

# Green County native is graphic designer in Nashville

SHELLEY BISHOP  
R-H STAFF WRITER

Have you ever wondered where the designs for billboards, social media and print ads, and other items that get a company's "brand" out there come from? All of these are most likely created by a graphic designer.

Green County High School Class of 2011 graduate Landon Matney is living his dream of combining his first love of art and his talent for seeing things from other people's perspective to help businesses and communities succeed as a graphic designer in Nashville.

After graduating from GCHS, Matney attended the Nossi College of Art in Nashville, Tennessee, where he was able to learn from the leading experts about graphic design, commercial illustration, photography and interactive design. This is where his passion for creativity evolved and formed into a career.

While still a high school student, Matney was positive he would pursue a career in the arts, but had no idea what that could be or where to begin. He credits much of his success to the skills he learned and encouragement he received from during his years as an art student.

At Nossi, Matney began to learn shortcuts and proper techniques to utilize computer software that he currently works with every day. He shadowed professionals, hosted portfolio shows, and practiced mock interviews with local companies. While earning his bachelor's degree, he worked for a print shop, designed billboards for a dealership, and eventually, met the Vice President of marketing and communications for the Nashville Chamber of Commerce. Matney graduated from Nossi in 2015 with a degree in graphic and interactive design. He received two awards



Photos submitted  
**Landon Matney**

upon graduation, Most Creative and Highest GPA All Star.

Matney quickly realized that he and the Chamber of Commerce were a perfect fit. He worked for the Nashville Chamber of Commerce as Art Director for the next five years. During this time, he worked under three talented and accomplished supervisors while leading an organization rebrand. Matney and his team received awards for multiple publications, including an honor of "Excellence in Communications."

One project Matney contributed to while with the Nashville Chamber of Commerce was the launch of Partnership 2030. "The launch of Partnership 2030 was a brand that is only established every 10 years and is executing a 5-year economic development strategy from 2021 to 2026 with funding



**Matney's passion for creativity formed into a career. He has designed a variety of images for the Nashville Chamber of Commerce.**

and leadership provided by nearly 250 corporations, associations and government entities," Matney said.

"I was able to help to sell out several events. I've seen my work featured in magazines, the Tennessee, commercials, Book of Lists, many digital ads, across every social platform and even in Times Square. Most importantly, I have made so many relationships that I'll cherish forever. I've grown as a person and evolved as a professional. I do not take any of this for granted and will always cherish the work their organization does for Nashville and middle Tennessee."

Matney recently accepted a new position, earning the title of Senior Brand Designer with Proof Branding, Inc. Matney is excited about the opportunities working with Proof Branding has to offer. He said, "This new opportunity at Proof Branding

should allow me to expand my creative capacity. This is a local branding agency who shares many of the creative goals I have. They've done impressive work for brands such as Conexion Americas, Five Points Pizza, 5th and Broadway and the City of Boston. I'll lead a team of designers with various exciting new clients to create and amplify more powerful brands. This will give me agency experience and diversify my portfolio. It aligns well with what I feel should be the next stone in my career path"

Matney has a long list of projects he has worked on that he is proud of; these include:

Rebranding the Nashville Area Chamber of Commerce, MLS Soccer League - Poster Design, LGBT Chamber of

Commerce - Campaigns, Partnership 2030 - Brand and Launch Party Mini Documentary, LiveIt Nashville - A guide and website about living, playing and working in Nashville, Vital Signs - A publication exposing Nashville's success and room for improvement,

Leadership Study Mission - a trip leaders from Nashville take to compare our city to other similar locations, and 2020 Music Industry Report - Exploration partnered with the Nashville Area Chamber of Commerce to produce the 2020 Music Industry Report, this was featured on a billboard in NYC Times Square.

Check out Matney's work on the following websites: Landon-Matney.com, ProofBranding.com, NashvilleChamber.com, LiveIt-Nash.com.

## Representative Reed: Agriculture, Budget, and Non-Traditional Instruction

As I review the week's legislative activities, I think we are all looking forward to Thanksgiving and some time with family and friends. However, it is also a reminder that Christmas is just 36 days

away, 2022 begins in 43 days, and the next regular session convenes in only 46 days. Like many of our college students who are preparing to take their finals, legislators are studying, reviewing, and preparing proposals for session. We face several big tests as we work to strike a balance between protecting the values we hold dear and embracing the kind of progress that will help provide opportunity for our children and grandchildren.

IJC on Agriculture: I, along with other members of the committee, met to hear testimony from Commissioner of Agriculture Ryan Quarles, who spoke about the current needs that can be met through American Rescue Plan funding, which include updates to Future Farmers of America, local fair grounds, and foodbanks. Additionally, we also discussed legislative ideas focused around food labeling and appointing an agriculture community member to the Kentucky Economic Development Board to better represent the interests of agriculture. I see a great deal of value to this idea, after all agriculture has been a major source of jobs and economic growth since early pioneer days.

IJC on Appropriations and Revenue: As Vice Chair, I and the other committee members heard a presentation from the Administrative Office of the Courts on current challenges and future projects involving technology upgrades for virtual court hearings including video arraignment in county jails and self-serve payment kiosks at courthouses.

### Capitol Focus



State Rep.  
**Brandon Reed**

man Resources: As a member, I heard testimony from University of Louisville Health officials reporting on the significant progress of a \$35 million economic development loan used to assist it in acquiring KentuckyOne health care assets, including a 320-bed Jewish Hospital. The focus of lawmakers returned to how UofL Health is exceeding requirements and promises made in the loan—like reaching underserved communities, local employment numbers, and average wages. The hospital network also shared that they will ask the Kentucky Economic Development Finance Authority to revise the terms of the state loan so they can pay it back quicker. Members also discussed funding for a bevy of statewide programs and services—young adults with autism spectrum disorder, dementia and Alzheimer's, and food insecurity.

IJC on Economic Development and Workforce Investment: Members heard from the Kentucky Travel Industry Association regarding enforcement of lodging tax for short-term rentals and appropriation of federal COVID-relief funds for tourism marketing in the Commonwealth. The presenter shared that labor shortages and other pandemic-related hits to the tourism industry have led to a decline of nearly \$2.9 billion, and appropriation of these funds would be a step toward revitalizing the industry. Last, members heard from the Pegasus Institute regarding macroeconomic conditions that contribute to labor force participation. The presenter shared that as of September 2021, Kentucky's labor force participation is 5.1% lower than the national average, highlighting low economic freedom as a contributing factor.

**See Reed's Update, page 6B**

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