

THE *H* *SIER* HUDDLE

WITH GOVERNOR HOLCOMB



JUNE 21, 2024

HINKLE FIELDHOUSE | BUTLER UNIVERSITY

PRESENTED BY:



INDIANA
FOR THE BOLD

Economic
Development
Corporation

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Welcome From Governor Holcomb

Hello, fellow Hoosiers!

It is a pleasure to formally welcome you to the Hoosier Huddle. I couldn't be more thankful that you're joining us for this milestone event in the historic Hinkle Fieldhouse. Basketball holds a special place in our state's rich history, and there is no better theme that ties us all together. Today, we have the opportunity to gather with teammates throughout Indiana. From border to border, we are united in our aspiration to make our communities – and our state – better for every single citizen.

At the state level, we've created the Hoosier Playbook, a comprehensive resource designed to build awareness of programs and initiatives that impact almost every facet of Hoosier life. This playbook includes a diverse range of resources



aimed at enhancing education, improving health, boosting workforce development, strengthening infrastructure, fostering community development, and ensuring public safety. These initiatives are designed to help

individuals, businesses, and communities find the missing pieces they need to achieve their greatest potential.

I hope you will take full advantage of this opportunity to diversify your toolkit and draw up your own sets of plays that best fit the unique needs of your community. The Hoosier Playbook is a testament to our collective efforts and dedication to making Indiana a better place for all to live, work, study, stay, and play.



These efforts and shared vision will drive us toward a brighter future for every Hoosier. I vow to work with each of you every step of the way, providing support and collaboration as we strive to reach our common goals.

Enjoy your time here, connect with fellow Hoosiers, and let's hit the hardwood running full speed ahead! Together, we can achieve great things and continue to make Indiana a state we are all proud to call home.

A handwritten signature in black ink that reads "ERIC HOLCOMB".

Governor Eric J. Holcomb

THE HOOSIER PLAYBOOK

SCAN TO SEE THE HOOSIER PLAYBOOK



The **Hoosier Playbook** is a resource designed to build awareness of state programs and initiatives that are underway to help individuals, businesses, and communities find that “missing piece” or “pieces” to achieve their greatest potential. Spearheaded by Governor Eric J. Holcomb, the playbook covers a range of topics that matter to Hoosiers including Hoosier Health, Mental Health & Substance Use Disorder, Early Learning, K-12 Education, Adult Learning and Training, Higher Education, Housing, Quality of Life, Infrastructure Connections, Pro Business Environment, Public Safety/Emergency Response, and Marketing.

WHAT WE WANT YOU TO TAKE HOME

1

Better understand state initiatives and their Impact: Gain insights into Indiana’s strategic initiatives like READI, Health First, and workforce preparation.

2

Practical Application of Programs: Acquire knowledge on accessing and implementing state resources effectively in your community including leveraging funds and understanding program benefits.

3

Foster Collaboration for Community Improvement: Understand the critical role of cross-sector collaboration in enhancing community development with a focus on building successful partnerships for actionable change.

WITH THE GOVERNOR



Vanessa Green Sinderson

President and CEO
Indiana Chamber

Vanessa became the Indiana Chamber's first female president and CEO on January 5, 2024.

After 20 years in Washington D.C. at the center of politics and power, Vanessa moved "home" to Indianapolis with her husband, a Clay County native, and their two sons. She founded Green Sinderson Consulting, a woman-led firm offering strategic advice, project execution and crisis management, and leadership development and coaching services to clients.

Previously, Vanessa served as senior vice president for government affairs at Charter Communications/Spectrum, a Fortune 100 cable and broadband company. She was responsible for directing the company's strategic policy and political engagement with Congress and the White House, as well as managing a seven-person internal team and 15 external consulting firms.

Vanessa came to Charter after a four-year stint as senior vice president and department head for government affairs at the American Hotel & Lodging Association. In that capacity, she oversaw the association's advocacy work at the federal, state and local levels, and managed the 10-person government affairs team.

Vanessa's political and policy roots run deep. For a decade, earlier in her career, she held high-profile positions on Capitol Hill, including chief of staff for then-U.S. Sen. Scott Brown of Massachusetts and policy director for former U.S. Sen. Judd Gregg of New Hampshire.

Additionally, she was chief of staff for the "Campaign to Fix the Debt," a nonpartisan issue-based coalition advocating for better national fiscal policies. There, she oversaw the implementation of the campaign's strategy and directed the activities for its 45-person staff.

Vanessa received a bachelor's degree in government with a minor in economics from Dartmouth College.

Marce King CEO

Owen County Chamber of Commerce
and Economic Development

Marce is a lifelong resident of Owen County and a graduate of Oklahoma University. She has been the CEO of the Owen County Chamber of Commerce and Economic Development for the last six years. Serving her community by helping establish fiber buildouts, workforce housing, and childcare options has led to a direct investment of over \$60,000,000 in the last five years. A large growth spurt in rural entrepreneurship led to the Chamber's design of Owen County's first center of Entrepreneurship called "The Exchange", recently designated as one of the top 25 entrepreneurial ecosystems in the state of Indiana. Marce also holds a seat as a trustee for South Central Indiana REMC, and is the Director of La Campagne Ministries, the location for Owen County's first Boys and Girls Club.



OUR SPEAKERS

IMPROVING HOOSIER HEALTH: THE FIRST YEAR OF HEALTH FIRST



Dr. Lindsay Weaver

Commissioner

Indiana Department of Health



Stephanie Laws

Board President

Parke County Health Department



Kellie Streeter

President

Knox County Commissioners



Rich Haddad

President and CEO

K21 Health Foundation

PREPARING STUDENTS FOR COLLEGE AND CAREERS



Jason Bearce

VP for Education & Workforce Development

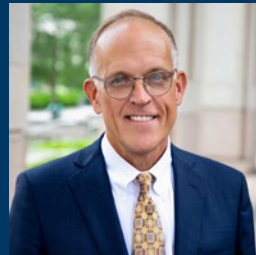
Indiana Chamber of Commerce



Dr. Katie Jenner

Secretary of Education

Indiana Department of Education



Chris Lowery

Commissioner

Indiana Commission for Higher Education



Richard Paulk

Commissioner

Indiana Department of Workforce Development

OUR SPEAKERS

HOW READI IS IMPROVING QUALITY OF LIFE THROUGHOUT INDIANA



Vincent Ash

Chief of Staff

Indiana Economic
Development
Corporation



Mark Wasky

SVP, Special Counsel

Indiana Economic
Development
Corporation



Heather Ennis

President & CEO

Northwest Indiana Forum



Brian Prince

President & CEO

Prince Property Group

PUBLIC AND PRIVATE SOLUTIONS FOR AFFORDABLE HOUSING



Jake Sipe

Executive Director

Indiana Housing
and Community
Development Authority



Sherry Seiwert

Program Director

Indiana Finance
Authority



Mark Wasky

SVP, Special Counsel

Indiana Economic
Development
Corporation

OUR SPEAKERS

LITERACY: WHERE WE ARE AND WHERE WE NEED TO BE



Melinda Brown

State Director

Dolly Parton's
Imagination Library of
Indiana



Rebecca Estes

Assistant Secretary for
Educator Talent

Indiana Department of
Education

INFORMATION HIGHWAY: WHAT'S NEXT?



Mike Smith

Commissioner

Indiana Department of
Transportation



Steve Cox

Infrastructure &
Broadband Administrator

Indiana Broadband
Office

OUR MENTAL HEALTH & SUBSTANCE USE SERVICES



Doug Huntsinger

Executive Director for
Drug Prevention, Treatment,
& Enforcement

Office of Governor Eric J.
Holcomb



Jennifer Pferrer

Executive Director for the
Wellness Council of
Indiana

Indiana Chamber of
Commerce

PUBLIC SAFETY AND EMERGENCY RESPONSE



Jonathan Whitham

Chief of Staff

Indiana Department of
Homeland Security



Tracy Barnes

CIO

Indiana Office of
Technology

OUR SPEAKERS

PLACE BUILDING AND STORYTELLING



Elaine Bedel

Secretary & CEO

Indiana Destination
Development
Corporation



Dan Bortner

Director

Indiana Department of
Natural Resources



Andrea Kern

Director of Strategic
Initiatives

Indiana Office of
Community & Rural
Affairs

GETTING A GREAT START ON EARLY LEARNING



Courtney Penn

Director of the Office of
Early Childhood & Out of
School Learning
Family and Social
Services Administration

HEALTH ACROSS THE AGES



Eden Bezy

Assistant Commissioner
Women, Children &
Families

Indiana Department of
Health



Dr. Dan Rusyniak

Secretary

Family and Social
Services Administration

IMPROVING OPPORTUNITIES FOR ADULT LEARNING



Katie Rounds

Chief Workforce
Officer

Indiana Department of
Workforce Development



Whitney Ertel

Executive Director

Governor's Workforce
Cabinet

PANEL SESSIONS

Each panel session will be held on the main stage in Hinkle Fieldhouse.

1-1:45 P.M.

IMPROVING HOOSIER HEALTH: THE FIRST YEAR OF HEALTH FIRST

Explore the transformative impacts of Health First Indiana in its inaugural year. Moderated by Dr. Lindsay Weaver, Indiana Department of Health Commissioner, this panel includes Stephanie Laws, President of the Parke County Health Board; Kellie Streeter, President of Knox County Commissioners; and Rich Haddad, President and CEO of K21 Health Foundation. Learn how this initiative is reshaping public health through local partnerships and data-driven solutions.

2-2:45 P.M.

PREPARING STUDENTS FOR COLLEGE AND CAREERS

Explore how Indiana is tackling the “Leaky Talent Pipeline” with Jason Bearce, VP for Education & Workforce Development at the Indiana Chamber of Commerce; Dr. Katie Jenner, Secretary of Education; Chris Lowery, Commissioner of the Indiana Commission for Higher Education; and Richard Paulk, Commissioner of the Indiana Department of Workforce Development. This panel will discuss state efforts and initiatives aimed at maximizing high school education to prepare students for postsecondary success and workforce readiness.

3-3:45 P.M.

HOW READI IS IMPROVING QUALITY OF LIFE THROUGHOUT INDIANA

Explore the impact of READI on Indiana’s communities with Vincent Ash, Mark Wasky, Heather Ennis, and Brian Prince. This session will discuss how Indiana’s innovative READI program fosters community vibrancy, enhances economic development, and supports successful public-private partnerships. Panelists will provide insights into READI’s achievements, future directions, and its role in initiatives like blight reduction and arts enhancement with the generous support of the Lilly Endowment.

FOCUS SESSION #1

1-1:45 P.M.

Focus sessions are held in three different locations including the Wildman room, the Classroom, and the Practice Gym.

Practice Gym

PUBLIC AND PRIVATE SOLUTIONS FOR AFFORDABLE HOUSING

Addressing the need for affordable housing in Indiana, this session features Jake Sipe, Executive Director of the Indiana Housing and Community Development Authority; Sherry Seiwert, Director of the Residential Infrastructure Fund; and Mark Wasky, SVP and Special Counsel at the Indiana Economic Development Corporation. Discover impactful state programs that tackle housing challenges and learn how these can be leveraged in your community for sustainable solutions.

Wildman

LITERACY: WHERE WE ARE AND WHERE WE NEED TO BE

Join Rebecca Estes, Indiana Department of Education Assistant Secretary for Educator Talent, and Melinda Brown, State Director of Dolly Parton's Imagination Library of Indiana, as they discuss groundbreaking strategies to boost early literacy. Learn about Indiana's commitment to enhancing reading skills, with a goal for 95% of 3rd graders to achieve proficiency by 2027, and how the Imagination Library supports this mission by distributing free books to foster a lifelong love of reading.

Classroom

INFORMATION HIGHWAY: WHAT'S NEXT?

Join INDOT Commissioner Mike Smith and Steve Cox, State Infrastructure and Broadband Administrator of the Indiana Broadband Office, as they delve into the future of infrastructure, connectivity, and access in Indiana. This session explores how state initiatives are supporting critical local infrastructure development, helping local budgets stretch further, and addressing emerging opportunities. Learn about the vital role of modernized infrastructure in facilitating seamless movement, boosting economic growth, and enhancing quality of life.

FOCUS SESSION #2

2-2:45 P.M.

Focus sessions are held in three different locations including the Wildman room, the Classroom, and the Practice Gym.

Practice Gym

PLACE BUILDING AND STORYTELLING

Indiana's small towns and rural areas are becoming vibrant communities. Speakers Elaine Bedel, CEO of the Indiana Destination Development Corporation; Dan Bortner, Director of the Indiana Department of Natural Resources; and Andrea Kern, Director of Strategic Initiatives at the Indiana Office of Community and Rural Affairs, will share strategies that enhance Indiana's appeal. Learn how these state programs and partnerships make Indiana an ideal place to live, work, and play.

Wildman

OUR MENTAL HEALTH AND SUBSTANCE USE SERVICES

Join Jennifer Pferrer of the Wellness Council of Indiana and Douglas Huntsinger, Executive Director for Drug Prevention, Treatment, and Enforcement, as they discuss efforts to combat mental and substance use disorders. This session will cover the state's mental health care resources, development of a recovery-friendly workforce, and enhancements in crisis response and prevention programs. Learn about the impactful strategies being implemented to support the one in twelve Hoosiers facing these challenges.

Classroom

PUBLIC SAFETY AND EMERGENCY RESPONSE

Enhance your understanding of Indiana's strategies for boosting local emergency preparedness with Jonathan Whitham, Chief of Staff at the Indiana Department of Homeland Security, and Tracy Barnes, Chief Information Officer for the State of Indiana. This session will delve into recent changes to the State Disaster Relief Fund, the new Hub & Spoke training plan for firefighters, and efforts to strengthen cybersecurity across local communities.

FOCUS SESSION #3

3-3:45 P.M.

Focus sessions are held in three different locations including the Wildman room, the Classroom, and the Practice Gym.

Practice Gym

IMPROVING OPPORTUNITIES FOR ADULT LEARNING

Join Whitney Ertel, Executive Director of the Governor’s Workforce Cabinet, and Katie Rounds, Chief Workforce Officer at the Indiana Department of Workforce Development, as they discuss innovative strategies to enhance adult learning. This session will explore how state initiatives are connecting Hoosiers with opportunities to skill up, meet employer demands, and access resources necessary for personal and professional growth in a thriving economy.

Wildman

GETTING A GREAT START ON EARLY LEARNING

Join Courtney Penn, Director of the Office of Early Childhood and Out of School Learning, to learn about Indiana’s efforts to make childcare accessible and affordable. This session highlights how state resources like the ‘Child Care Finder’, CCDF, and ‘On My Way Pre-K’ vouchers support families and prepare children for kindergarten. Discover how Indiana assists communities and employers in enhancing childcare services, ensuring that young minds have the foundation to thrive academically.

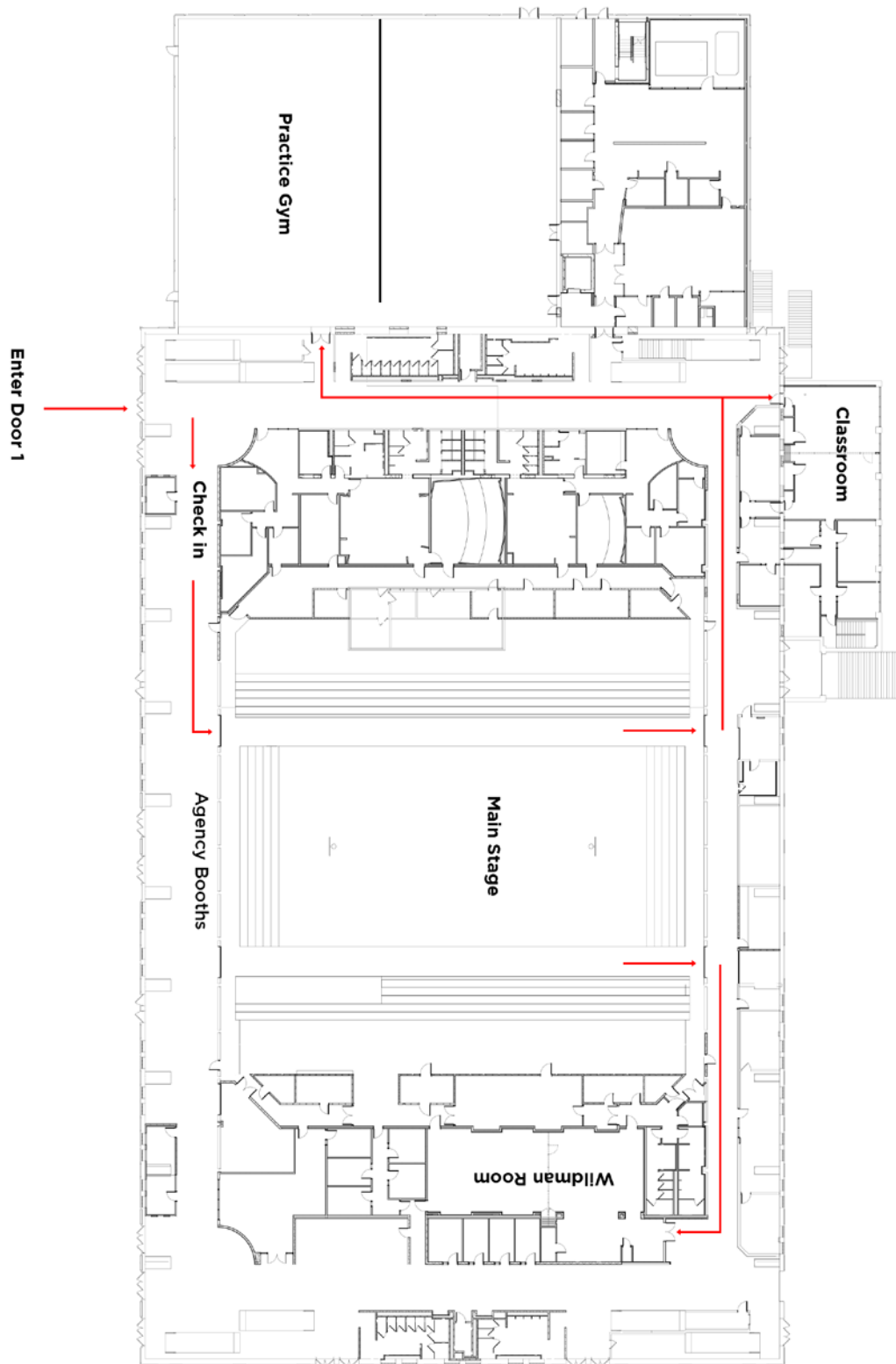
Classroom

HEALTH ACROSS THE AGES

Dr. Dan Rusyniak, Secretary of Indiana’s Family and Social Services Administration, and Eden Bezy, Assistant Commissioner and Director of the Maternal and Child Health Division, will discuss Indiana’s commitment to supporting vulnerable populations. This session will highlight crucial services and programs tailored for aging Hoosiers, infants, and pregnant women, showcasing how these initiatives promote overall health and well-being across different life stages.

NOTES

FACILITY MAP



Otis The Sasquatch
French Lick Cabins
at Patoka Lake



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