

**Kentucky Chamber of Commerce Executives
Annual Excellence Awards Winners 2012**

Categories

Group I – Total income less than \$50,000

Group II – Total income between \$50,001 - \$100,000

Group III – Total income between \$100,001 – \$250,000

Group IV – Total income between \$250,001 - \$500,000

Group V – Total income over \$500,001

Newsletter

Outstanding Print Communications

(winners chosen based on good mix of Chamber & member content vs advertising; good design)

Group III Frankfort Area Chamber of Commerce

Group IV Southeast Kentucky Chamber of Commerce

Group V Bowling Green Area Chamber of Commerce

e-Newsletter

Outstanding e-Newsletter

(winners chosen based on layout, appeal & good mix of content)

Group II Mayfield-Graves County Chamber of Commerce

Group III St Matthews Area Chamber of Commerce

Group IV Henderson-Henderson County Chamber of Commerce

Group V Bowling Green Area Chamber of Commerce

Web Site

Outstanding Website

(winners chosen based on design, layout and ease of navigation)

Group I Princeton-Caldwell County Chamber of Commerce

Group III Bardstown-Nelson County Chamber of Commerce

Group IV Southeast Kentucky Chamber of Commerce

Group V Bowling Green Area Chamber of Commerce

Publication

Outstanding Publication

Group II Prospect Area Chamber of Commerce
(Community Directory)

Group III Frankfort Area Chamber of Commerce
(State of the Community Report)

Group IV Murray-Calloway County Chamber of Commerce
(Community Viewbook)

Special Events**Outstanding Special Event**

Group II

Prospect Area Chamber of Commerce

(Strong Leadership/Strong Women conference – held on International Women’s Day with close to 100 attendees. Due to success a women’s networking group formed from this and is meeting every 6 weeks)

Group III

Frankfort Area County Chamber of Commerce

(She Expo – combined shopping, beauty, wellness, health, fitness, kids, home, food, entertainment & much more. 45 exhibitors; 225 attendees; net profit 1300)

Group IV

Henderson-Henderson County Chamber of Commerce

(Beach Party Business Expo – while they planned to take a financial hit, they actually made a small profit thanks to sponsorships sold. Almost all 90 exhibitors decorated their space & dressed in beach party mode. The estimated crowd was 500 attendees. Most interesting is no chairs were issued to vendors – to encourage them to mix & mingle)

Group V

Bowling Green Area Chamber of Commerce

(Business & Industry Appreciation Banquet – event went through rebranding, met all of the objectives set forth and was a financial success with a net income of \$14,000.)

Membership Retention Outstanding Member Retention

Group I

Paintsville-Johnson County Chamber of Commerce

(96% retention)

Group II

Mayfield-Graves County Chamber of Commerce

(98% retention)

Group III

St Matthews Area Chamber of Commerce

(92% retention)

Group IV

Murray-Calloway County Chamber of Commerce

(94% retention)

Group V

Bowling Green Area Chamber of Commerce

(85.3% retention)

Membership Growth**Outstanding Membership Growth**

Group I

Paintsville-Johnson County Chamber of Commerce

(23% increase – 27 new members/ 4 lost)

Group III

St. Matthews Area Chamber of Commerce

(23% increase – 185 new members/ 47 lost)

Group IV

Henderson-Henderson County Chamber of Commerce

(41% increase – 226 new members / 48 lost)

Chamber Advocate Jean Hale, Community Trust Bank

This is a new award given at the discretion of the KCCE board to recognize an individual or company who has gone above and beyond to promote the organization as well local chambers across the state. Jean Hale has been instrumental in the development of the Local Chamber Advisory Board, which incorporated nine chamber executives from across the state onto the Kentucky Chamber board of directors. She has also been instrumental in helping KCCE become what it is today by stepping up as a Corporate Partner (and maintaining that partnership for seven years) so that we could hire a full time executive director.

Because of her dedication to the chamber profession, KCCE would like to honor Jean Hale of Community Trust Bank with the first Chamber Advocate award.

Executive of the Year Steve Stevens, Northern Kentucky Chamber

A 21-year veteran in the chamber business, Steve Stevens started his career with the Kentucky Chamber serving as the Director of Government Affairs and Small Business. In 1994 he was hired as the SVP & VP of Public Affairs with the Northern Kentucky Chamber and became President & CEO in 2006.

A graduate of Institute for Organization Management, Leadership Kentucky, an active member with ACCE, and a past president of KCCE, Steve has continued to be involved with our organization over the years, playing an integral role in the Tri-State Conference held in northern Kentucky in 2011, serving as a mentor to new chamber executives and leading our first book club discussion.

Over the past 1.5 years Steve spearheaded an organizational re-structuring of the Northern Kentucky Chamber. Not only were processes streamlined, but all 23 staff members were assessed for unique skills and talents, which identified staff that could be better suited for other positions. Almost 1/3 of the staff changed part or all of their job functions, many moving to a different department and a new physical home.

Comments from recommendations:

I consider Steve a consummate team player; he excels at identifying talent and unique and valuable skill sets in his volunteers and staff and in developing and cultivating those talents for the betterment of the organization.

Steve has always had a keen understanding of the Chamber's role in the community. He also recognizes that his role must evolve and change with the needs of the community. It is how Steve deals with this evolution that makes him so extraordinary.

Steve's vision and energy is contagious, and propagates throughout the organization. He has an 'entrepreneurial approach' that encourages new ideas and innovation at all levels of the organization.