



## The Greater Bloomington Chamber of Commerce

**FOR IMMEDIATE RELEASE:**

### **Kaytee Lorentzen Named Director of Communications & Events for Bloomington Chamber**

**Bloomington, IN – August 23, 2023** – The Greater Bloomington Chamber of Commerce is excited to announce that Kaytee Lorentzen, a dedicated professional with an extensive background in marketing and communications, has been named the new Director of Communications & Events. In her expanded role, Lorentzen will focus on executing strategies that will strengthen the Chamber's visibility, influence, and impact in the community.

"Taking on the role of Director of Communications & Events is an exciting step for me," said Lorentzen. "I'm committed to building on what we've achieved at the Chamber, both in our events and our outreach. We have a great foundation, and I'm eager to contribute to our next chapter."

Since joining the Chamber in 2021, Lorentzen served as the Marketing & Communications Coordinator then as Marketing & Communications Manager earlier this year. Prior to working at the Chamber, her photography business was a Chamber member from 2016-2020. Lorentzen holds a bachelor's degree in journalism with a concentration in photography from Ball State University. She is currently pursuing her master's degree in communications at Purdue University and expected to graduate this spring with a concentration in public relations and advertising along with a certificate in strategic communications management. In addition, Lorentzen is a graduate of the Indiana Chamber Executives Association's Hoosier Chamber Academy.

"Kaytee Lorentzen has distinguished herself as a high-impact and valued resource to the Chamber and the members we serve," said Chamber President and CEO Eric Spoonmore. "She is the perfect fit to lead the Chamber's strategic communications, marketing initiatives, and event performance."

Lorentzen's new assignment with the Chamber is effective September 1st.

#### **About the Greater Bloomington Chamber of Commerce:**

The Greater Bloomington Chamber of Commerce is a nonprofit membership organization serving as our community's leading advocate for business. We offer unique leadership opportunities, meaningful volunteer activities, and exclusive business-building programs focused on critical economic, civic, and social priorities. Chamber members support each other and community initiatives, sharing information and resources to help create economic opportunity and community well-being. At the Greater Bloomington Chamber of Commerce, we believe that better business leads to a better community.

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