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Sep 20, 2004, 12:00am EDT  
Metro Monitor Report  

## Young professionals see room for growth

**Jennifer Gordon**  
Business First Staff Writer

Louisville has come a long way, but the city has no time to rest on past successes, according to a recent survey of local young professionals.

Although the city of Louisville and Jefferson County government merger is one example of what the community can accomplish when it works together, it's also a sign of other opportunities that could be created.

"This is a chance to springboard from merger (and) take advantage of that from a marketing standpoint and put Louisville on the map," said Jonathan Blue, co-director of Cobalt Ventures LLC, a local development firm.

Blue, who was a 40 Under 40 honoree in 2003, participated in the survey and, along with other respondents in this article, agreed to be interviewed.

"If we stop in our tracks, we will not grow," Blue said.

Last month, Business First's 40 Under 40 honorees from 2002, 2003 and 2004 were asked to complete a survey about their work habits, thoughts about the city and plans for the future.

The 58 respondents cited the following community strengths and highlights: Cultural attractions, small-town feel and friendliness, the parks system, the low cost of living and the ease of getting around.

Some of the priorities for local young professionals center on creating more jobs by attracting more corporate headquarters and entertainment options, formulating and implementing strategic plans and taking risks to achieve those goals.

**A measure of business attitudes**

Professionals named to Business First's annual 40 Under 40 awards are nominated by the community and chosen by a panel of judges each spring.

This year's honorees are listed in the Business First supplement appearing in this week's issue and are being honored at a luncheon today.

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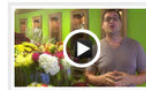
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