

TIME TO SHOW OFF

Coollest Thing Made IN Indiana Contest Nears

By Anthony Schoettle

If you're an Indiana manufacturer and make something you think is super cool, now is the time to show off your wares. See if your product rises to the top!

The tip-off of the fifth annual Coolest Thing Made IN Indiana competition is fast approaching. But first, makers need to make some noise.

From August 11 to October 13, entries will be accepted at www.indianachamber.com/coolest.

"This event has gotten a huge response in terms of entries each year it has been held, and we expect more of the same this year," says Vanessa Green Sindors, Indiana Chamber president and CEO. "It seems with each passing year, the contest gets more attention from the public, with many thousands of votes

cast, and media outlets cover the competition round by round. This event has quickly become a welcome tradition for these businesses."

The Indiana Chamber wants to hear from companies that make all kinds of things, including veteran manufacturers and budding entrepreneurs. The shared goal is to showcase the wide array of manufacturing happening in the state that has helped its economy thrive.

The Coolest Thing Made IN Indiana competition combines the state's proud manufacturing tradition with a Hoosier Hysteria-style single elimination tournament, with fan voters determining the winners of each round until we're down to the single coolest product. For fairness, the matchups are determined through an online randomizer.

To participate, a business does not need to be headquartered in Indiana, but the product entered must be made in the state.



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Indiana Chamber membership is not required. Businesses are limited to having one product nominated. Entry in the 2025 tournament is free.

Last year, for the first time, the contest ended with co-champions; Hard Truth Whiskey Co. in Nashville and Harpsicle Harps in Rising Sun.

In 2023, 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.

All manufacturers accepted into the field will be showcased on the Coolest Thing Made IN Indiana website and given a digital badge to trumpet their participation and accomplishments in the competition through their social media accounts – which the Chamber will do as well.

The winning company will receive a feature article in *BizVoice*® magazine.

A special salute will be given to those employers making the Final Four – with the brightest light pointed at the champion – with awards presented during the Chamber Day luncheon on February 10 in Indianapolis.



The 2024 winning products were sweet mash whiskey and a lever harp.

RESOURCE: Coolest Thing Made IN Indiana entry form at www.indianachamber.com/coolest