



Celebrating 30 years of  
**Growing Community Leaders**

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**For Immediate Release**

**Leadership Louisville Connector Project begins announcing results**

Louisville, Kentucky (February 3, 2010) – The social experiment that started by asking, “Who are the best connected people in Louisville and Southern Indiana?” is about to make those discoveries. The Leadership Louisville Center is releasing statistical results from the community-wide call for nominations and sharing demographics of the “Connectors” that will soon be identified. Taking the lead from Leadership Philadelphia, the Leadership Louisville Connector Project will identify approximately 100 persons who – through their connections – exemplify trusted leadership.

From initial results, the Leadership Louisville Center’s goal of creating a community conversation about leadership was achieved during the Connector Project’s nomination process. Nominators came from over 85 zip codes throughout Louisville and Southern Indiana. A total 19,171 names were submitted representing about 5,500 individuals. This compares to 4,300 individuals nominated in Philadelphia.

The Connector Project took its cue from Malcolm Gladwell’s *The Tipping Point*. The best-selling book popularized the notion of “connectors,” people in a community who impact social change. Dr. Karen Stephenson, CEO of NetForm Software, worked with Leadership Philadelphia at Gladwell’s suggestion and is also working with the Leadership Louisville Center. With expertise in mathematics and anthropology, Stephenson will identify Louisville and Southern Indiana’s “Connectors” and map and measure their leadership networks.

**The Leadership Louisville Center will be announcing approximately 100 “Connectors” soon, and here is a snapshot of what we know about them:**

<p><b><u>Sector</u></b></p> <p>Nonprofit: 35%</p> <p>Private: 48%</p> <p>Public: 13%</p> <p>Academe: 4%</p>	<p><b><u>Ethnicity</u></b></p> <p>Caucasian: 81%</p> <p>AA: 16%</p> <p>Hispanic: 1%</p> <p>Asian: 1%</p>	<p><b><u>Gender</u></b></p> <p>Female: 47%</p> <p>Male: 53%</p> <p><b><u>Leadership Louisville Center Alumni:</u> 51%</b></p>
<p><b><u>Age</u></b></p> <p>Over 44: 49%</p> <p>Under 44: 22%</p> <p>TBD: 29%</p>	<p><b><u>Education</u></b></p> <p>Graduate Education: 35%</p> <p>Undergraduate: 9%</p> <p>TBD: 44%</p>	<p><b><u>Birthplace:</u></b></p> <p>Moved to the region: 15%</p> <p>Natives: 49%</p> <p>TBD: 36%</p>

Following the announcement of the Connectors in late February, project consultant Dr. Karen Stephenson will map and measure the leadership networks of the group. Three committees chaired by Leadership Louisville Center board members will be responsible for the strategic direction of future phases of the Connector Project. These include: planning a recognition event for the Connectors, conducting research to find leadership lessons from the Connectors and guiding the next steps of the project.

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**Leadership Louisville Connector Project Partners:**

Partnering with the Leadership Louisville Center on the Connector Project are: The Courier-Journal, University of Louisville/New Cities Foundation City Solutions Center, Leadership Southern Indiana, Doe-Anderson and NetForm.

**About the Leadership Louisville Center:**

Created in 1979, the Leadership Louisville Center is the region's leading leadership development and civic engagement organization. The Center strives to cross economic and social boundaries to inspire individuals to serve as catalysts for a stronger community. Dynamic programming and events develop, connect and engage leaders into action toward social innovation and a brighter future for the Louisville community.

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