"Destiny is not a matter of chance, it's a matter of choice”

George “Lisle” Cheatham II
Mayor of Greensburg, KY
Let Me Tell You About My Hometown of Greensburg – the Early Years!!!

- We were the 15th County Established in Kentucky.
- At one time Green County reached as far East as Pulaski County, as far South as the Tennessee Line and as far North as Washington County.
- Home of the Oldest Courthouse West of the Allegany Mountains.
- We have played host to President Andrew Jackson.
- Gave birth to President Lincoln’s law-partner William Herndon and was home to his first formal teacher Mentor Graham.
- And gave birth to the Wal-Mart of it’s day – the Woodson Lewis General Store.
Let Me Tell You About My Hometown of Greensburg – the more Recent Past!!!

- We used to be home to Fruit of the Loom, Anaconda, TGT, Fruit of the Loom, Kimball International, Indiana Hardwoods and Double Cola Bottling – just to name a few.

- We used to be one of the largest Dairy and Tobacco producing communities in the state – with no less than four separate Tobacco Auction Warehouses.
Crisis and Necessity Forced A New Way Forward

- We decided to focus on the things we could control:
  - Small Business Development
    - Created Small Business Incubator
  - Downtown Redevelopment
    - Completed Downtown Streetscape
    - Façade Grant Program
  - Building a Livable Community
    - Opened the Green River Paddle Trail and Cabin Operation
    - Started a host of new festivals and concert on the square series
But... we couldn't stop there!
“I skate to where the puck is going to be, not where it has been.”

by Wayne Gretzky
“The Way Forward”
A Matter Of Choice

- Where have we been?
- How did we get here?
- Where can we go from here?
- How do we get there?
- How do we start?

**How do we keep it going?**
Golden Rule Of Strategic Planning

“The process of strategic planning is more important for the success of the plan than the final plan itself.”
Greatest Source of Irritation about Public Officials?

“They don’t talk to us and they don’t listen!”
Facilitated community meetings allow your citizens to discuss both their ideas and frustrations in an honest and open format. They then have ownership in the results going forward.
Strategic Planning in Action

- Formation of Mayor’s Youth Council
- Youth Action Recycling Program
  - Started out in June averaging 2000 lbs. per month.
  - Now averaging over 5000 lbs. per month.
- FBLA/HOSA Cooped Visitor’s Center
- A new Farmers and Crafts Market on the Square
- New Senior Community Center
- Formation of community Greenway and Trail Committee
- Construction of a new Fitness and Disk Golf Park
- Greensburg Post-Secondary Educational Partnership – KCTCS, Kentucky Area Technology, Lindsey Wilson College and Campbellsville University
Above all, leadership is about:

- Vision: 35%
- Energizing people: 33%
- Communication: 19%
- Charisma: 8%
- Competence: 5%
Your Unique Resources

- TIME
- TALENT
- TREASURE
- CIVIC ENERGY

How you allocate them is the Difference
Hope isn’t Enough – We Must Change What We Can by Making -

Intentional Choices!