



## **Board Applicants 2016** **(5 candidates, 4 openings)**



### **Summer Auerbach (current board member, up for re-election)**

Rainbow Blossom Natural Food Markets: 3738 Lexington Road, 3046 Bardstown Rd., 12232 Shelbyville Rd., 3608 Springhurst Blvd., 3003 Charlestown Crossing (New Albany) 812-941-0080

#### *1. Why do you want to serve?*

To explain why I'm interested in serving another term on the LIBA board, I feel that I need to explain why I was motivated to help start LIBA back in 2004. In 2004, I returned home after graduating from college to the harsh reality that national chains had taken 50% of our revenue, and that my dad was too sick battling cancer to be able to truly lead my family business out of debt back into the competitive landscape. Everything that felt safe and comfortable before was suddenly in jeopardy, and the thought of losing my family business because people didn't understand the importance of shopping locally was very distressing.

Around the time that I returned to Louisville and was working hard to save my family business, I received a call from John Timmons from Ear X-tacy, who wanted to build a group of businesses to raise awareness about the importance of buying locally, after Hawley-Cooke Booksellers announced that they were succumbing to the competition and would be selling to Borders Books and Music. The message hit home in a huge way, and I agreed to roll up my sleeves and get involved. We didn't have any members or a business model, but I pledged to give 10 hours per week to help build this organization from the ground up. Fast forward over ten years later, and we now have nearly 800 business members and are now one of the largest Independent Business Alliances in the country. I feel an immense sense of accomplishment to see LIBA in the place that it is today, and have continued to give hours upon hours of time every week for LIBA.

It is not my time and dedication to the organization that I feel has been a major achievement, but rather the achievements of the group that I feel is remarkable. Through our work and participation in national surveys, we have learned year after year, that independent businesses in Louisville and other cities that have a buy local campaign are experiencing a higher rate of growth than the same types of independent businesses in cities that don't have this sort of campaign. This inspires me daily, and continues to fuel my passion for this organization.

#### *2. How long have you been a member of LIBA and how have you worked to spread the Buy Local message?*

I am a founding board member and work daily to educate people about the importance of buying local. I currently serve on the board of directors, the member event committee, the Brew Fest Committee, the Buy Local Fair committee, the Social Media committee, the Executive Committee, the Branding Committee and numerous ad-hoc committees including every hiring committee since LIBA was founded.

#### *3. Are you currently a Board Member or Officer of another organization? (If yes, how long & the position.)*

- Louisville Independent Business Alliance, Founding Board Member and Current Board member, and Board President 2005-Present.
- Slow Food Bluegrass, Board Member 2013-Present. Current Board President

- Louisville Public Media, Co-Chair, "Raise your Voices" \$7 Million Capital Campaign 2013-Present

4. *Please describe any past or current board or group decision-making experience that you have?*

- Independent Natural Food Retailers Association, Board Member 2007-2013
- St Francis School, Board of Trustees, 2007-2013
- Leukemia and Lymphoma Society, Board Member 2009-2013
- Interfaith Paths to Peace, Board member, 2006-2009
- Mighty Fine Farm and Food, Podcast Co-host (Podcast is available on WFPL.org and iTunes)
- Natural Products Association (NPA) Next Generation Leadership Committee, 2014-Present
- Les Bourdillettes Transition Committee, 2013-Present
- Speed Museum Ball and Speed Experience Committees, 2013&2014 (Ball) 2014-Present (Experience)
- Kentucky College of Art and Design Gala Committee, 2013, 2014, and 2015
- Food Works Internship Program, Mentor 2012, 2013, 2014, and 2015
- Bingham Fellow, 2013-2014 "Barn Raising" Group Project, which both raised money (\$25k to fund project) and required extensive volunteer time
- Butchertown Neighborhood Association, Volunteer 2010-2013, organized the neighborhood's inaugural "Porktoberfest", which raised record funds for the organization.

5. *What qualities, leadership skills and contributions would you bring to the LIBA board?*

I bring lots of ideas and creativity to LIBA. I'm arguably LIBA's toughest critic, but it always comes from a place of wanting to better our organization. If elected, I will continue to dedicate my time, energy, and resources into LIBA, both to the board and in committee work.

6. *What do you think are the most critical issues for LIBA in its next few years?*

- Looking forward, I think the most pressing issues for LIBA will be continued competition from online sales and services that our members face, and how we can best provide resources to support our members, looking specifically to work with Sales Tax Fairness and other issues that will work to level the playing field for bricks and mortar stores and service providers.
- Additionally, the "Keep Louisville Weird" Campaign is now over a decade old, and we will need to continue to develop new campaigns that will continue to appeal to a younger generation. Our new logo and branding will continue to help these efforts, and we have plans in 2016 to hire a graphic designer to help us implement our new brand standards.
- Last, we will need to continue our work of expanding our membership geographically. We currently have members in 25 out of the 26 metro council districts, but I believe that we are capable of having many more members from all areas of the city.

7. *Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?*

Yes, I probably easily average this a week.

*Biography provided by candidate:*

Summer Auerbach, Second Generation Owner for Rainbow Blossom Natural Food Markets, literally "grew up" in the natural food industry. Her parents, Rob and Pumpkin Auerbach, started the family business in 1977. In 2004, her father became very ill and Summer moved back to Louisville and took over the family business. She has grown the business to a 5-store operation that has received accolades throughout the Louisville community and the natural food industry.

Rainbow Blossom was named the Natural Products Industry's 2014 "Retailer of the Year" and Vitamin Retailer Magazine's 2012 "Retailer of the Year."

Summer has been selected as a finalist for a 2016 NAWBO (National Association of Women Business Owners) Louisville EPIC award. She was a 2013 Bingham Fellow, was recognized as a "Forty under 40" by Business First, and led Rainbow Blossom to be a recipient of the 2010 and 2011 Business First "Fast 50," which recognizes the 50 fastest growing privately owned companies in the Louisville, Kentucky Area. Summer was named Today's Woman Magazine's "2011 Most Admired Woman" in the Food and Entertainment category.

Summer has served on numerous boards, including the 6 years on board of the Independent Natural Food Retailers Association, and is the current Board Chair for the Louisville Independent Business Alliance, a "buy local" organization with nearly 700 business members. Summer also serves as the Board President of Slow Food Bluegrass and is co-chairing a \$7 million dollar capital campaign for Louisville Public Media. She was appointed by the Mayor of Louisville, KY to the Mayor's Bourbon and Local Food Working Group in 2014.

Summer co-hosts a professionally produced local food podcast called "Mighty Fine Farm and Food" which is available for download in iTunes.

Summer is married to District 8 Metro Council Candidate, Brandon Coan, who owns LIBA member business Local Interest Consulting, a political and community focused consulting firm. They share their home with their dog Olive and cat Smokey. She talks to her parents daily.



### **Robert W. DeWees III**

McClain DeWees, PLLC, Attorneys at Law, 6008 Brownsboro Park Boulevard

#### *1. Why do you want to serve?*

I am a local business owner who, in his legal practice, represents many local businesses. I understand the pleasure and the pain, the triumphs and tragedies, of owning a small business. I want to serve on LIBA because I see this organization as unique. It provides opportunities to promote local businesses and it provides local businesses with the opportunity to connect with each other.

#### *2. How long have you been a member of LIBA and how have you worked to spread the*

*Buy Local message?*

3 years.

#### *3. Are you currently a Board Member or Officer of another organization? (If yes, how long & the position.)*

Not currently.

#### *4. Please describe any past or current board or group decision-making experience that you have?*

I have served on the board of the Kentucky Heritage Council and Community Institute Association of Kentucky (an organization supporting condominium and homeowners' associations.)

#### *5. What qualities, leadership skills and contributions would you bring to the LIBA board?*

My clients hire me to solve their legal problems. These legal problems often pit one party's interest against another, leading to legal conflict. Often, with a bit of creativity and collaboration with the other side, solutions can be

developed that both sides can live with and that are better than the alternative of continued litigation. I believe that my creativity and problem solving skills can be beneficial to the LIBA board.

6. *What do you think are the most critical issues for LIBA in its next few years?*

Active participation of the LIBA members is most critical issue for LIBA in the next few years. LIBA has done a nice job of growing its membership and marketing its brand, but at many events and many of its promotions, only a small portion of the membership participates. Getting greater membership participation in LIBA events and promotions will benefit LIBA by increasing growth and retention. More importantly, having greater membership participation will benefit each LIBA member because it will expand that member's network or vendors, customers, or people who can simply provide advice and encouragement, helping ensure a weird Louisville for years to come.

7. *Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?*

Yes.

*Biography provided by candidate:*

Robert W. DeWees III is a member of the McClain DeWees, PLLC and practices in real property litigation, business litigation, collections, bankruptcy (for both debtors and creditors), and civil litigation. He is a member of the Louisville, Kentucky, Indiana Bar Associations, and the Kentucky Justice Association. Mr. DeWees received his B.A., cum laude, and his J.D., cum laude, from the University of Louisville, and his M.B.A., with honors, from DePaul University in Chicago. He is licensed to practice law in Kentucky and Indiana. Rob grew up in Clarksville, Indiana and attended the University of Louisville on a cross country and track scholarship. After college, Rob attended the United States Marine Corps' Officer Candidate School in Quantico, Virginia. Upon graduation, he was commissioned a second lieutenant. After six months at The Basic School in Quantico, he reported to the Armor Officer Basic School in Fort Knox, Kentucky. Rob served the remainder of his time in the Marines with Second Tank Battalion as a platoon commander (Company C) and the battalion's assistant logistics officer. He also spent six months on temporary assignment to the U.S. Naval Base in Guantanamo Bay, Cuba during Operation Sea Signal.



## **Rose Flowers**

Bohemian Monkey, 1029 Bardstown Road

1. *Why do you want to serve?*

I feel very strongly about a local economy. I believe in what LIBA stands for and the positive impact it has on our community. As a member, I see the benefits and would like to be part of increasing the impact it is making on benefiting local businesses, our city, and it's citizens. A strong local community has the ability to influence and change policies at the state and federal level as well. LIBA has supported me as I have slowly created my business and now that I feel I am on solid ground and feel I have the time to

fully invest, it is time to give back. And, as a fellow weird business, I fit in.

2. *How long have you been a member of LIBA and how have you worked to spread the Buy Local message?*

I have been a member for 3 years. I have participated and benefited from the Buy It Local Event and shared it through social media and at other events I have utilized my social media to post LIBA messages and share other LIBA businesses. I have shared the Buy Local collateral material at events. I have invited other individuals to meet up and events and suggested they consider joining.

3. *Are you currently a Board Member or Officer of another organization? (If yes, how long & the position.)*

I am not currently on any board or officer.

4. *Please describe any past or current board or group decision-making experience that you have?*

I was President of a newly created nonprofit Art in Shelbyville from 2010-2012. I also served as President, Vice President and Secretary at some point from 2001-2010 for an artist coop, Shelby Artists on Main. I have served on event committees for Habitat for Humanity a number of times in past years. I have held positions in event management and sales, in various business models.

5. *What qualities, leadership skills and contributions would you bring to the LIBA board?*

I believe that a strong team with a motivational leader can accomplish anything and that has been my philosophy in past leadership positions. The team and process are more important than the individual. I am collaborative, flexible and open to ideas. I am open and willing to support a goal in any role, whether it be leading a group and licking envelopes. I am an out of the box thinker and I see the big picture. As an artist, I bring a different perspective to the conversation and represent those business people that don't fit the standard "business" mold.

6. *What do you think are the most critical issues for LIBA in its next few years?*

Changing people's habits/perspectives. Most automatically jump in their car and go to Target or the Mall. How can we create a shift in habits of convenience? Shift happens when it becomes personal.- 6 steps of separation. How's does spending habits affect those you know/love? Yes, it is personal. (Consider the shift in acceptance of gay/lesbian rights- it happened because so many people have someone in their life that deserved fairness- simple as that.)

7. *Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?*

Yes

*Biography provided by candidate:*

I've had a love of art and creating since a small child. I was lucky to have the support and encouragement of my family and opportunities to study and learn various art forms. I am still learning and growing. As most artists, I love doing a multitude of art media- oil painting, sculpting, fiber arts.....but my passion is henna.

I have been working with henna for over 10 years. I started with a book from our local library (where all great stories begin) and through trial and lots of errors, kept learning. I love doing henna; it's very relaxing for both me and the person I am hennaing. I get to connect and learn about people. I provide for them, an opportunity to mark a moment of transition and provide ritual, whether it's a henna blessing of an expecting mother's belly, giving a chemo patient an opportunity to own their treatment with a henna crown, or to provide proper symbolism to mark an important time or experience. I have been called a henna therapist- what a great title. And of course, some get henna for no reason at all. I sling henna joy.

My services are available for corporate and private parties and events. I offer private sessions at my NEW local space at 1029 Bardstown Road, Louisville 40204. My henna paste is 100% natural with no added chemicals, dyes or artificial scents. I also offer professional face painting for corporate and private events. My face makeup is FDA approved and hypoallergenic. To learn more, go to [www.bohemianmonkey.com](http://www.bohemianmonkey.com). Like my facebook page, [www.facebook.com/bohemianmonkey](http://www.facebook.com/bohemianmonkey) or follow me on instagram at [bohemian\\_monkey](https://www.instagram.com/bohemian_monkey).



Lauren as Lady LIBA 1

## Lauren Hendricks

A+H Advertising & Marketing, 414 Baxter Ave.

### 1. *Why do you want to serve?*

For the same reason I wanted to work at A+H... because I want to work with local businesses and help grow Louisville's local business community. I've been passionate about Louisville's local scene since I was a teenager. So when I began working for A+H and learned there was an organization made up of local businesses for the purpose of promoting local businesses, I knew I had found the perfect fit for me, both professionally and personally. Volunteering with LIBA has been such a positive and fulfilling experience, but after three years of being an active LIBA member and volunteer, I am ready to step into a bigger role. Being on LIBA's board would allow me to give back to Louisville's

local community in the best way.

### 2. *How long have you been a member of LIBA and how have you worked to spread the Buy Local message?*

Since 2012, which was the same year I started working at A+H, a longtime LIBA member. As soon as I joined LIBA I immediately wanted to get more involved. By my third meeting I stayed late to inquire about joining the Buy Local Fair committee. Buy Local Fair 2013 was the first major LIBA event I volunteered for and I couldn't wait to contribute even more the following year. In 2014 I launched Buy Local Fair's first-ever recycling program. In 2015, I spearheaded Buy Local Fair's recycling program again and added a composting element to it. I continue to be an active member of the Buy Local Fair committee, LIBA's events committee, as well as volunteer at Brewfest and several other LIBA events. However, I must admit my one of my favorite roles with LIBA is being Lady LIBA! This has given me the opportunity to literally show off my passion for LIBA and have one-on-one conversations with community members about why LIBA is such a vital part of Louisville's economy and community.

### 3. *Are you currently a Board Member or Officer of another organization? (If yes, how long & the position.)*

- Forecastle Foundation: Chair of Marketing & Public Relations Committee (2014-Present); Founding Board Member (2011-Present)
- GonzoFest Louisville: Event Organizer, Production Team, and Head of all Marketing, Advertising, and Public Relations
- Hosparus Candle Glow Gala: Chair of the Glow Lounge (2015 & 2016); Gala Volunteer (2014-Present)
- Garvin Gate Blues Festival: Head of all Marketing, Advertising, and Public Relations (2015-Present)

### 4. *Please describe any past or current board or group decision-making experience that you have?*

From grad school to serving on several boards and other organizations' committees, I've been given the opportunity to participate in numerous group decision-making experiences. However, working at an independently owned local business has provided me with the best group decision-making experience. When your business consists of less than 10 full-time employees you quickly learn how every decision that is made affects everyone in your company, even your clients. There is not one sole decision-maker at A+H because we all work together to solve problems, answer questions, make decisions and help each other. We're constantly collaborating, bringing new ideas to the table, and discussing new concepts in an open environment. I love working in a team environment and

participating in a group decision-making process because I am a firm believer in the idea that two heads are better than one. I believe that these types of experiences help you grow creatively, while allowing you to contribute to a project.

*5. What qualities, leadership skills and contributions would you bring to the LIBA board?*

I always find myself drawn to grass-roots organizations. Even in high school I helped start new clubs and helped existing clubs grow. Being involved with these type of organizations requires a balance of leadership skills and the ability to be a team player. Both are skills that I would bring to the LIBA board. Working at an independent business and working with other local independent businesses has “challenged” me to think outside the box on a regular basis. Corporations have large marketing budgets, small business do not so I am constantly coming up with new, different and even weird strategies to promote my clients’ businesses and unique qualities. Although that can be challenging at times, I find it more fun and more rewarding. At A+H, I focus on digital marketing and social media. I would love the opportunity to contribute my knowledge and skills to the LIBA board.

*6. What do you think are the most critical issues for LIBA in its next few years?*

LIBA has seen a substantial growth over the last few years. Although this is clearly a positive trend we want to continue, it can be difficult for any organization to keep that momentum going over time. I believe one of the most critical issues will be figuring out how to keep increasing our membership and event attendance, while continuing to engage a new audience within Louisville’s local community. We will have to come up with some creative strategies and be willing to try new tactics, but that’s what the “Keep Louisville Weird” campaign is all about anyway!

*7. Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?*

Yes! I already commit 2-5 hours per month by serving on LIBA’s Buy Local Fair committee, events committee, volunteering for LIBA events, attending the monthly LIBA networking meetings, and of course serving as Lady LIBA!

*Biography provided by candidate:*

Louisville native, Lauren Hendricks works at Alexander + Hughes Advertising & Marketing as their Marketing Maven, where she works with local and small businesses developing targeted creative marketing strategies, manages digital marketing and social media campaigns, provides marketing consultation. Prior to working with A+H, Lauren earned a Bachelor of Science degree in Communication with a Minor in Sociology, as well as her Master of Arts in Communication degree from The University of Louisville.

Lauren is actively involved in UofL’s Arts & Science alumni association and Louisville’s civic community. She has worked with The Forecastle Festival since 2007 and is a founding member of the Forecastle Foundation, an environmental non-profit associated with The Forecastle Festival. She’s the 2015 and 2016 Chair of the Hosparus Gala Lounge. Lauren also works with GonzoFest Louisville handling all marketing, media, and public relations. She has been a member of the Louisville Independent Business Alliance since 2012. Lauren serves on LIBA’s events committee and Buy Local Fair committee, where she launched their recycling and composting program. One of her favorite LIBA roles is serving as Lady LIBA!



## **Patrick T. Schmidt**

Tilford Dobbins & Schmidt, PLLC, 401 W. Main Street

*1. Why do you want to serve?*

As a native Louisvillian, I know our City is made stronger by a vibrant local business community and I want to help continue the growth of local businesses here. There is nothing better than keeping Louisville weird.

*2. How long have you been a member of LIBA and how have you worked to spread the Buy Local message?*

My firm has been a member of LIBA since about 2012 approximately

*3. Are you currently a Board Member or Officer of another organization? (If yes, how long & the position.)*

Board Member – James Graham Brown Cancer Center – since Oct 2015

Board Member - Association for Corporate Growth (ACG), KY Chapter – since 2012

Board Member – Clifton Center, since 2013

Secretary – University of Kentucky Greater Louisville Alumni Association – Officer since 2012, board member since 2010

Board Member – Kenwood Montessori School – since 2011

Director – Arts & Cultural Events Foundation – since 2014

*4. Please describe any past or current board or group decision-making experience that you have?*

Frankfort Avenue Business Association – past President and longtime board member (currently ex officio Board Member)

Leukemia & Lymphoma Society – board member 2002-2008

*5. What qualities, leadership skills and contributions would you bring to the LIBA board?*

I have served on many boards in many different capacities. I also counsel a number of small to medium sized businesses as part of my law practice. I have experience in non-profit governance and IRS matters that may affect LIBA.

*6. What do you think are the most critical issues for LIBA in its next few years?*

Continuing to support and foster the growth of local businesses in Louisville at a time when government support is dwindling.

*7. Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?*

Yes.

*Biography provided by candidate:*

PATRICK T. SCHMIDT is a member in the Louisville firm of Tilford, Dobbins, & Schmidt, PLLC where he practices in the areas of business law and transactions, real estate, tax, and estate planning.

Patrick received his B.S. in Accounting in 1989 and J.D. in 1992 from the University of Kentucky. He is a member of the Kentucky and American Bar Associations, the American Institute of Certified Public Accountants and the Kentucky Society of Certified Public Accountants.

Patrick was named one of the Top Lawyers in Louisville in business and corporate law by the Louisville Magazine for 2012, 2013, and 2014 and he has an AV peer rating from Martindale-Hubble.

Patrick is currently a Board Member of the James Graham Brown Cancer Center, the Kentucky Chapter of the Association for Corporate Growth, the University of Kentucky Alumni Association in Jefferson County, The Clifton Center, the Arts and Cultural Events Foundation, and the Kenwood Montessori School. He is the past Chair of the ABA Young Lawyers Tax Committee and the Louisville Bar Association Tax Committee. Patrick is also a past President of the Frankfort Avenue Business Association.