

2020 LIBA Board Candidates

(alpha order by last name)

Dawn Elzy

Garage Pig Print Works

1. *Why do you want to serve?* I would like to serve because I would like to provide more representation for the south/southwest areas. I would like to help grow the LIBA message in the area and help other local businesses succeed.
2. *How long have you been a member of LIBA and how have you worked to spread the Buy Local message?* We have been a LIBA member for a year and a half. I have worked to spread the message by sharing events on social media- both the business page as well as my personal page. We also support local businesses as often as we can. Given the opportunity, I discuss the importance of supporting local businesses with people I am conversing with.
3. *Are you currently a Board Member or Officer of another organization? (If yes, how long & the position.)* I am not currently on any other boards.
4. *Please describe any past or current board or group decision-making experience that you have?* I was a member of the board of the Louisville Leopard Percussionists from 2003-2014 and from 2015-2017. I served as the Merchandise Chair and was a member of many sub-committees throughout my time with the group.
5. *What qualities, leadership skills and contributions would you bring to the LIBA board?* I am detail oriented and willing to work together to achieve a common goal. I am honest and flexible and can work with all walks of life. I have a strong work ethic and dedicated to the task at hand. I am self-motivated and have the dedication that is required in a leadership position.
6. *What do you think are the most critical issues for LIBA in its next few years?* I think that there is a strong buy-in to the LIBA message in some areas of Louisville, for example the Bardstown Road area. I think that getting more support from community members in other areas of the city should be a focus for LIBA.
7. *Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?* Yes, I can make the time commitment to the board.
8. *Biography:* My husband, Randall, and I have three daughters. Dakota is 24, Hunter is 20 and Bob (Alexandra) is 17. I have worked for JCPS since 2005. We started Garage Pig Print Works in 2017 working out of our garage, sharing the space with our pet pig, Hamilton. We currently have 2 dogs, 3 cats, 2 pigs and a tortoise.

Adam Robinson

Catalyst 7 Consulting, LLC dba Villepreneur, Strategexe, BetterToday.me

1. *Why do you want to serve?*
 - a. I have been an entrepreneur for over 23 years and have learned many things along the way. I am a teacher at heart and love sharing what I have learned with other founders, entrepreneurs, and business leaders to help them be more successful.

In 2019, I took action and created Villepreneurs and joined the team at Story Louisville to focus on ecosystem building for local founders and their startups. I was also to be selected to be the director of the Louisville chapter for Startup Grind.

When local businesses win, the entire community wins.

I am on a mission to make Louisville an amazing place to live and work by helping local, small businesses thrive.

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

a. I have been a LIBA member multiples times with a few of my businesses over the past few years. Villepreneurs has been part of the LIBA community for almost one year.

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

a. No

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

a. I do not have official board experience, which is one reason I am so excited about the possibility of being part of the LIBA board.

As the owner of multiple small businesses, I was responsible for casting the vision and helping team members be successful in their roles.

My responsibilities as the director of the Louisville Startup Grind chapter includes selecting, organizing, and working with a group of volunteers to host high-quality events for local founders and startups. I consistently ask for ideas and feedback from the volunteer team and other stakeholders to better understand how we can serve local startups.

On a different note, I have been a youth/middle school football coach for the past six years. As a coaching staff, we made decisions together on how to best plan practices and execute game strategies.

In summary, I love being part of a successful team and leveraging my knowledge, skill, and experience to make a meaningful contribution.

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

a. I can bring to the LIBA board my 23 years of experience as an entrepreneur and my network in the local startup and small business community. My goal is to use this experience and connections to help further the mission of LIBA.

b. Integrity and disciplined action are how I try to approach everything in my life.

c. Leadership is something that comes naturally to me, and I continually work to grow as a leader. To me, leadership is rooted in helping other people live their best life and helping them achieve their goals.

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

a. In my opinion, the most critical issues are continuing to be a megaphone for local independent business organizations, especially the smaller "mom & pops" and being a strong

advocate for minority and underserved people who want to startup a business. There are segments of our community that are often overlooked, and that should not be!

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

a. Yes

8. *Biography:* Adam is a serial entrepreneur with more than 23 years of experience as a small business owner. He is passionate about sharing what he has learned in an effort to help other people reach their goals. Adam is currently working on a variety of projects that align with his mission of making Louisville an amazing place to live and work.

Adam is married and blessed with three wonderful boys. In his spare time, he enjoys coaching football, Crossfit, and playing golf.

Matt Stack (current board member, up for reelection)

Stack Insurance Agency

1. *Why do you want to serve?* Over the past two years, I have served on the Board, chairing the Membership Engagement committee, and I would like to continue volunteering as a member of the Board for another term. I understand the importance of buying locally and promoting that message to the community. I am very excited about LIBA's 5-year strategic plan, and I would like to play an integral role in seeing this through.
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 LIBA member for over 3 years and served on the Membership Engagement committee and as a Board member. We focused on mapping the engagement level of current members ensuring they maximize their current LIBA membership, and we also welcomed new members, gauging their interest level. In addition, we recently worked with one of our partner insurance carriers to introduce a new LIBA member benefit offering discounted business insurance for LIBA members. Our agency is contacting the entire membership spreading the word about this new benefit, which will not only offer significant savings for current LIBA members but also attract new members to the LIBA organization.
3. *Are you currently a Board Member or Officer of another organization? (If yes, how long & the position.)* I am not currently serving as a Board member on any other organization, so I will be able to dedicate ample time to the LIBA board position just as I have the last two years.
4. *Please describe any past or current board or group decision-making experience that you have?* I have served on the LIBA Board, chairing the Membership Engagement committee for the last two years. During this time, we have championed the membership mapping project, continued the new member outreach initiative, and we are currently developing a LIBA 101/orientation for new and existing members. Previously, I served as Board Chair for Cornerstone Child Development Center from 2010-2016. During that time, we not only balanced the budget, but we also met our fundraising goals every year, which allowed us to make numerous capital improvements. As Chair, I worked closely with our Executive Director and other Board Members on a wide range of issues, including planning several fundraising events per year, mapping out and prioritizing improvements needed at the center and working to improve teacher satisfaction and retention.
5. *What qualities, leadership skills and contributions would you bring to the LIBA board?* As a business owner and father of three, I would say that time management has become one of my

strongest qualities. There are only so many hours in the day and I feel as though being 100% present and productive whether I'm coaching one of my kid's teams or in the office managing my staff and our workload it is of utmost importance. I work with a very diverse group of clients including local restaurants, retail stores, consultants, and professional organizations, and therefore, I feel like I can bring a unique perspective to the Board from my client's point of view.

6. *What do you think are the most critical issues for LIBA in its next few years?* LIBA always has done a fantastic job of growing membership and spreading the buy local message. I think the next step is engaging those members that want to be engaged and making sure the next generation of business owners is involved.

7. *Are you able to commit the necessary time to serve on the board (6 to 8 hours/month)?* Absolutely. As a business owner, I will continue coordinating my schedule around the LIBA Board obligations as I have the past two years.

8. *Biography:*

Matt Stack is President and Agency Principal of Stack Insurance Agency. He founded Stack Insurance in 2010, and continues to grow his agency with clients in Kentucky, Indiana, Ohio, Florida and Colorado. Matt is a Louisville native as well as a Saint Xavier and University of Kentucky alum. With a background in finance and economics, he worked for the Federal Reserve Board and Deloitte and Touche before beginning his insurance career. He has over 15 years of experience in the insurance industry, having been on both the carrier and independent agency side of the business. Matt is married and has three children and he enjoys coaching their basketball and soccer teams. Matt loves UK sports and to play golf, tennis and work in the yard on his spare time.

Raegan Stremel

Rainbow Blossom Natural Food Markets

1. *Why do you want to serve?*

Since moving back to Louisville in 2010, I've held a deep appreciation for the work that LIBA does to build a community and identity around Louisville's local businesses. I served on the planning committee for the second Buy Local Fair when it was hosted by Louisville Visual Art and continued to help for many years later. The organization's leadership and community have played a major role in my desire to serve the local community. It would be an honor to serving on the board after my beginnings as a parking helper at the Buy Local Fair.

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

I have personally been involved with the organization for nearly ten years participating in such events as the Buy Local Fair, Brewfest, and Small Business Saturday. These such events sparked my desire to encourage buying local for all products when possible so that we as a community can support so many local entities, from farmers and restaurants to artist and events. Recently, I joined the Rainbow Blossom team as their Marketing and Events Manager. This opportunity has allowed me to immerse myself in the Buy Local community even more by meeting with local farmers and artisans to understand the impact and importance of buying local on a deeper platform. As a locally owned retailer, Rainbow Blossom supports the Buy Local message in many ways. It's a principle that is woven into the products we carry, the organizations we support, the farmers we promote, the publications that we advertise in, the vendors we hire for services and maintenance, and so much more. Rainbow Blossom wouldn't be a mainstay in the city if it weren't for the LIBA community. This philosophy has now become my own.

3. *Are you currently a Board Member or Officer of another organization?*

I am not currently serving on any board, but I do volunteer occasionally with Food Literacy Project.

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

I served on the Squallis Puppeteers board for five years (2013-2017) acting as the Vice-Chair in my last year. The board functioned as an advisory panel, but we also worked events, fundraisers, and helped staff on a regular basis with upkeep and management of raw materials used in their educational endeavors and physical space the non-profit occupied.

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

Starting my professional career in the non-profit sector taught me the value of a vibrant and involved city. My passion for fostering a sense of community has been strengthened by years of organizing fundraising community-oriented events, communicating the values of organizations and small businesses, and learning the fine art of “the ask”. I’ve worked as an independent contractor where I led teams of twenty plus individuals to produce a successful event. During such events I have learned that leadership and professionalism are key to a successful team. I feel my experience is well suited to the collaborative guidance and advancement of one of the most vital organizations in championing Louisville’s distinctive local flavor.

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

Marketing trends for the next few years suggest that big business may be making the move to appear smaller and have the feel of more community friendly businesses. Presenting themselves as being ingrained the community will be a challenge to locally owned competitors. LIBA has done an excellent job of guiding the “hyper-local” movement but will need to figure out more engaging ways to communicate with the community about the real value small businesses provide.

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

Absolutely! It would be an honor!

8. *If you are approved for the slate, we will publish this application along with your bio in the LIBA newsletter. Please provide the text you would like to include for your bio and a picture if you like.*

Raegan is a Louisville native. She spent 8 years in Appalachia and Chicago before returning to Kentucky in 2010. Her background in marketing, design, and event organizing has led her to Rainbow Blossom where she has held a leadership role since 2018. She’s the proud owner of a shotgun house in Schnitzelburg where she gardens and spends time with her fur-children, Madeline and Nevada.

Di Tran

Louisville Beauty Academy

1. *Why do you want to serve?*

I am a product of USA, and made by hundreds to thousands of community people (mentors, coaches, teachers, and leaders). I want to give back and pay forward in the most practical way possible using my twenty years experiences as a series of small business owner, 18 years corporation experienced engineer,

6 years college professor and years of community volunteer. I want to help develop the new small business owners, and enable the current business owners to the next level via the collaboration of people across communities ("bubbles")

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

I am a LIBA member since August 2019. Immigrant communities, Vietnamese specifically is one of many untapped market and opportunities field for everyone in business world, and I want to build bridges in and out of these communities ("bubbles") via community representative in each ethnic group.

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

I am board members of a few organizations:

1- Vietnamese Community of Louisville – Since 2014

2- Tri An – \$1.5 Million Vietnamese Veteran Monument project for JeffersonTown Veteran Park – Since 2017

3- Kentucky Association of Career Colleges and Schools – Since 2019

4- Louisville Fund A Student Foundation – Since 2019

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

Boards decision are often revolving around budget (fund-raising), community impact goal setting/measurement, community network/personal network, yearly services/products, awareness raising, recruitment in diversity/inclusion (race/gender/expertise/...)

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

I have the highest level of compassion for the people and the mission to bring everyone up together, because of my unique background. My network among our Vietnamese specifically and immigrant communities generally are broad, and they are untapped market on many levels.

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

To create a society that live, breathes and acts diversity and inclusion without thinking about it.

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

Yes

8. Biography:

Di Tran is a community advocate who wants to make everyone a small business owner if he/she choose to be, and a better one if he/she is already one. Come to Di Tran with hunger, and the rest we can sort out together.