

VOTE NOW: COOLEST THING MADE IN INDIANA CONTEST

By Anthony Schoettle

Competition for the fourth annual Coolest Thing Made IN Indiana tournament tipped off in late October and the competition this year is fierce.

In 2024, the Indiana Chamber of Commerce is joined by the Indiana Destination Development Corporation (IDDC) in putting on the program, and tournament entries and interest peaked at its highest in history. This year, there are 90 entrants from more than 50 cities.

The IDDC’s “IN Indiana” marketing campaign is incorporated into this year’s Coolest Thing Made contest, which is run like a single-elimination, Hoosier Hysteria-style tournament.

“With all the great makers and re-manufacturers entered this year, winning, or even making it to the final four won’t be easy,” remarks Vanessa Green Sindors, Indiana Chamber president and CEO. “The awesome competition is what makes this event great,

and it’s helping put the spotlight on all these fantastic companies across Indiana.”

Online fan voting determines the winner of each matchup. The tournament, which this year features seven rounds, concludes in early December. Anyone can vote and learn more about the great Hoosier manufacturers at www.indianachamber.com/coolestthing.

“Indiana’s great quality of life starts with the opportunities that are available to our residents,” says Elaine Bedel, IDDC secretary and CEO. “Indiana’s evolving manufacturing industry employs roughly 527,000 Hoosiers, and we are thrilled to join the Indiana Chamber in telling the story of a few of these incredible manufacturers.”

To participate, a company did not need to be headquartered in Indiana, but the product entered must be made in the state. Businesses are limited to having one product nominated.

Last year, Hoosier Racing Tire was crowned as the producer of the Coolest Thing



Made IN Indiana for its racing tire. Janus Motorcycles of Goshen took top honors in the inaugural competition, and in 2022, the Indiana Chamber honored Maple Leaf Farms of Leesburg for its roast half duck.

Awards for the top finishers will be presented at the 2024 Best IN Manufacturing Awards Luncheon on December 11 at the Indiana Roof Ballroom.

The Coolest Thing Made IN Indiana and Best IN Manufacturing endeavors are supported by spirit sponsor Purdue Manufacturing Extension Partnership (Purdue MEP), gold sponsor Kalenborn and silver sponsor Evonik.

Vote for the Coolest Thing Made IN Indiana champion at www.indianachamber.com/coolestthing through December 5.