

# 2019 LIBA Board Candidates

## (alpha order by last name)

### **Lauren Hendricks (current board member, up for reelection)** a+h marketing

1. *Why do you want to serve?*

I want to continue serving as a board member of LIBA for the same reason I wanted to work at a+h marketing 6 years ago, and for the same reason why I've dedicated myself to helping local businesses grow... because Louisville's local businesses are the heart of this city. Our local scene is our city's greatest asset, and as we grow, it's our local businesses that need to grow with it. I have a deep love for Louisville and I'm passionate about our local scene. Serving on LIBA's board the last 3 years has been so fulfilling, both professionally and personally. But it's flown by and I feel like I'm just getting started. As a board we have accomplished a great deal in the three years I've had the honor of serving, but there is more to be accomplished and I don't want to sit back and watch it all happen. I want to be in the middle of it. I want to see our 5-year strategic plan through, and be part of the next 5-year strategic plan. This is how I show my love and appreciation for a city that's inspired me since I was a little girl.

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

I've been a member of LIBA since 2012 when I started at a+h. LIBA was one of the first professional organizations I wanted to join. I began as a volunteer at the Buy Local Fair. By 2014 I had launched LIBA's first-ever recycling program for the Buy Local Fair in an effort to be more environmentally friendly. In 2015, I added a composting element and spearheaded a volunteer program we call "Trash Talkers". I felt it was important for LIBA to lead by example and to prove that if we, as an organization made up of local businesses, can successfully integrate a recycling & composting program into a major event, then anyone in Louisville can. In 2017, I became Secretary of LIBA. Spreading the Buy Local message means more than just talking about it. It's about action. As a marketer I am constantly spreading our Buy Local message through my actions, as more than 95% of my clients are local businesses. I experience the importance of supporting local businesses on a daily basis with my clients. I understand that every purchase decision we make has a direct effect on Louisville's local businesses and economy.

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

- The Forecastle Foundation: Chairwoman (current), Founding board member since 2011
- Hosparus Health Candle Glow Gala & Lounge: Chair of Glow Lounge since 2014
- GonzoFest Louisville: Event organizer, head of all marketing, advertising, PR since 2014

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

I am regularly participating in numerous group decision-making experiences. Whether it's at the office or in another board or committee meeting. By working for a local business who has less than 5 full-time employees, I quickly learned how every decision that is made affects everyone in our company, including our clients. At a+h we all work together to solve problems, answer questions, and make decisions. We're constantly collaborating, bringing new ideas to the table, and discussing new concepts in an open environment. This carries over into my leadership roles with The Forecastle Foundation and Hosparus Health. Although I am in a leadership position, I am not the only person on that board or committee. We're a team and every team member deserves to be heard. I love working in a team environment because the people I am surrounded by inspire me to be better, think more creatively, act more strategically, etc. These types of experiences shape me as I grow professionally and personally.

5. *What qualities, leadership skills and contributions would you bring to the LIBA board?*  
It was during my first LIBA board retreat that I learned my top five strengths, which include: achiever, futuristic, and positivity... A.K.A. I am a forward-thinking doer who thinks positively. I know when to step into a leadership role, but I am always happy to be on a team. At a+h, most of my clients are local or small businesses who don't have the same large marketing budgets big corporations do. This has "challenged" me to think creatively and strategically. I am constantly coming up with new and sometimes even weird strategies to help my clients achieve their marketing goals. Although that can be challenging, I find it far more fun and more rewarding.
6. *What do you think are the most critical issues for LIBA in its next few years?*  
Finding our place in Louisville's growing economy. Where do local businesses fit in? How do we combat the stereotypes that buying local is more expensive and you can't find everything you need locally? Additionally, (LIBA) has developed initiatives in the South and West Louisville neighborhoods in an effort to increase the number of local businesses, raise awareness about why buying local matters, encourage people to buy local more often, and provide resources and opportunities for those who do want to start local businesses in those communities. I believe those initiatives are two of the most important issues facing LIBA currently.
7. *Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?*  
Happily!
8. *Biography:*  
As partner and Marketing Maven at a+h marketing, a local marketing firm, Lauren is passionate about growing and promoting Louisville's local businesses. During her first term on LIBA's board Lauren and her Branding & Communications committee partner, Tori, launched LIBA's new website, helped develop LIBA's 5-year strategic plan, spearheaded the Buy Local Fair's composting and recycling program, enhanced LIBA's social media efforts, and increased LIBA's brand recognition by creating a branding guide. Outside of LIBA & a+h, Lauren is actively involved in Louisville's community. She currently serves on the board of The Forecastle Foundation and works with many local festivals and events, such as The Forecastle Festival, GonzoFest Louisville, and Hosparus Health Gala. Lauren has won several awards for her community involvement and philanthropic activities, but her desire to give back is what fuels her daily. The opportunity "Keep Louisville Weird" by serving another term on LIBA's board is not just something Lauren wants, she feels it is her duty as a Louisvillian to show the world how important and powerful local businesses are!

## **Todd Meador**

### **TKM Financial Services**

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

I want to serve LIBA for three reasons. First, our city has transformed greatly over the past 20 years and is much more vibrant now. The energy is positive and, while we may have our issues just like other cities, Louisville is a great city, rich in culture and history. I am a native Louisvillian and a believer in and supporter of our community. I want to see Louisville be great.

Second, I have viewpoints from both a corporate perspective, as well as a business owner perspective. Not only do I want to share this knowledge, but I would also like to learn from and work with LIBA members as it pertains to general business best practices. Such experience would allow me to contribute to the success of LIBA and our community in a positive, impactful way.

Last, I would like to share my passion for our community with others. My goal would be to help guide, assist and empower business owners to strengthen their position in the community and expand their fingerprint on the community's future.

*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 of LIBA since the spring of 2017, when I founded TKM Financial Services, LLC. I have supported LIBA by participating in LIBA events and have spread LIBA's message by increasing my support of local business/LIBA members. I have also worked to teach clients and Centers of Influence the value of local business support and investment.

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

No, I am not.

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

I have served on the boards of GuardiaCare (here in Louisville) and Habitat for Humanity (in Lexington). With GuardiaCare, I served as a board member and Treasurer. I participated in the board retreat and worked with the likes of John Asher in discussing the organization and its vitality in the community. My greatest accomplishment at GuardiaCare was overseeing the transition of investment management responsibilities (for clients who had personal investment assets) off of the shoulders of the Finance Manager and onto those of a local investment firm.

With Habitat for Humanity, I served as board member and Treasurer. My greatest accomplishment there involved restructuring the organization's debt as well as working with the organization's Board in its exploration (and its subsequent approval) to open up a second Restore.

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

I would bring passion. I am very happy to share "Louisville" with newcomers to the city as well as to individuals I meet when traveling – it's a great town! I also welcome the opportunity to bring people together to facilitate meaningful conversations that could lead to mutually beneficial relationships.

As stated earlier, I have a breadth of experience based upon a corporate mentality that has been sharpened by individual business ownership. From rebuilding and launching bank platforms to building and launching my own company, I understand the "life" and "emotional cycles" of a business owner – being a reference and support for business owners is big!

Last, I would bring effort – I am a worker. I prefer to be an "active" board member, working shoulder to shoulder with fellow board members, business owners and volunteers to maximize the success of the organization.

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

There are three critical issues. First, visibility. LIBA does a very good job of "getting the word out." However, there is still room for awareness of the impact of local business ownership. Can we reposition our local resources (time, talent, etc.) to enhance LIBA's impact? Should we reposition our local resources (time, talent, etc.) to enhance LIBA's impact?

Second, an even stronger voice with local leadership. Forgive my lack of knowledge as to whether or not this is the case, but LIBA should be in regular communication with the mayor and the city's Economic Development Division. This relationship should be strong and have a bandwidth that places LIBA "at the table" as it relates to legislative and developmental decision-making that would impact local business owners.

As a side note, creativity is key for LIBA. For example, does or can LIBA play a role in the establishment of a local professional basketball team? Could LIBA members/business owners form a syndicate (similar to that of an owner's syndicate in the equine industry) that would allow an ownership interest in such an entity? Could we (LIBA) explore this opportunity with LIBA's management team, its members and Dan Issel's NBA2Lou advisory team?

Last, influencing local talent to ensure its intellectual knowledge stays in the community versus leaving for other cities such as Nashville, TN or Charlotte, NC. Quite recently, we have seen historic Louisville names that will retire due to buyouts/takeovers (i.e. Hilliard Lyons, Thornton's) and we see strong rumors of another Louisville-based company being acquired (Papa John's). While these companies may not be members of LIBA, it is still troubling to see local companies lose their local identity. Louisville's economic development will be challenged if the loss of intimate, local knowledge continues.

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

Yes. Outside of Wednesday nights from January through March and Tuesday nights from April through October (due to radio work I will be doing with iHeartMedia), I can make such commitment and build in time (and energy!) to contribute to LIBA in a substantial and meaningful way.

*8. Biography:*

"A native Louisvillian, Todd K. Meador is one of seven children, having been raised in the Germantown area. He completed his undergraduate and graduate degrees via "night school" at Sullivan University and Webster University. Todd started his career in wealth management in 1993 and, for 23 years, worked in a bank wealth management setting, serving various roles in Operations, Compliance/Audit, Marketing, Equity and Fixed Income Research, Trust and Estate Administration, Relationship Management and Bank Platform Management. He holds his Certification as a Trust and Financial Advisor from the Institute of Certified Bankers and holds the CERTIFIED FINANCIAL PLANNER™ marks. Todd is the President and Founder of TKM Financial Services, LLC and has a number of philanthropic interests in our community."

## **Jesse McKenzie**

### **Foxhollow Farm**

*1. Why do you want to serve?*

I believe strongly in the goals and mission of LIBA and would be proud to support LIBA and the small business community of Louisville. I believe that fostering local independent business is key to the economic growth and health of the community and am able to contribute my skills developed in event management to raise financial support and publicity.

*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 of LIBA for two years. As a member of a local independently owned business, we have made a conscious effort to work with local businesses in partnership at our events, promotion and all aspects of our business. Through marketing promotions and events we have supported local business with the hopes of building community relationships and helping the local business economy.

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

I am a board member on the Home of the Innocents Resource and Development Committee.

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

We are a small team at Foxhollow Farm facing similar challenges all local businesses encounter. Business decisions are made as a team. As a small team we rely on and trust the

input of each member and understand that decisions made as a team uplift the business as a whole.

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

In my role at Foxhollow, I am responsible for developing business relationships with sponsors, securing funding for events and leading a team at our events. I am a confident leader who has years of experience training employees, hiring staff and developing a team to work with. I would bring my ability to network and build community connections that would be useful in raising funds for the organization.

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

Maintaining growth in the face of corporate business. Securing funding for the organization are both key issues that would need to be addressed. Increasing board membership and developing a sense of the value of independent business in the community for the community.

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

Yes. I would be able to commit my time as needed.

8. *Biography:*

I believe strongly in the goals and mission of LIBA and would be proud to support LIBA and the small business community of Louisville. I believe that fostering local independent business is key to the economic growth and health of the community and am able to contribute my skills developed in event management to raise financial support and publicity.

## **Patrick T. Schmidt (current board member, up for reelection)** **Tilford Dobbins & Schmidt, PLLC**

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. I have been a board member since 2016, and co-chair of the Advocacy Committee since 2018.

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

Immediate Past President – University of Kentucky Greater Louisville Alumni Association – board member since 2010

Director – Arts & Cultural Events Foundation – since 2014

Planning Committee Member and Vice President – Kentuckiana Chapter of the Exit Planning Institute since Jan 2018

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  
Board Member - Association for Corporate Growth (ACG), KY Chapter – 2012 - 2018  
Board Member – Clifton Center, 2013-2018  
Board Member – Kenwood Montessori School – 2011 - 2018

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.

8. *Biography:*

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 Louisville Magazine Multiple times. He has an AV peer rating from Martindale-Hubbell. He has been recognized as a Kentucky Super Lawyer.

Patrick is currently a Board Member of the Louisville Independent Business Alliance, the Greater Louisville University of Kentucky Alumni Association, and the James Graham Brown Cancer Center. He is the past Chair of the ABA Young Lawyers Tax Committee and the Louisville Bar Association Tax Committee.

## **Chuck Slaughter** **Heine Brothers' Coffee**

1. *Why do you want to serve?*

I've been around local independent businesses my entire life – growing up my father worked for local semi-trailer repair business, and then started his own. My mother worked for a local shelter serving runaway and disadvantaged youth. At 15 years old my first job was at a franchised frozen yogurt shop in Green Tree Mall, and when I left there to work for an independent locally-owned candy shop in River Falls Mall, I saw the difference in the local vs franchise model. The owner of the candy store had more at risk, but also got to make all of the decisions, and was able to do a lot more for the community. Local businesses are the backbone of any community – they provide the jobs and the services that cater to the locals. They keep the money in the local economy. And they're the ones that help others in the community, and invest in a better future.

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

I've officially been a member of LIBA since August 2011, but participated in various LIBA activities before that through Heine Brothers' membership.

In my position at Heine Brothers', I've put a focus on getting the Buy Local message out to our 250 employees by leading by example. Our annual employee party is held at a locally-owned venue, with entertainment by other local businesses (Guestroom Records & Magbooth). Employees earn prizes throughout the year from other locally-owned businesses (Louisville Cream, Against The Grain, Apex Theaters). We work with other locally-owned businesses (Creation Gardens, Clark & Riggs Printing, VIA Studio, Advanced Business Solutions), and serve other local business' products (Najla, Kizito, Louisville Vegan Jerky Company, Lotsa Pasta). Our employees get the message loud & clear – one of the reasons that we hope customers choose us over the competition is that we're locally-owned and operated, and we do business with those same companies whose employees are visiting our shops on a daily basis.

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

Cooperative Coffees: member of the Communications Committee (3 years) and the Impact Committee (2 years)

4. *Please describe any past or current board or group decision-making experience that you have?*  
Member of the Heine Brothers' Coffee Leadership Team since 2011, contributing to company-wide decision making. Lead several committees at Heine Brothers' - as Director of Marketing and Technology, I directly oversee all advertising, promotions, communications, social impact, and technology.

5. *What qualities, leadership skills and contributions would you bring to the LIBA board?*  
I have experience doing pretty much everything under the sun – event organization, analytics, graphic design, photography, managing employees, working with vendors, building a computer – the list goes on. Everyone that I work with would say that I'm highly organized, might take on too many projects, but always complete them by the deadline. In 2017 I received a certificate in Project Management from U of L.

6. *What do you think are the most critical issues for LIBA in its next few years?*  
Reaching younger people (both getting them to understand the importance of shopping local, and acting on that). Finding a way to bring Amazon-convenience to the local space, on both the B2B and B2C space. Recruiting new members, and getting all members to use the LIBA directory first when they need a service or vendor for their business.

7. *Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?*  
Yes, this shouldn't be a problem.

8. *Biography:*

Chuck Slaughter is a life-long resident of the Kentuckiana area. After graduating from Jeffersonville High School, Chuck studied Information Technology at Indiana University Southeast. Work history includes library collections and technology support for Unique Management Services and a brief stint in payroll tax at Yum! Brands. In 2005 Chuck took a barista position at Heine Brothers' Coffee, expecting to spend 3 months there while figuring out his next move. Thirteen years later, he's still there – after managing a couple of locations, he created the Marketing & Technology Director position that was needed in the growing company. Chuck is currently responsible for all aspects of advertising, promotions, social impact, communications, and technology at Heine Brothers'. Outside of work, Chuck is the father to an awesome dog named Piper, a Big Brother to an equally awesome teenager, and enjoys anything outdoors.