

**Kentucky Chamber of Commerce Executives  
Annual Excellence Awards    Winners 2013**

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**

**(chosen based on good mix of chamber & member content vs advertising; good design)**

Group V                                  Commerce Lexington

**e-Newsletter**

**Outstanding e-Newsletter**

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

Group I                                  Mercer County Chamber of Commerce

Group III                                Bardstown-Nelson County Chamber of Commerce

Group IV                                Hardin County Chamber of Commerce

Group V                                Northern Kentucky Chamber of Commerce

**Web Site**

**Outstanding Website**

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

Group I                                  Mercer County Chamber of Commerce

Group III                                Bardstown-Nelson County Chamber of Commerce

Group IV                                Hardin County Chamber of Commerce

Group V                                Northern Kentucky Chamber of Commerce

**Publication**

**Outstanding Publication**

Group III                                Jessamine County Chamber of Commerce (Resource Guide)

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

Group V                                Commerce Lexington                    (Presidents Update)

**Special Events**

**Outstanding Special Event**

Group III                                Mayfield-Graves County Chamber of Commerce  
(Annual Dinner – positive impact on chambers image;  
record number of attendees and exceeded budget)

|          |   |
|----------|---|
| Group IV | Somerset-Pulaski County Chamber of Commerce<br>(Annual Dinner – positive impact on community; exceeded budget)        |
| Group V  | Commerce Lexington<br>(regional tour – positive impact on chamber & community image; good networking among attendees) |

|                      |   |
|----------------------|---|
| <b>Public Policy</b> | <b>Outstanding Public Policy Campaign</b>   |
| Group IV             | Somerset-Pulaski County Chamber of Commerce |

|                             |  |                 |
|-----------------------------|--|-----------------|
| <b>Membership Retention</b> | <b>Outstanding Member Retention</b>        |                 |
| Group I                     | Mercer County Chamber of Commerce          | (85% retention) |
| Group III                   | Mayfield-Graves County Chamber of Commerce | (95% retention) |
| Group IV                    | Murray-Calloway County Chamber of Commerce | (93% retention) |
| Group V                     | Southeast Kentucky Chamber of Commerce     | (87% retention) |

|                          |  |              |
|--------------------------|--|--------------|
| <b>Membership Growth</b> | <b>Outstanding Membership Growth</b>   |              |
| Group I                  | Mercer County Chamber of Commerce      | (27% growth) |
| Group V                  | Southeast Kentucky Chamber of Commerce | (35% growth) |

Executive of the Year     Kristin Woodward, Mayfield-Graves County Chamber

While she may be new to the chamber industry, she has certainly proven herself worthy of receiving this prestigious award. Since becoming President/CEO in January of 2011, Kristin has exemplified superior communication skills, a keen understanding of business dynamics and the ability to inspire and lead not only staff and business members but the community as a whole.

Her accomplishments include two KCCE Excellence Awards in 2012, something never before done at the MGC Chamber. She will begin her second year at Institute for Organizational Management Southeast this summer and is a graduate of Leadership MGC 2012. She has also played a major role in regionalism in the area. During her short tenure the chamber has implemented many new ideas and programs, including My Local Connect and the Turnaround Strategies seminars.

Kristin serves on the Mayfield Graves County Tourism Commission, the local economic development board, WKCTCS advisory board, the Cane Creek Rehab Hospital board and the KCCE board. She is also a member of Rotary, a mentor at a local middle school and participates in her church worship team.