



Jody Wassmer, President

Jody Wassmer is president of the 900+ member Greater Owensboro Chamber of Commerce (GO Chamber) in northwestern Kentucky. He previously served as the Chamber's executive vice president and communications manager. Jody has started a number of new programs at the Chamber to increase member value, including the *Owensboro Has It!* and *Owensboro Buys It!* buy-local programs, Chamber Perks affinity services, the Leadership Circle advocacy group, Make a Business Connection and the GO ChamberBook social media site.

The GO Chamber's advocacy work under Jody's direction led to the 2007 creation of C-LINK—a ten-county, 12 chamber of commerce alliance—that promotes regional projects of interest in northwest Kentucky. Among the projects that have moved forward with the promotion of the Chamber under Jody's direction are state funding of the Advanced Technology Center at Owensboro Community & Technical College, the Congressional designation of the Audubon and Natcher parkways as future Interstate spurs, funding to build the U.S. 60 bypass extension/Interstate corridor connector and Interstate 69.

The Greater Owensboro Chamber was named 2010 Chamber of the Year in its revenue category this summer by the American Chamber of Commerce Executives, the only national award of its kind. In 2007, Jody was named the state's Chamber Executive of the Year by the Kentucky Chamber of Commerce Executives (KCCE). He is the past president of the KCCE board. He is the current chair of the Green River Area Development District Regional Transportation Committee and a member of the board of directors of Kentuckians for Better Transportation.

Jody was previously a TV reporter for the CBS affiliate in Evansville, IN and has also held a variety of marketing communications and public relations positions.

A native of Haubstadt, IN, Jody is 1988 graduate of Indiana University-Bloomington.