be creative with how your customers can earn

A successful loyalty program will reward customers when they least expect it, not just when they purchase in your store or website. While rewarding customers when they make purchases is an effective means of creating positive reinforcement, it doesn't exactly create a memorable enough experience to set you apart from the crowd.

To create a memorable experience, consider offering customers rewards on their birthdays via email and a personalized birthday wish. This technique effectively surpasses customer expectations while creating a personalized experience. A surprise reward is even better than a birthday reward; emailing them out of nowhere with bonus points is sure to get people talking.

### 3. Allow customers to support a charity through your program

Most people love the idea of being able to give something back. That's why allowing members of your rewards program to support a charity with their points is a creative and socially conscious means of making your program stand out. Make sure it's a cause related to your product and services.

### 4. Give your customers a level or a status

Consider the idea of creating a VIP program with multiple tiers. It can be an incredibly effective way to engage customers with the brand and encourage them to spend more money. When they reach the coveted VIP status, a

physical card can perfectly symbolize the customer's dedication to the brand and get them talking with their family and friends.

### 5. A customer of the month award

Like implementing a customer status plan, a customer of the month program helps people strive towards a common goal. At the end of the month, you showcase the customer who has earned the most points that month - it couldn't be simpler! This might not be suitable for certain industries, but it can be highly effective for some companies.

### For more information

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

To review this article and hyperlinked references in full, visit: <https://www.bbb.org/article/business/27314-bbb-business-tip-5-ways-to-create-a-reward-program-for-loyal-customers>  
Contact your Tri-State BBB at 812-473-0202 to learn more about BBB Accreditation.

BBB Great West + Pacific contributed this article.

E-REP AMBASSADORS OF THE MONTH  
JUNE 2024



BRIAN BURKETT  
LIEBERMAN  
TECHNOLOGIES



KASEY FUQUAY  
STATE FARM INSURANCE



MEGAN LAMBERT  
REXING COMPANIES

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Plumbers and more!

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# MEMBERSHIP

JUNE 2024

## NEW MEMBERS

### CARVERS' GROOMERY

1400 E. Division St., Evansville, IN 47711  
**Julia Kathary** 812-435-9402  
[julia@carversgroomery.com](mailto:julia@carversgroomery.com)  
[www.carversgroomery.com](http://www.carversgroomery.com)

### CRISP & GREEN

6436 E. Florida St., Ste. 104, Evansville, IN 47715  
**Whitney Martin** 812-499-7401  
[wmartin@orangetheoryfitness.com](mailto:wmartin@orangetheoryfitness.com)  
[www.crispandgreen.com](http://www.crispandgreen.com)

### EVANSVILLE COLD STORAGE

4502 Hitch & Peters Rd., Evansville, IN 47711  
**Megan Lambert** 812-758-4661  
[megan@rexingcompanies.com](mailto:megan@rexingcompanies.com)  
[www.evansvillecold.com](http://www.evansvillecold.com)

### INDIANA CENTER FOR EMERGING TECHNOLOGIES

318 Main St., #101, Evansville, IN 47708  
**Logan Jenkins** 812-518-0155  
[logan@inemergingtech.com](mailto:logan@inemergingtech.com)  
[www.inemergingtech.com](http://www.inemergingtech.com)

### IPARIGON

8601 N. Kentucky Ave. Ste. F, Evansville, IN 47725  
**Jill Muensterman** 930-212-9100  
[jill@iparigon.com](mailto:jill@iparigon.com)  
[www.iparigon.com](http://www.iparigon.com)

### JR'S EXPEDITED FREIGHT

4501 Hitch & Peters Rd.  
Evansville, IN 47711  
**Megan Lambert** 812-758-4661  
[megan@rexingcompanies.com](mailto:megan@rexingcompanies.com)  
[www.jrexpedit.com](http://www.jrexpedit.com)

### MANPOWER - EVANSVILLE

915 N. Green River Rd., Evansville, IN 47715  
**Jon Keck** 812-474-7485  
[jon.keck@manpower.com](mailto:jon.keck@manpower.com)  
[www.manpower.com](http://www.manpower.com)

### MANPOWER - OWENSBORO

401 Frederica St., Bldg. A - Ste. 104  
Owensboro, KY 42301  
**Jon Keck** 812-474-7485  
[jon.keck@manpower.com](mailto:jon.keck@manpower.com)  
[www.manpower.com](http://www.manpower.com)

### MIDWEST TRUCK & TRAILER

3323 Interstate Dr., Evansville, IN 47715  
**Megan Lambert** 812-474-1828  
[megan@rexingcompanies.com](mailto:megan@rexingcompanies.com)  
[www.midwesttrucktrailer.com](http://www.midwesttrucktrailer.com)

### MILLENNIUM STEEL OF TEXAS

300 County Rd., 350 S, Princeton, IN 47670  
**Mihir Paranjape** 812-385-1122  
[mihir\\_paranjame@millenniumsteel.com](mailto:mihir_paranjame@millenniumsteel.com)  
[www.millenniumsteel.com](http://www.millenniumsteel.com)

### NORTH MAIN SYSTEMS

**Jill Muensterman** 930-212-9100  
[jill@iparigon.com](mailto:jill@iparigon.com)  
[www.northmainsystems.com](http://www.northmainsystems.com)

### ORTHOCARE - LOCATIONS

**Jerry Blanton** 800-264-1208  
[jblanton@oaevansville.com](mailto:jblanton@oaevansville.com)  
[www.oaevansville.com](http://www.oaevansville.com)

### DOWNTOWN EVANSVILLE

515 Read St., Evansville, IN 47710

### HENDERSON

340 Starlite Dr., Henderson, KY 42420

### WEST EVANSVILLE

5828 Pearl Dr., Evansville, IN 47712

### EAST EVANSVILLE

10455 Orthopaedic Dr., Newburgh, IN 47630

### NORTH THERAPY

3519 N. Green River Rd., Evansville, IN 47715

### PFL LOGISTICS

4501 Hitch & Peters Rd., Evansville, IN 47711  
**Megan Lambert** 812-758-4661  
[megan@rexingcompanies.com](mailto:megan@rexingcompanies.com)  
[www.pfllogisticsusa.com](http://www.pfllogisticsusa.com)

### SMALL TOWN CHIC BOUTIQUE

2316 W. Franklin St., Evansville, IN 47712  
**Karli Barnett** 812-626-0044  
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[www.smalltownchicboutique@gmail.com](http://www.smalltownchicboutique@gmail.com)

### TOUCHSTONE THERAPY, LLC

402 S. Richland Creek Dr., Ste. C  
Princeton, IN 47670  
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[www.touchstonetherapyllc.org](http://www.touchstonetherapyllc.org)

### UNITED CAPITAL WEALTH

601 N. Cross Pointe Blvd., Evansville, IN 47715  
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[perry.more@unitedcapitalwealth.com](mailto:perry.more@unitedcapitalwealth.com)  
[www.unitedcapitalwealth.com](http://www.unitedcapitalwealth.com)

### WW SEEDS, INC.

7179 Airline Rd., Henderson, KY 42420  
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[www.wwseeds.net](http://www.wwseeds.net)

## UPGRADED MEMBERS

### ORANGETHEORY FITNESS

3431 N. Green River Rd. Evansville, IN 47711  
**Whitney Martin** 812-645-9712  
[studio0819@orangetheoryfitness.com](mailto:studio0819@orangetheoryfitness.com)  
[www.orangetheory.com](http://www.orangetheory.com)

## MEMBER RENEWALS

- Alpha Energy Solutions
- Alvey's Sign Company, Inc
- American Red Cross
- BOSS Roofing & Construction
- Busler Enterprises, Inc. (St. Joseph)
- Community Foundation Alliance
- Connections Deaf Centers
- Diversified Home Inspections
- Diversified Instrument Services, Inc.
- Don's Claytons DCI Fine Dry Cleaning
- Edward Creek Liquidations
- Evansville Surgical Associates
- FedEx Ground
- Gerling Law Offices

- Heritage Petroleum, LLC
- JA Benefits, LLC
- Jade Investments & Retirement Solutions
- Kaiser Aluminum Warrick
- Keller Williams Capital Realty
- Koch Enterprises
- Lampion Center, Inc.
- Lifetime Financial Growth
- Mann Enterprises, LLC (McDonalds)
- Memorial Community Dev. Corp.
- Midwest Systems & Services, Inc.
- New York Life
- Ohio Valley Appliance Sashas Garage, LLC
- ORG Chem Group, LLC
- Osaka Newburgh
- Regional Title Services, LLC
- Roger's Academy of Hair Design
- The Arc of Evansville
- TRI-CAP
- Tri-State Multiple Sclerosis Association
- University of Southern Indiana
- Vowells & Schaaf, LLP



“As a small business owner just starting out, money is always tight, so it was a no-brainer for me to join Cowork Evansville!”

- JOSHUA HILL



Explore Cowork Evansville and unlock a world of possibilities.  
<https://bit.ly/3gjt2d>

## COWORK EVANSVILLE

**Cowork Evansville Spotlight: Joshua Hill**  
Owner of Response Medical Training

Meet Joshua, the driving force behind Response Medical Training, a veteran-owned business in Evansville. Specializing in First Aid, CPR, and AED classes, they've been a valuable addition to the region since February 2023.

**Why Cowork Evansville?** Joshua chose it for the affordability! As a startup owner, every penny counts, and Cowork's Annual Membership made perfect financial sense. Plus, the friendly atmosphere and welcoming smiles sealed the deal.

**Community Matters!** Joshua loves the friendly vibes at Cowork Evansville. It's more than just a space; it's a community that fosters collaboration and networking.

**Escape the Crowds!** Cowork Evansville provides a quiet, focused space for Joshua's business to thrive, avoiding the hustle and bustle of crowded coffee shops.

**Recommendation:** Joshua highly recommends Cowork Evansville to anyone starting or growing a business. It's more than just a space; it's a supportive community that propels your success!



# MILESTONES JULY 2024

Milestone celebrations are a benefit of Evansville Regional Economic Partnership membership. To request a milestone ribbon-cutting, click or scan the QR code.



## CRISP & GREEN

Crisp & Green celebrated the grand opening of a new location with a ribbon-cutting at 6436 E. Florida St., Ste. 104, in Evansville. Crisp & Green believes nourishing your healthy lifestyle goes beyond the kitchen. They are devoted to delivering an exceptionally crisp experience to their guests. Not just with a chef-crafted and scratch-made menu, but also through their high standard of service, belief in being 100% authentic, and passionate commitment to the community. Contact them at 812-499-7401, [wmartin@orangetheoryfitness.com](mailto:wmartin@orangetheoryfitness.com), or at [www.crispandgreen.com](http://www.crispandgreen.com).



## ECHO HOUSING & COMMUNITY DEVELOPMENT

ECHO Housing & Community Development celebrated the grand opening of a Promise Home with a ribbon-cutting at 313 Read St. in Evansville. ECHO Housing & Community Development is the leading provider of permanent supportive housing in Southwest Indiana and a Community Development Corporation, undertaking initiatives that serve and impact the most vulnerable, underserved areas of the community. Contact them at 812-618-8001, [savannah.wood@echohousing.org](mailto:savannah.wood@echohousing.org), or at [echohousing.org](http://echohousing.org).



## SMALL TOWN CHIC BOUTIQUE

Small Town Chic Boutique celebrated a grand opening with a ribbon-cutting at 2316 W. Franklin St. in Evansville. Small Town Chic Boutique is a new boutique on Franklin street! They have a little something for everyone, which includes womens clothing, a charm bar, dog section and much more! They also have several other local businesses that share their space. They want anyone and everyone to feel comfortable walking through their doors! Contact them at 812-549-8181, [barnett.karli7@gmail.com](mailto:barnett.karli7@gmail.com), or at [smalltownchicboutique.com](http://smalltownchicboutique.com).

# newsmakers

PRESENTED BY:



## DANI GIRON

Dani Giron joined Gribbins Specialty Group as the assistant project manager in Louisville. He graduated from the University of Louisville with a Bachelor of Science in Civil Engineering. During college, Giron worked with a general contractor, where he picked up technical knowledge and project management skills, including team communication, coordination, and problem-solving.



## REBECCA MCQUEEN-RUARK

Ivy Tech Community College Evansville hired Rebecca McQueen-Ruark as assistant vice chancellor of student affairs, a new position at the College. McQueen-Ruark holds a bachelor's degree in psychology from the University of North Carolina at Chapel Hill and a master's degree in college student development from Appalachian State University. She also earned a certificate in diversity, equity, and inclusion in the workplace from the University of South Florida Muma College of Business. Most recently, McQueen-Ruark served as vice president of student affairs and dean of students at Kentucky Wesleyan College. Prior to that, she held the position of director of the sophomore experience at KWC. McQueen-Ruark was the Owensboro Chamber of Commerce 40 Under 40 award recipient in 2017, Staff Member of the Year in 2015 at Kentucky Wesleyan College, and she was named an honorary alumnus at Pfeiffer University in 2014.



## DR. JEFF FERGUSON

Right to Life of Southwest Indiana, an organization committed to protecting the sanctity of human life through education, services, and advocacy, is delighted to announce the appointment of Dr. Jeff Ferguson as its new Executive Director. Dr. Ferguson, who brings a wealth of experience spanning over 20 years of local church ministry in various senior leadership capacities, will lead this organization to increased effectiveness so that both in law and practice the value of life is upheld. Dr. Ferguson is a graduate of Evangel University Theological Seminary with a Doctor of Ministry degree, where he wrote his dissertation on spiritual abuse and antagonism in churches, workplaces, and denominations. He also attended Midwestern Baptist Theological Seminary for his graduate Theology Degree and North Central University for his bachelor's degree in Pastoral Ministry. Dr. Ferguson has been an ordained minister since 2005.



## BETSY JO MULLINS

Betsy Jo Mullins was chosen as the University of Southern Indiana director of Housing and Residence Life. She reports to Dr. Pamela Hopson, interim vice president for Student Affairs. As director, Mullins will serve as the chief housing officer managing a comprehensive campus housing and residential life operation and collaborating with campus service organizations to provide 3,000 residents business operations, administrative services, housekeeping, maintenance, human resources, marketing, social media, public relations, and information technology. She will oversee more than 100 full-time, part-time, and student employees; an annual operational auxiliary budget of \$11 million; 43 apartment buildings; and four residence halls. Mullins most recently served as the associate director of Business Operations and Information Technology at USI. Her career spans over 15 years in collegiate housing business operations, with five years in middle to upper-management positions. Her professional focus has been on creating an inclusive and diverse housing community by using a combination of business operations, technology and student-centered customer service. During her time at USI, the University reached its highest occupancy rate in over a decade for the 2024-25 academic year at USI. Before her role at USI, she was the assistant director of housing at the University of Kentucky, where she oversaw 7,500 beds. Additionally, she played a key role in the project management team for a \$75 million development project, which included the construction of two new residence halls. Mullins holds a bachelor's degree and a master's degree in leadership, in addition to a master's degree in business administration with a concentration in data analytics, all from USI. She is currently pursuing a doctorate in educational leadership from USI.

## KRISTA PICHON

Krista Pichon was promoted to accounting manager for the Atlas World Group's international team. Pichon joined Atlas in 2016, leading the implementation of Blackline to fully understand financial operations and enhance our department's efficiency and effectiveness. In her new role, she will oversee the Accounting, Accounts Payable and Accounts Receivable processing functions. Tania Herke will transition to a pivotal role within the Financial Planning & Analysis team.

## JASPER ENGINES AND TRANSMISSIONS

Jasper Engines and Transmissions announced the winners of its annual scholarship program. Applicants must be dependent children of full-time JASPER Associates.

**AVERI BAUER** is a graduate of Northeast Dubois High School. She will attend the University of Southern Indiana majoring in Diagnostic Medical Sonography. She is the daughter of Randy and Jane Bauer. Randy is vice president of Support Services at JASPER.

**JACOB BRYSON** is a graduate of Thomas Dale High School in Virginia. He will attend the Chesterfield County Technical Center for Automotive Technology. He is the son of Willie and Kim Bryson. Willie is a driver at JASPER's Richmond branch.

**AIDEN BUECHLER** graduated from Northeast Dubois High School and will be attending Vincennes University Jasper to earn a degree in Business Management. He is the son of Kent and Kristy Buechler. Kent is the Maintenance Department manager at JASPER.

**BRADY BYRD** is a graduate of Washington High School. He will attend Indiana Tech to study Exercise Science/Physical Therapy. He is the son of Sean and Tess Byrd. Sean is the Quality and Product Development Department manager.

**JOCELYNNE CALDERON** is a graduate of Jasper High School. She will continue her education at the University of Southern Indiana where she'll major in Elementary Education. She is the daughter of Anna Barrix and Henry Calderon. Anna works in the Accounts Receivable Department at the JASPER Headquarters facility.

**PACE CLARK** graduated from Jasper High School. He will attend Indiana University to get his degree in Exercise Science with a minor in Business/Finance. He is the son of Jamie and Jennifer Clark. Jamie works in JASPER's Inside Sales Department.

**TYLER CRAIG** is a graduate of Pike Central High School. He is attending UA Local 136 Plumbers & Steamfitters. He is the son of Jay and Janine Craig. Jay works in the Gas Division at the JASPER Headquarters facility.

**ASHLYN DILGER** is a graduate of Forest Park High School and plans to further her education at Indiana University where she'll pursue a degree in Biology/Pre-Med to become an optometrist. She is the daughter of Audra and Mark Dilger. Audra is JASPER'S Inside Sales Department manager.

**BRAEDON DOUGLAS** graduated from Perry Central High School. He will attend Ivy Tech Community College where he'll major in Psychology. He is the son of Dan and Becky Douglas. Dan works in the Sourcing Department at Jasper.

**REECE EGBERT** is a graduate of Jasper High School. He plans to attend Indiana University where he'll pursue a degree in Management/Marketing. Reece is the son of Jeff and Pam Egbert. Jeff is in Production Support-Stores at the JASPER Headquarters facility.

**LAKYA EPPLE** is a Loogootee High School graduate and will continue her education at Vincennes University studying Graphic Design. She is the daughter of Brandon and MaElena Epple. Brandon works in Indiana Tool and Die and MaElena works in the Gas Department at the JASPER Headquarters facility.

**GABRIELA FELLOWS** is a graduate of Kenowa Hills High School in Michigan with plans to attend Grand Rapids Community College to obtain a degree in Baking and Pastry Arts. Gabriela is the daughter of Jeff and Norma Fellows. Jeff is branch operations manager at JASPER's Grand Rapids branch.

**NYLAH HILL** is a graduate of School Lane Charter School in Pennsylvania. She will attend the Pennsylvania College of Technology majoring in Aviation Maintenance/Professional Pilot. She is the daughter of Curtis and Erica Hill. Curtis is a delivery driver at the Philadelphia branch.

**LILLIAN HULSMAN** is a graduate of Jasper High School and plans to continue her education at Oakland City University for a degree in Nursing. She is the daughter of Jason and Andrea Hulsmann. Jason is the Marketing Department director at JASPER.

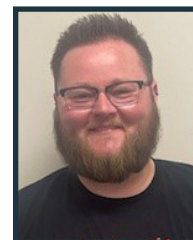
**GRACE KAECK** is a Jasper High School graduate. She will attend the University of Southern Indiana to pursue a degree in Dental Hygiene. She is the daughter of Kenny and Tracy Kaeck. Kenny works in the Transmission Department at JASPER.

**LILLIAN KIRKMAN** graduated from Heritage Hills High School and will be attending Vincennes University Jasper to earn a degree in Business/Accounting. She is the daughter of Tyler and Ashley Kirkman. Tyler is an Inside Sales representative at JASPER.

**MEREDITH KNIES** is a graduate of Jasper High School. She will attend Purdue University with a double major in History and Political Science. She is the daughter of Jayme and Janessa Knies. Jayme works at Jasper Electric Motors.

**AYLAH LAMKIN** is a graduate of Forest Park High School. She will continue her education at the University of Southern Indiana where she'll major in Education. She is the daughter of Brandon Lamkin and Amanda Calderon. Brandon works in the Gas Division at the Jasper Headquarters facility.

**KYLIE LEVINS** graduated from Starrs Mill High School in Georgia. She will be attending the University of Georgia majoring in Marketing. Kylie is the daughter of Gary and Kerri Levins. Gary is an Inside Sales Representative in the Atlanta branch.



### LUKAS STEWARD

Lukas Steward joined Aurora as a social work intern. Steward has worked as a 911 dispatcher for AMR for the past 5 years and plans to graduate from Indiana Wesleyan University with a degree in Social Work.

## CENTERPOINT ENERGY

CenterPoint Energy announced two leadership promotions in southwestern Indiana:



### MIKE ROEDER

Mike Roeder was promoted to senior vice president, External Affairs. Roeder will serve as the senior leader for CenterPoint Energy in Indiana and Ohio while maintaining his current responsibilities in state and federal government affairs, including state and local government affairs in Indiana,

Minnesota, and Ohio. Roeder earned a bachelor's degree in communications from the University of Southern Indiana and a master's degree from Ball State University.



### SHANE BRADFORD

Shane Bradford was named vice president, Indiana Electric. He will lead all areas and aspects of the electric business in Indiana. Bradford has been with CenterPoint Energy and Vectren for more than 20 years. Bradford currently serves as board president for the Boys & Girls Club of Evansville. Bradford

received a Bachelor of Science degree in Civil Engineering from the University of Dayton and a Master of Business Administration from Indiana State University.

## REXING COMPANIES

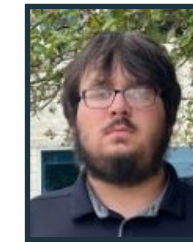
Rexing Companies made multiple new hires:



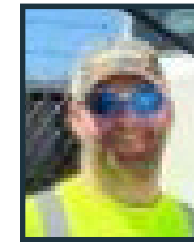
JENNIFER DILL



BRADY NORMAN



SPENCER SANDAGE



BEN LAWIN



EMILY GEIER



CORYDON WORD



JEFF CHAMPAGNE



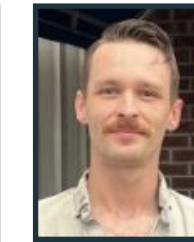
RODNEY WHITT



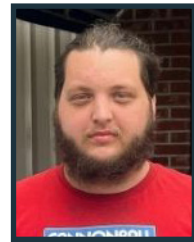
GAGE LYONS



JON TIGHE



RYAN BLACKBURN



NICK RICHARDSON

Jennifer Dill, special project general manager  
Brady Norman, logistics account manager PFL  
Spencer Sandage, logistics account manager, PFL  
Preston Hirsch, logistics account manager, PFL  
Ben Lawin, yard spotter, JR's Expedited Freight  
Emily Geier, dispatch, JR's Expedited Freight  
Robby Parsons, OTR driver, JR's Expedited Freight  
Corydon Word, yard spotter, JR's Expedited Freight

Jeff Champagne, yard spotter, JR's Expedited Freight  
Rodney Whitt, yard spotter, JR's Expedited Freight  
Seth Jellison, yard spotter, JR's Expedited Freight  
Brian McGee, yard spotter, JR's Expedited Freight  
Gage Lyons, technician, Midwest Truck and Trailer  
Jon Tighe, technician, Midwest Truck and Trailer  
Ryan Blackburn, service manager, Midwest Truck and Trailer  
Nick Richardson, parts runner, Midwest Truck and Trailer

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)



# Annual Meeting & Dinner

## Thursday, September 12



Keynote Speaker

**Dr. Allison Barber**

President/COO  
Fever Basketball, Inc.



# Reserve Your Seat!



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