



Southwest Indiana News

March Can Be Mad

It's not a day, March 1, 2007, one easily forgets; sitting in *Whirlpool's* Evansville offices at 8:00 am discussing with the very people who would eventually recommend shutting down the local operation two years later as to how the community could retain 1,100 manufacturing jobs along with 300 engineers and technical support staff. It was my very first meeting as the President and CEO of [The Coalition](#); and, not what I had envisioned to start a new job.

Much has changed in the past eight years and contrary to what some would have you think, Southwest Indiana has continued to grow during challenging economic times. In fact, during the exact same timeframe, **the region has captured \$4.1 billion in new investment along with nearly 6,600 new jobs.** And, the Coalition is proud to have played a key role in helping secure \$2.9 billion of that total amount and 3,568 new jobs, painting a much different picture than the constant bleakness promoted by a few social media blogs.

Both *Engolve Engineering* and the new *Haier America* tech center came about through efforts of former Whirlpool employees who wanted to help us retain talent by creating new employment opportunities. Those individuals could have just as easily left to find work outside of the Evansville region; instead, they saw great value in lending a hand to the community they had come to call home.

As the country's attention turns to **March Madness**, the Coalition turns up the heat with trips to the *U.S. Manufacturing Summit* in Chicago as well as *Consultant Connect's Annual Meeting* in Greenville, South Carolina; all part of Southwest Indiana's focused marketing strategies toward building and growing relationships with key site selectors and corporate relocation decision-makers.

Southwest Indiana was one of the top three sponsors of the *Site Selectors Guild Annual Conference* - the only association of the world's foremost professional [site selection consultants](#). As a result, the Coalition hosted a private luncheon with 12 key site selectors from throughout North America to promote the Southwest Indiana brand and talk

March 2015

BUSINESS FOCUS



Mead Johnson Nutrition

Mead Johnson, a global leader in pediatric nutrition, develops, manufactures, markets and distributes more than 70 products in over 50 countries worldwide. The company's mission is to nourish the world's children for the best start in life. In 2014, Mead Johnson announced a new \$35 million investment in the Evansville manufacturing facilities for expansion and an equipment upgrade project adding 18 more jobs.

For more information, visit meadjohnson.com

Economic Indicators
Bachelors Degrees

WITHIN INDIANA
Indy-Carmel - 19.9%

about recent developments in the region.

The Coalition's strong web presence and strategic sponsorships help reinforce the Southwest Indiana brand resulting in more direct leads for potential projects and new investment.

Community Development News

Posey County was awarded \$176,000 in additional funding from Indiana's Hardest Hit Fund Blight Elimination Program (BEP). Posey County is one of 14 municipalities receiving funding from a total of \$7.7 million allocated to help eliminate blighted and abandoned homes. To date, nearly \$6 million in grants has been awarded to the Coalition's communities from the BEP program, which will help vacant properties be transformed back into useful and taxable assets.

Evansville, IN-KY - 14.7%
Ft. Wayne - 16.3%
S. Bend-Mishawaka -
15.2%

PEER COMMUNITIES

Chattanooga, TN - 15%
Davenport-Moline IA
-16.9%
Peoria, IL - 17.6%
Spartanburg, SC - 13.2%

Source: *Stats
Indiana/Bureau of Labor
Statistics, 2013*

Coalition releases 2014 Annual Report [2014 Annual Report](#)

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