

Greater **LAFAYETTE** COMMERCE

**GREATER LAFAYETTE
IS WHERE
PROGRESS
CREATIVITY
& COMMUNITY
THRIVE**

2020 ANNUAL
REPORT



Scott Walker, President
& CEO, Greater Lafayette
Commerce



Umesh Patel, Chair,
Greater Lafayette
Commerce Board of
Directors

Dear Greater Lafayette Commerce Members and Investors,

Thank you for your investment and support of our organization in 2020. We appreciate and value you as a member of Greater Lafayette Commerce, and your investment this year is especially meaningful. Like many of your businesses, we've pared down our expenses to weather this economic downturn. And with your support again in 2021, we will remain in a solid financial position.

We would have loved to have seen all of you at an Annual Celebration this month like in years past. Recognizing that a gathering of more than 500 people just wouldn't work in 2020, we've created this Annual Report to share with you instead.

We know this has been a very challenging time for many in our community and we sympathize with all of those that have experienced the negative effects of the pandemic and recession. The staff at Greater Lafayette Commerce have worked hard in new and creative ways to make a difference, and we want to extend our gratitude to them and their families for the sacrifices they've made this year.

We think you will be proud of what Greater Lafayette Commerce, and your membership in us, has been able to accomplish this year. The following pages tell that story, and we hope they demonstrate the meaningful impact we've made in the Greater Lafayette Community.

WE ARE *Greater* TOGETHER

STRATEGIC PARTNERS



OUR BOARD OF DIRECTORS

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Janet Fox First Merchants Bank	Tommy Sors Purdue University
Rachel Hazaray Subaru of Indiana Automotive	Terrance E. Wilson Franciscan St. Elizabeth Health
Gary Lehman Oerlikon Fairfield Manufacturing (retired)	

93

YEARS OF SERVING COMMUNITY

12

STAFF MEMBERS

120

VOLUNTEERS

57

INITIATIVES & PROGRAMS

15.6k

PHONE CALLS MADE

73

LBS OF COPPER MOON
COFFEE CONSUMEDENGAGEMENT MAKES US *Greater*

1,051

ACTIVE MEMBERS

493

10+ YEARS MEMBERS

121

NONPROFIT MEMBERS

53

2020 NEW MEMBERS

971k

WEB CLICKS MEMBER PAGES

101k

WEB CLICKS BUSINESS DIRECTORY

GREATER LAFAYETTE HAS **196,617** RESIDENTSGREATER LAFAYETTE COMMERCE MEMBERS HAVE OVER **40,000** EMPLOYEES

“It’s not hyperbole to attribute a great part of our success to the support of Greater Lafayette Commerce. We were fortunate to host the Third House and Rise & Shine events, allowing us an opportunity to showcase a space that we believe is a shining example of community revitalization and investment. Those meetings helped spur interest in our space from community businesses and spurred partnerships with other non-profit organizations that move forward our mission to provide empowering programs and services to Greater Lafayette residents.

The River City Community Center is grateful for our membership and partnership with the GLC and I look forward to continuing to work together for years to come.”

— Terry Gilbert, Director, River City Community Center

STRATEGY FOCUSED



RESULTS DRIVEN

TALENT

Increase GL Median Household Income to > US Medium Household Income & increase population by **25,000** by 2026

BUSINESS

Double member engagement scores by 2021

JOBS

Create **5,000** new economic based jobs by 2026



WORKFORCE 2030 COUNCIL / 5,000 new economic based workers / 5,000 high school students retained as workers / 100 regional workforce development professionals working together / Talent Track for incentive packages / GL Marketing Coalition / GL Career Academy

QUALITY OF LIFE COUNCIL / assist Critical QOL Asset Developments / increase NetPromoter scores / support international events

PROGRAMS & EVENTS / STEM focused education for youth / farmers markets / international

ONGOING KEY PARTNERSHIPS



ECONOMIC DEVELOPMENT COUNCIL / launch task force for ED Council / attract new companies in target sectors / identify & assist expansions / Economic Gardening Program / regional coalitions

MULTIPLIER IMPACT / 15,000 more jobs in GL / 25,000 more people / 5,000 more students / \$56,000 medium income

EVENTS/PROGRAMS/PARTNERS



CHAMBER COUNCIL / launched Small Business Success Program / created minority entrepreneur task force / expand B2B Ambassador Academy / advocate for I-65 expansion / support immigration regulatory reform

ENTREPRENEURSHIP & INNOVATION / regional partnerships for entrepreneurial ecosystem

Lafayette Mayor Tony Roswarski, Purdue President Mitch Daniels, Indiana Governor Eric Holcomb, Saab President and CEO Håkan Buskhe, Indiana Secretary of Commerce Jim Schellinger



"Greater Lafayette's long history of success is built on collaboration. We are proud to be known for a spirit of cooperation among our cities and county. With Greater Lafayette Commerce providing a conduit to our partners in business, industry and non-profits, the entire region continues to grow and prosper."

- Lafayette Mayor Tony Roswarski



"Greater Lafayette Commerce is our partner for Economic Development in West Lafayette. The team at GLC works to address challenges we face and secure new investment that enrich the entire Greater Lafayette community."

- West Lafayette Mayor John Dennis



SIA expansion ground breaking



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Member FDIC



The **Workforce 2030 Council** was launched in 2017 by Greater Lafayette Commerce and Industry Partners to create a pipeline of skilled workers to address the current and future workforce shortages. The Council has worked in partnership with GLC to grow Manufacturing Week by 10 fold, launch Coder Dojos around the region, and create Robotics in Manufacturing Camps.

8-10

MEETINGS PER YEAR

25

AVERAGE ATTENDEES

490

HOURS OF VOLUNTEER WORK IN 2020

Each year, Greater Lafayette Commerce hosts **Manufacturing Week** to bring awareness to our community about manufacturing in our region. It is designed to share the vast opportunities and career pathways available to our future workforce. This week of activities allows students the ability to discover how they can learn, work, and live right here in Greater Lafayette. Manufacturing Week serves nine counties and 27 public school districts.

Manufacturing tours were aimed at high school students, middle school students benefited from the expos and workshops (WS) focused on elementary students.

MANUFACTURING WEEK GROWTH (tours, expo and workshops)

2014

300 Tours

2015

475 Tours / 186 Expo

2016

676 Tours / 587 Expo

2017

672 Tours / 719 Expo / WS 426

2018

509 Tours / 760 Expo / WS 400

2019

943 Tours / 1336 Expo / WS 913

2020

4139 Total Virtual Attendees
(expanded to full month and went completely virtual)



40,056

HOURS OF MANUFACTURING AWARENESS
& EXPLORATION



CoderDojo clubs offer hands on experience in coding, circuitry, robotics, and programming to K-12 grade students. Students participate in learning new skills led by a variety of area engineers, programmers, and educators. Greater Lafayette Commerce received grants to expand this vital program into additional locations in Tippecanoe County, as well as Carroll, Cass, Warren and White counties.

CODERDOJO GROWTH

2016

116 Students

2017

289 Students

2018

453 Students

2019

194 Students

2,104

HOURS OF CODING LEARNING



In 2018, Greater Lafayette Commerce Workforce 2030 Council launched a taskforce to survey the K-12 opportunities. The taskforce findings indicated a gap in the eco-system existed during the summer months, especially for low income families.

Robotics in manufacturing camps were formed to provide students in Greater Lafayette an opportunity to gain critical coding, programming, electronics, and robotics experience.

ROBOTICS IN MANUFACTURING GROWTH

2019

66 Students

2020

83 Students

1,431

HOURS OF ROBOTICS LEARNING



Congratulations to our 2020 Golden Apple Winners

This award recognizes and celebrates the positive contributions of educational leaders in Tippecanoe County. Educators are nominated by students, parents and colleagues. The 2020 winners were: (shown above from left to right)

- Sue Stan - 5th Grade
- West Lafayette Intermediate School
- Katie Dodds - 4th Grade
- West Lafayette Intermediate School
- Pam Shideler - 1st Grade
- Dayton Elementary School
- Courtney Hollingsworth - 6th Grade
- West Lafayette Intermediate School
- Patrick O'Keefe - Art Teacher
- Lafayette Central Catholic Jr./Sr. High School

165

TEACHERS AWARDED IN 33 YEARS

MARKETING COALITION

The **Greater Lafayette Marketing Coalition (GLMC)** was tasked with building a brand for Greater Lafayette. GLMC is the combined effort of Tippecanoe County, the Cities of Lafayette and West Lafayette, IN, as well as Purdue University, Purdue Research Foundation, Visit Lafayette-West Lafayette, and Greater Lafayette Commerce.

Objectives of the GLMC include increasing the talent pool by retaining and attracting a citizen workforce through the demonstration of a high quality of life and strong economy. The group will also work to spur economic growth by attracting business investments. Finally, the GLMC will create a positive perception both within and outside of Greater Lafayette.



MAY 2018

- GLMC FINALIZES PARTNERSHIP WITH MARKETING FIRM
- The Greater Lafayette Marketing Coalition selects Ologie, a marketing firm that worked previously with the Purdue brand, to commence work. GLC leads project coordination and brand management. Phase 1 begins.

JAN 2020 CONT.

- PHASE 2 OF BRAND LAUNCH BEGINS
- Four major objectives begin to take shape including the following projects: a talent attraction and economic development website, a brand video, a talent attraction marketing campaign and plans for the brand launch.
- GLMC selects creative partners Madhouse and Dearing Group.

APR 2020

- BRAND AMBASSADOR PROGRAM BEGINS
- A select group of community leaders is trained to help launch the new brand and communicate their passion for Greater Lafayette.

SEPT 2020 PLANNING FOR PUBLIC BRAND LAUNCH

NEW BRAND TIMELINE ►

- GLMC FIRST MEETING
- The Greater Lafayette Marketing Coalition convenes to address the challenges of Greater Lafayette's perception guided by the following goals:
 - increase the population by 25,000 by 2026
 - create a strong, unifying identity for the community
 - position area as desirable place for business and individuals to work, play, and belong

JUNE 2017

- GLMC LAUNCHES GREATER LAFAYETTE MAGAZINE
- In an effort to begin introducing the new brand to the community, GLC works with local talent to produce a quarterly lifestyle magazine to help share area economic development and quality of life stories.

JAN 2020



CREATIVITY MAKES US *Greater*

OCT 2020

- NEW BRAND GOES LIVE
- GLMC officially launches social media, video and website that introduces new brand, as well as hosts a launch party.



QUALITY OF LIFE



FARMERS MARKET 2020

24k
MARKET VISITORS

\$2,300
SNAP BENEFITS REDEEMED

30
SMALL BUSINESS HOSTED



TIPPY CONNECT YOUNG PROFESSIONALS

123
MEMBERS - AGE RANGE 21-39

1,600
HOURS OF PROFESSIONAL DEV.

60k
PEER TO PEER OPPORTUNITIES

BOILER BASH DASH 2020



WELCOME WEEK 2020 - HIGHLIGHTED BUSINESSES: Clean Lemon, Coldstone Creamery, La Tapatia, Del Real Auto, and Adela's Flowers

Welcoming Week provides an opportunity to highlight immigrants, refugees, and long-time residents to celebrate the values that unite us as neighbors, parents, and colleagues, and to make our communities more welcoming to all those who call Greater Lafayette home. This initiative works closely with the Greater Lafayette Immigrant Allies and other community organizations who have a stake in the growth of our community.

CHRISTMAS PARADE 2019

In 2019, the Lafayette Christmas Parade had a record **180 entrants**, with more than **5,000** in attendance to watch, and celebrate the holiday season.

500
PARTICIPANTS

9,462
MISSION SUBMISSIONS

43 | 60m
VENDORS | GAME POINTS CLAIMED

COMMUNITY MAKES US *Greater*

ECONOMIC DEVELOPMENT

56
REQUESTS FOR INFORMATION
(RFIs) SUBMITTED TO DATE

SUBARU OF INDIANA AUTOMOTIVE
New 110,000 sq. ft. expansion for
transmission assembly and new service
center building with new equipment.

\$158 M CAPITAL INVESTMENT
350 JOBS CREATED



HIGHWAY SAFETY SERVICES
Relocation and building of a brand new
20,000 sq. ft. warehouse/office space.

\$1.9M CAPITAL INVESTMENT
10 JOBS CREATED

7.8%
2014-19 JOB INCREASE IN TIPPECANOE CO.

INVESTMENT MAKES US *Greater*

"We value Greater Lafayette Commerce as an important partner and a focal point for collaboration."

- Rachel Hazaray, Deputy General Counsel & Senior Manager,
Subaru of Indiana Automotive



ANTIQUE CANDLE CO.
Relocated to new building - moving from
5,000 sq. ft. to 15,266 sq. ft., including a
complete renovation in addition to having
a new machine brought in from Italy.

\$1M CAPITAL INVESTMENT
4 JOBS CREATED

**TAX ABATEMENTS
SINCE 2011**

Tippecanoe County: 17
= \$37,511,077 invest.
= 412 new jobs
Lafayette: 63
= \$1,627,715,929 invest.
= 14,625 new jobs
West Lafayette: 1
= \$18,700,000 invest.
TOTAL = \$1,683,927,006 invest.
= 15,037 new jobs



Advocacy in Action

Greater Lafayette Commerce is focused on advancing a business advocacy agenda that gets results for its members.

At the national level in 2020, GLC and 21 members travelled to Washington DC in early March to meet with our Federal Legislators and appointed officials in various departments of the Federal Government. Key issues for Greater Lafayette continue to be of prime importance for those meetings: Immigration Reform, Infrastructure Funding for I-65 Expansion to 6-lanes and Passenger Rail service to Greater Lafayette, and Mental Health and Substance Abuse Issues. We will continue efforts in 2020 with more virtual meetings.

GLC hosted the State of Indiana Delegation during the legislative in our traditional Third House sessions and additional new events conducted during the weekday. Legislators value the interaction with members that these events provide and the find the feedback in the question and answer sessions valuable. For 2021, we will build on those success's and work to increase access to our legislators for our member businesses.

10

MEETINGS IN WASHINGTON DC IN 2020

12

IN PERSON & VIRTUAL MEETINGS WITH
STATE OFFICIALS FEDERAL LEGISLATORS

RECOGNITION PROGRAMS

2020 SMALL BUSINESS OF THE MONTH WINNERS:

- February - Advantage Auto Glass & Trim
- March-June (COVID Diversion)
- July - Schug Awards & Gifts
- August - Indoff Office Interiors
- September - Antique Candle Co.
- November - Sgt. Preston's

2020 MILESTONE EVENTS

GRAND OPENING CELEBRATIONS

- New Journey Farms
- Farmers and Merchants Bank
- Lafayette Hearing Center
- Big League Sports Bar & Grill
- Pete's Custom Printing
- Downtown Dental
- CDH Resurfacing Solutions
- Proactive MD powered by Greater Lafayette Commerce
- Rusty Taco
- Retail Therapy
- Big Woods Restaurant

ANNIVERSARY CELEBRATIONS

- Express Employment Professionals #18
- Advantage Auto Glass & Trim #10
- Indoff Office Interiors #5
- Almost Home Humane Society #80



SCHUG AWARDS & GIFTS



Small Business of the Year 2019 EAST END GRILL

Photo by Christine Petkov

EXCELLENCE MAKES US *Greater*

The **Business Success Platform** is based on the need for business owners to learn about and develop skills to help them meet milestones required for business success. These skills may include strategic planning, managing a sales pipeline, learning how to get better at people, and more. These events feature presenters and panelists who are experts in their fields and are willing to share their expertise with attendees. The events are interactive, including networking, and Q&A. Events in this series are either in person or in Webinar format.



SHARING MAKES US *Greater*

54

TOTAL EVENTS IN PROGRAM

741

TOTAL PARTICIPANTS IN PROGRAM

3,800

HOURS OF PROFESSIONAL DEVELOPMENT

97% OF ATTENDEES LEARNED SOMETHING NEW TO HELP THEIR BUSINESS

► **INNOVATIONS** is designed to bring just in time information to local business owners. These monthly topical sessions feature information such as how to use Google analytics, manage work-life balance, and more. The sessions are informal, and are either held at Greater Lafayette Commerce, or in Webinar format.

► **PEER-OFFERED DEVELOPMENT SERIES (PODS)** is a CEO-Roundtable program where CEOs and decision-makers of non-competing businesses meet monthly to discuss critical issues in their businesses, share experiences, and develop strategies for overcoming challenges. In these professionally facilitated meetings, CEOs get the opportunity to create lasting relationship with their peers and work together on their professional development and becoming better leaders. The PODS program utilizes the Peerspectives protocols developed by the Edward Lowe Foundation.

► **STOREFRONT STRATEGIES** is designed to provide restaurants and retailers with information, resources, and tools to help them remain viable in a digital age. Events for Storefront strategies include how to utilize social media marketing, technology, and customer service to ensure that customer experiences exceed expectations.

► **ELITE EXCEL** consists of master classes laser focused on helping business owners and their leadership teams better at what they do. Elite Excel sessions consist of up to ten non-competing business owners and their leadership teams working with executive coaches and business consultants. Participants have learned how to strategize, manage cashflow, develop teams, work with people, and more. These classes have been delivered in person and in webinar format.



80% OF ATTENDEES MET SOMEONE NEW TO HELP THEIR BUSINESS

Ongoing development events include our **Quarterly Development Series**, **Golf Outing** and, new in 2019, our monthly **Rise & Shine** network opportunities.

At the Quarterly Development meetings, attendees enjoyed speakers like Senator Todd Young and Governor Suzanne Crouch, as well as valuable information covering topics such as mental health in the workplace and innovative company implementations.

This year's Golf Outing provided an entertaining and safe activity for members to get away for the day and enjoy some recreation, giveaways, good food, and even a custom t-shirt made on-site to help commemorate the fun.

Rise & Shine breakfast networking events proved to be a great addition to the development platform. Attendance grew each month, providing a dynamic and exciting way for members to connect and discover new things.



▲ **GOLF OUTING**

192 GOLFERS SAFELY INTERACTED WITH 78 PEOPLE REPRESENTING 40 SPONSOR BUSINESSES, WHILE TALKING 3,456 GOLF SWINGS.



► **STATE OF THE CITIES & COUNTY**
- Largest in history with **423** people in attendance



▼ **RISE & SHINE EVENT STATS**

894

PEOPLE MADE VALUABLE CONNECTIONS

89

NEW MEMBERS RECOGNIZED

26

NONPROFITS REPRESENTED & RECOGNIZED

200

DONUTS CONSUMED

160

PANCAKES ENJOYED



TOGETHERNESS MAKES US *Greater*

WE ARE *Greater* TOGETHER

From grants to gift cards, Greater Lafayette Commerce dedicated its resources and connections to helping Greater Lafayette during the COVID pandemic. The following provides an overview of the support we provided and the innovative ways our community came together.



COVID RELIEF GRANT PROGRAM WINNERS:

- Beyond the Vine Wine Tours
- Roth Florist
- Total Fitness Gym & Spa
- The Stables Event Center
- Smolder BBQ
- Lazy Cat Lounge
- Tidy Clean
- Klassy Klutter Flea Market
- Tr4vel Girl, LLC
- Follow the Child Montessori

To help cover short-term operating costs, Greater Lafayette Commerce launched a grant program for small businesses that assisted them with building recovery plans as the local economy opened back up.

The grant program, funded by Duke Energy, was used to provide funds for use by the small businesses in the three qualified areas of:

- Relief funding/Short-term operating costs
- Legal or technical assistance
- Technology needs to ensure businesses can communicate with their customers



158
BUSINESSES PLEDGED

173
INDIVIDUALS PLEDGED

Greater Lafayette Commerce collaborated with West Lafayette, Lafayette, Tippecanoe County and Purdue University leaders to create the Protect Greater Lafayette business and individual pledge drive, asking the community to voluntarily join in commitment to help stop the spread of COVID-19.

The Protect Greater Lafayette Pledge outlines nine public health measures that community partners, businesses and organizations should embrace in the fight against COVID-19. Encouraging those in the community to support the wearing of face masks, social distancing, frequent hand washing, maintaining a clean business space, promoting contact free services, monitoring for symptoms of COVID-19, staying home when sick and supporting anyone in need of assistance.



173
RESTAURANTS LISTED

>1,000
MEALS ORDER BY GLC STAFF

In the early confusion of COVID-19, Greater Lafayette Commerce wanted to help connect the community with local restaurants. A list of open restaurants with delivery and carryout details and contact information was created and updated frequently. It was shared by the Journal & Courier, WLFI, both cities, and Purdue.

Getting this information in a centralized location was vital to support and promote our Greater Lafayette restaurants.

GREATER TOGETHER GIFT CARD PROGRAM

To encourage the community to shop local and show love to area businesses, Greater Lafayette Commerce launched a gift card program. The awareness campaign sparked consumer spending and gave a much needed boost of revenue and appreciation to local business owners.

Wood Boom Radio spread the word by hosting the kick-off day and local organizations like Old National Bank, Centier Bank, Tipmont REMC, and Duke Energy matched the funds of every gift card sold.

59
BUSINESSES PARTICIPATED IN GIFT CARD PROGRAM

585
GIFT CARDS PURCHASED

\$18,165
WORTH OF GIFT CARDS PURCHASED

"We really appreciate the matching funds from Old National Bank, Centier Bank, Tipmont REMC, and Duke Energy. It shows great support for the local businesses. Thanks again!"
- Karen Hirsh-Cooper, Sgt. Prestons

2020 VIRTUAL ENGAGEMENT

5,021
FACEBOOK LIKES

99.4k
FACEBOOK REACH

498
FACEBOOK COMMENTS

6,300
FACEBOOK RESPONSES FOR EVENTS

1,421
INSTAGRAM FOLLOWERS

573
PHOTOS SHARED ON INSTAGRAM

682
ENGAGEMENTS ON INSTAGRAM



COVID EMPLOYEE RELIEF

At the height of the COVID-19 pandemic confusion and uncertainty, Greater Lafayette Commerce shared important resources available to the community, and continued to update as information about the virus continued to change:

- unemployment benefits
- SNAP food stamps
- TANF benefits
- Medicaid health care
- food pantries
- utility assistance
- United Way



BLOOD DRIVES

Greater Lafayette Commerce coordinated **4** blood drives, collecting over **80** pints of blood in a time when our local hospitals needed it most.

FARMERS MARKET DONATIONS

1,000

EARS OF CORN GIVEN AWAY BY METRONET

500

PEACHES GIVEN AWAY BY BROWN'S ACCENTS

500

TOTES GIVEN AWAY BY METRONET

5,000

GALLONS OF MILK GIVEN AWAY
COURTESY OF PRAIRIE FARMS AND MIDLAND MEALS

TSC SCHOOL LUNCH VOLUNTEER PROGRAM

When schools were closed during COVID-19, there was concern that children would struggle without access to their daily school lunches, especially those who were receiving free or reduced lunches already. As TSC built their program to get meals into the hands of students who needed them most, GLC staff was there to help safely pass out 4,000 lunches. Students were provided 5 lunches per week.



"TSC thanks Greater Lafayette Commerce for their volunteer efforts in helping TSC get their meal program off the ground."
- Scott Handback, Superintendent, Tippecanoe School Corporation

As restrictions were put in place and social contact moved virtually, Greater Lafayette Commerce staff also went remote and quickly launched into hosting webinars for members.



109

WEBINARS HOSTED

1,893

ATTENDEES AT WEBINARS

4,500

HOURS OF ZOOM COLLABORATION

27

PET/CHILD INTERRUPTIONS



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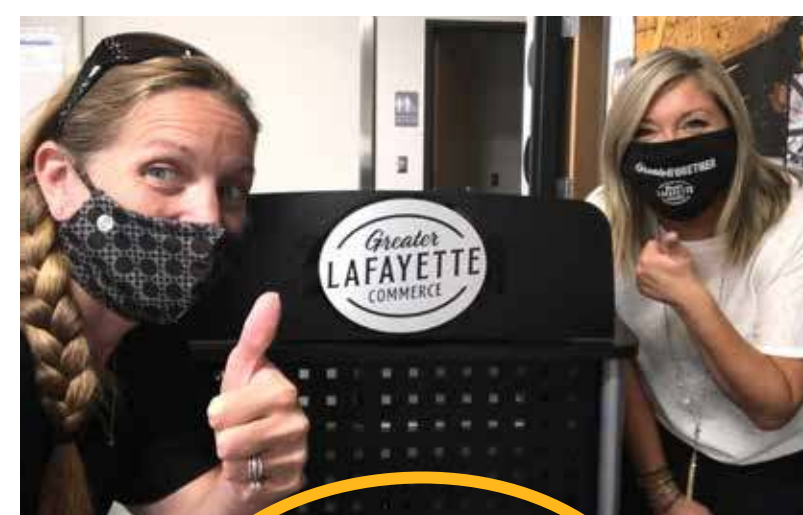


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Jody Hamilton, *Business Development Director*

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