

**Kentucky Chamber of Commerce Executives
Annual Excellence Awards Winners 2016**

e-Newsletter

Outstanding e-Newsletter

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

Group I	Mercer County Chamber of Commerce
Group II	Morehead-Rowan County Chamber of Commerce
Group IV	Southeast Kentucky Chamber of Commerce
Group V	Greater Louisville Inc

Web Site

Outstanding Website

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

Group II	Kentucky Lake Chamber of Commerce in Marshall County
Group III	Jessamine County Chamber of Commerce
Group IV	Murray-Calloway County Chamber of Commerce
Group V	Bowling Green Area Chamber of Commerce

Publication

Outstanding Publication

Group I	Springfield-Washington County Chamber of Commerce (Chamber Guide)
Group II	Maysville-Mason County Chamber of Commerce (Relocation Guide)
Group II	Woodford County Chamber of Commerce (Woodford Living Magazine)
Group IV	Murray-Calloway County Chamber of Commerce (Investment Opportunity)
Group IV	Southeast Kentucky Chamber of Commerce (Infographic)
Group V	Bowling Green Area Chamber of Commerce (Magazine)

Special Events

Outstanding Special Event

Group I	Mercer County Chamber of Commerce (Lean 2 Green)
Group II	Logan County Chamber of Commerce (Heritage & Tobacco Festival)
Group II	Woodford County Chamber of Commerce (Women in Business Mentoring)
Group III	Jessamine County Chamber of Commerce (Annual Dinner)
Group IV	Hopkins County Regional Chamber of Commerce

(I69 Rebranding)

Group V Paducah Area Chamber of Commerce (DC FlyIn)
Group V Bowling Green Area Chamber of Commerce
(Targeted Business & Industry Month)

Membership Retention Outstanding Member Retention

Group I Springfield-Washington County Chamber of Commerce
(95%)
Group II Logan County Chamber of Commerce (98%)
Group III Jessamine County Chamber of Commerce (89.3%)
Group IV Southeast Kentucky Chamber of Commerce (95.4%)
Group V Bowling Green Area Chamber of Commerce (88.3%)

Membership Growth Outstanding Membership Growth

Group I Springfield-Washington County Chamber of Commerce
(61.3%)
Group II Logan County Chamber of Commerce (6.98%)
Group III Jessamine County Chamber of Commerce (4.5%)
Group IV Southeast Kentucky Chamber of Commerce (11.5%)
Group V Paducah Area Chamber of Commerce (7.2%)

Executive of the Year Aaron Dail, Murray-Calloway County Chamber of
Commerce

This year's recipient has only been in the chamber profession a short time but has already made a huge impact on his community and KCCE.

Comments from the judges include words like 'impressive', 'remarkable' 'signal of excellence'. Words used by those recommending him include 'very personable' 'caring individual' 'committed' 'wise beyond his years'.

Aaron Dail began his chamber career three years ago and immediately became involved in KCCE – actually attending Boot Camp before he was officially on the job. He was elected to the board in 2014, has been serving as treasurer since Oct 2015 and was recently named president elect (to serve through Sept 2017). He has been actively involved in KCCE events including conferences and the FAM trip to India. He will be a 3rd year at Institute for Organization Management, has attended the Kentucky Institute for Economic Development and became an International Trade Specialist through the World Trade Center Kentucky.

The Mayor of Murray recently appointed Aaron to co-lead a committee to Enhance Business Process and Planning for the city, which fits in perfectly with his goal of creating a business-friendly atmosphere. In 2014, Murray had a building collapse in the downtown and in 2015 a fire destroyed a large part of the court square. Aaron led the charge with bringing multiple organizations together to provide services to get these businesses back up and running.

In addition, he implemented a business intelligence tool for small businesses to benchmark among competitors and maximize advertising dollars and he was key in the startup of the Young Professionals of Murray, with 100 paid members from the beginning. This program is designed to retain talent in Calloway County by connecting, serving and growing together as a group.

He is highly involved in his community (as most chamber executives are) and in his spare time teaches a 3-hour course at Murray State on Principles of Nonprofit Leadership as a Giving Back Visiting Scholar.

It is my pleasure to award Aaron Dail, Murray-Calloway County Chamber, as the KCCE 2016 Executive of the Year.