



Booz Allen Hamilton's Outreach Activities in Louisville

Being a Good Corporate Citizen is Good for Business

Booz Allen Hamilton has dramatically expanded its community outreach in Kentucky's Louisville-Ft. Knox region during the past two years, providing volunteers and support to numerous economic, educational, and civic programs aimed at bolstering local prosperity and growth. As a result, the firm is recognized and admired throughout the region, helping it win new business and triple its annual revenue in this vital business corridor. In turn, Booz Allen's growing presence enables the firm and its employees to increase their contributions to local non-profits, business associations, and other community organizations.

Building the Booz Allen Brand

As 2009 began, Booz Allen was providing several important services to the Army at Ft. Knox. The firm was supporting the Armor Center and School's move to Ft. Benning, GA, helping develop doctrine for the employment of a new type of reconnaissance unit, and supporting the installation's Network Enterprise Center. Ft. Knox also was preparing to take on added importance through the relocation of several key Army commands as part of the 2005 Base Realignment and Closure (BRAC) process. Despite multiple engagements with Ft. Knox through BRAC relocations, such as the Army's Human Resource Command, the firm's brand as a superior provider of strategy and

technology consulting services was not locally well known outside of its immediate Ft. Knox clients. As new opportunities emerged to provide additional services, Booz Allen needed to make its capabilities better known and establish itself as a valued member of the local community.

Increasing Our Involvement in the Megacommunity

Booz Allen leaders at Ft. Knox recognized the importance of increasing the firm's visibility in the local community and initiated the development of a strategic plan for expanding outreach and becoming more involved in the community. Company leaders surveyed staff for suggestions of worthwhile community projects, and they also identified activities that would strengthen the mission capabilities of Army client organizations in the region.

With a plan and budget in place, Booz Allen employees embarked on a variety of projects supporting customers and the community, including:

- Conducting a pro-bono BRAC Tabletop Exercise for Kentucky's BRAC Planning Task Force that helped state officials create plans for developing a skilled workforce and making improvements in infrastructure and community services over the long term.

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delivering results that endure

- Establishing partnerships—and often taking leadership positions—with chapters of business and professional organizations, including the Chamber of Commerce, Armed Forces Communications and Electronics Association, Association of the US Army, Adjutant General Corps Regimental Association, and the Ft. Knox Military Retiree Council.
- Expanding our current participation in Toys for Tots, the Special Olympics, and other charitable activities and initiating new activities, such as donating to the University of Kentucky Engineering Alumni's "Pathway of Innovation Alumni Brick Campaign."
- Sponsoring the American Veterans Traveling Tribute (the "Traveling Vietnam Wall") at the 2010 Kentucky Heartland Festival and Salute to Vietnam Veterans.
- Providing the expertise of the firm's senior leaders to support community and business activities: Vietnam combat veteran and Executive Vice President Jack Mayer spoke to 900 veterans at the Heartland Festival and presented them commemorative coins and patches; Mayer also provided leadership training to Army officers at a professional development seminar at Ft. Knox; and Senior Vice President Gene Bounds, who is also Chairman of the Board of the Project Management Institute (PMI), spoke about effective project management at the local chapter's International Project Management Day.

Booz Allen's contributions to the community did not go unnoticed. Many of these activities, such as the American Veterans Traveling Tribute, garnered significant media attention in the area. In addition, Booz Allen was recognized in 2010—and again in 2011—as one of Kentucky's Best Places to Work by the Kentucky Chamber of Commerce.

Since Booz Allen began its outreach programs two years ago, the firm's workforce in the Louisville region has tripled, and it's expected to grow again

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in 2011. And today, our Louisville-Ft. Knox office is the firm's largest presence between Dayton, OH, and Huntsville, AL. "Ft. Knox represents one of our fastest growing segments of the Army market, but our growing involvement in the community has been a key contributor to that success," said Richard Garner, principal, of Booz Allen. "It helps to ensure that we are building our local brand in a way that's consistent with Booz Allen's corporate image."

Helping Our Customers Be Ready for What's Next

Chief among the benefits of our expanded community involvement is that it enhances our ability to serve our clients. For example, in supporting the Army Human Resources Command's BRAC move to Kentucky and the concurrent activation of the US Army Human Resource Center of Excellence, our close ties with the community enable us to provide superior insight into the region's projected business growth and labor pool, including education, skills, and other demographic information. Our participation in professional associations improves our understanding of our customers' culture, challenges, and mission goals; and our participation in community activities helps build trust in our corporate mission.

"It's extremely important for us to be involved in the communities where we live, work, go to school, and raise our families," said Senior Associate Vincent Holloway of Booz Allen. "Current customers and prospective clients call us when they need help because they know our reputation, both as strategy and technology experts and as leaders in the community, and know that we are committed to their success."

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for nearly a century. Providing a broad range of services in strategy and organization, technology, operations, and analytics, Booz Allen is committed to delivering results that endure. To learn more, visit www.boozallen.com.