

THE ART OF ATTRACTING, ADAPTING

What does it take to be a place people choose and choose again? In this spring edition of *BizVoice*®, we spotlight Indiana employers that are answering that question in real time, as talent expectations evolve and communities compete harder than ever for skilled, committed people.

Leaders from companies large and small, along with HR experts, share how predictability, autonomy and intentional culture building have become essential advantages in a competitive labor market.



Onboarding emerges as another key differentiator. Employers across industries – from manufacturing to healthcare – demonstrate how structured early experiences and fast feedback loops prevent avoidable turnover, particularly in the first 90 days.

This edition also examines how AI is reshaping HR operations, from hiring and analytics to employee support, and the balance leaders must strike between efficiency, fairness and the human touch. And because culture isn't just a concept, it's a daily practice, we also celebrate organizations setting the pace through our Best Places to Work in Indiana coverage.

Beyond the workplace, we explore how Indiana communities are elevating quality of life to attract talent and employers – from downtown revitalization to housing and arts investments. Our ExecConnect conversation features Indianapolis Indians President and CEO Randy Lewandowski, while we also look at how Hoosier Main Streets and towns are gearing up for America 250 celebrations and the resulting economic impact.

Our "Gateway to the West" section highlights the happenings in Fountain, Montgomery, Parke, Vermillion and Warren counties – the places and people with their own momentum, opportunities and collaborative spirit.

Taken together, the stories in these pages point to the same lesson: Vibrancy doesn't happen by accident. It's built through intentional culture, capable leaders, smart systems and communities that make it easier for people – and businesses – to stay and grow.

As always, thank you for reading – and for your contribution every day to strengthening Indiana's workplaces and the communities they call home.

Rebecca Patrick
Senior Vice President, Communications and Marketing



Indiana Chamber Mission:

Cultivate a world-class environment which provides economic opportunity and prosperity for the people of Indiana and their enterprises.

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