



Spring 2011
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THIS IS POSSIBILITY CITY

Falling for Lou is easy to do

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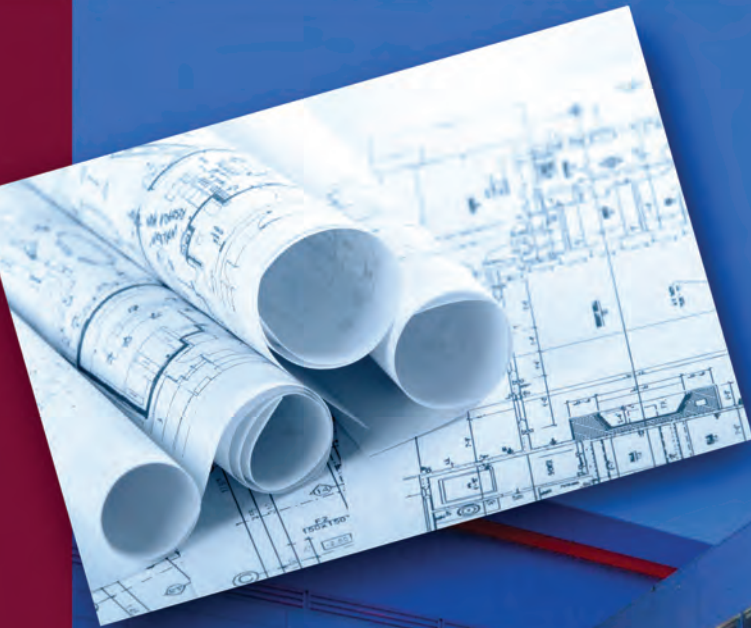
PREMIERE ISSUE

Published by

The Lane Report

Turning Plans into Reality

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Success Is When Preparation and Opportunity Meet

Being a resident of Kentucky for more than 30 years has been a great experience. When I moved to the Bluegrass State in the early 1980s, Kentucky was known for not achieving its potential and scoring low in economic ratings.

In the '90s, our political, education, business and professional leaders committed to improving the quality of K-12 and postsecondary education in order to enhance the standard of living for all Kentuckians, and it's paying off.

Two decades of investment has elevated Kentucky in the national education rankings. Kentucky is moving upward. A growing cadre of new young professionals are now creating businesses; teaching; conducting

Artist's rendering of the UofL Nucleus Life Science and Innovation Center that will generate new job opportunities in downtown Louisville.



research; serving as leaders, managers and staff members of business, professional and governmental entities; or innovating in the arts. Many of this generation of Kentuckians are looking for a great place to live and invest in their future.

Louisville is a major U.S. city with many possibilities. Our editors are excited about publishing a lifestyle magazine targeted to young professionals and showcasing the many quality of life options Greater Louisville offers. The ideas and sug-

gestions from BG's advisory board and the enthusiastic support from Mayor Greg Fischer, Greater Louisville Inc. and many of Kentucky's top advertisers were very helpful in launching BG – Greater Louisville. Thank you. Success is when preparation and opportunity meet. BG – Greater Louisville is pleased to make your acquaintance.



Ed Lane is publisher of BG Magazine – Greater Louisville.

Making Louisville One of America's Best Cities Is Our Goal

Welcome to the first edition of BG – Greater Louisville! You are Louisville's next leaders, the young professionals who are planting the seeds of their futures, perhaps maybe changing your career path, wondering if you should go back to school, or deciding where to raise your family.

As we work together to grow our community, we have many strengths on which to build, and I hope you will get involved. We have a great park system that is growing exponentially, we have strong business clusters that drive our economic development, and we have world-class festivals and events.

We will focus our economic development efforts on the business clusters where we already stand out — in logistics, automotive supply, long-term wellness and aging care, and the food industry. You may know people who work in these fields, or who are decision makers in their companies –

please encourage them to live, work and bring their business to Louisville.

Louisville is home to a thriving food industry, with international food company headquarters, a plethora of unique locally-owned restaurants and a growing interest in urban agriculture, including farmers markets. I want to find ways to help and encourage more people to eat locally, whether that means expanding our community garden programs or helping regional farmers get more access to Louisville consumers.

We also are seeing amazing development at our city's edge, with the 100-mile Louisville Loop, and the new parks being created by 21st Century Parks and Metro Parks. These new spaces will be a destination for walking and biking, recreation and relaxation, as well as new events. You can help plan these spaces and their amenities by attending public meetings and letting us know what you'd like to see.

Special events and festivals set the tone for a city, and Louisville has some of the world's best, large and small. Whether it's live music by the river at Waterfront Wednesdays, our WorldFest celebration of international cultures, the celebration of big thinking at IdeaFestival, or the Derby Festival, there is something for everyone. In fact, Louisville has been named the best city for festivals and events in North America, a distinction for which we are extremely proud.

Whether you've lived here your whole life, or recently moved, I urge you to get involved and make a difference. We don't need to be the biggest city in America but, together, we can make Louisville one of the best.



Greg Fischer is mayor of Louisville.

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Life in Louisville Is Filled with Possibilities

Welcome to Louisville's first publication dedicated to young professionals! We hope to entertain and inform you while also demonstrating why Greater Louisville is one of the best places in the country to work, start a business or raise a family.

There's a lot of attention on young professionals right now. The world is watching how we spend money, interact in the workplace, socialize with friends and if/when/how we start a family. In our inaugural issue of *BG - Greater Louisville*, we talk about the importance of having a financial plan at a young age, how different generations communicate in the office and some fun new ways to stay healthy.

Most importantly, we help you understand why it is possible here, and how



Louisville grows with you regardless of your stage in life. We also share some opportunities for young professionals that you might not be aware of, and we introduce you to some exceptional young adults who are plugged into a wide range of social, cultural and professional scenes.

We are the generation that chooses where to live first and looks for a job later, which is exciting because it's one of the many ways we're influencing innovation. We live in a community that encourages

us to have ideas and drive change, and that is a tremendous gift. Whether you just moved here, are thinking about moving back or have lived in Louisville for several years, *BG* invites you to find inspiration in the possibilities. ●



Stephanie Apple is the editor of *BG - Greater Louisville* and vice president of marketing communications at Preston-Osborne.



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Downtown Louisville's riverfront photographed from Southern Indiana.

Photo by Bryan Moberly
(MoberlyPhotography.com).
Photo courtesy of the
Louisville Convention
& Visitors Bureau.

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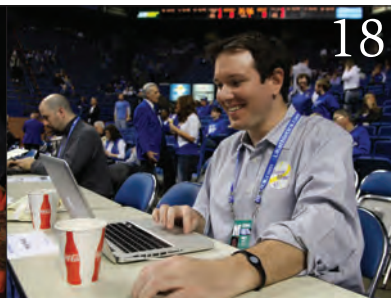
Running has become the new social norm, with foot races across Kentucky packing community calendars. Local experts weigh in on the endurance sport's increasing popularity.

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It's summertime in Louisville and that means festivals and concerts galore and parks and patios filled with fun and enthusiasm.



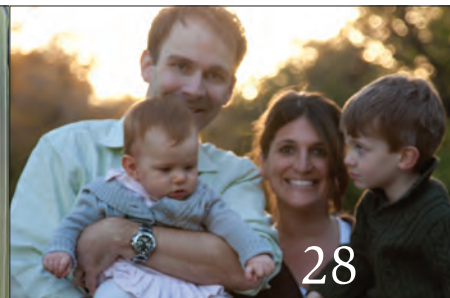
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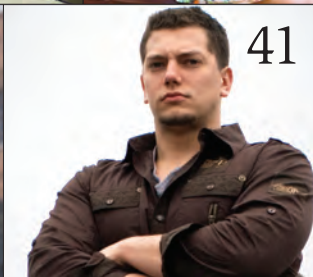
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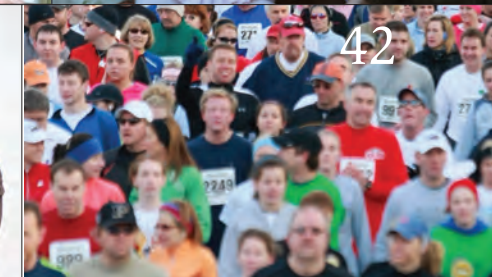
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Green Tie Bash Features Rappers Nappy Roots

The Young Professionals Association of Louisville (YPAL) and the Louisville Urban League Young Professionals (LULYP) partnered to present the Green Tie Bash in March to benefit Brightside, a

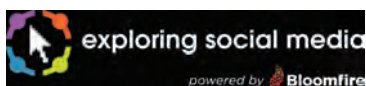


Members of LULYP, YPAL and Brightside with Nappy Roots.

beautification and environmental organization. This year's Bash featured a concert by **Nappy Roots**. The annual event attracts hundred of business professionals and community leaders. This year's attendees included Mayor Greg Fischer and former Louisville Mayor Jerry Abramson.

Social Media Coach

Local social media experts Jason Falls, Tamar Weinberg, Nick Huhn and DJ Waldow have put together a comprehensive online community called **Exploring Social Media**. For all experience levels, Exploring Social Media offers advice on starting, building and



succeeding with social media. For a small monthly fee, members get unlimited, personal access to industry experts and influencers, free access to webinars with industry thought leaders and exclusive discounts for events, merchandise and more. According to the website (exploringsocialmedia.com), the community was Fall's big idea so we have him to thank this great new resource.



Robert Kernitz, Louisville Zoo photo

Glacier Run is designed as an imaginary town on the edge of the arctic wilderness.

Louisville Zoo Opens Arctic Bear Habitat

The **Louisville Zoo** celebrated the grand opening of the polar and grizzly bear habitat at Glacier Run in April. Designed as an imaginary town on the edge of the arctic wilderness, Glacier Run is modeled after the real town of Churchill, Canada, the polar bear capital of the world, where humans and wildlife learn to co-exist. The exhibit offers spectacular views, captivating stories of the arctic and unique opportunities for close-up encounters with the magnificent and iconic polar bear, as well as grizzly bears. Guests can interact with zoo keepers, learn about current challenges to arctic environments and animals, and discover how incremental changes in our everyday activities and behaviors can make a difference for our planet and these magnificent species.



Jim Schulz, Chicago Zoological Society photo

Hammering Out a Hip Startup Community

Forge, a grassroots community for innovators, recently debuted in Louisville to bring together innovative talent across multiple industries. Forge is about storytelling and collaboration with offline and online components. Offline, the group comes together for hip quarterly events to highlight start-ups and other innovation occurring in the area and hear a high profile speaker share his or her story. The events are fun and relaxed and typically incorporate music or some other art form. The online portion, ForgeHQ.com, is a work in progress, but the group hopes to build the same collaborative environment experienced



Jake Huber poses a question to Mayor Greg Fischer.

at their events. Forge's first event in February was hugely successful with more than 200 attending to network and hear from Mayor Greg Fischer. The next event is planned for May.

Chocolate ... and More!

Since 1988, Ghyslain has been supplying connoisseurs with gourmet chocolate and fine French pastries in Indiana. In April, the firm brought French provincial-style delicacies to Louisville with **Ghyslain on Market**, a bistro on East Market Street in a renovated carriage house. The menu includes gelato, French pastries and chocolates, along with soups, salads, sandwiches and breakfast items. There's seating for 52 inside and 48 outside every day from 7 a.m. to 9 p.m. Ghyslain is also expanding its existing Kentucky wholesale chocolate and pastry business. Chef Ghyslain Maurais is certified in French pastry, chocolate décor, candy making, blown and pulled sugar and bread making, and the Quebec native has served as the head chef for the Quebec Delegations in New York and London.



Ghyslain chocolate box set.

Estes PR photo



Louisville CVB photo

Festival Hot Spot

Supporting Louisville's recent designation by the International Festivals and Events Association as one of the best places to host an event in North America, two U.S. tourism groups also honored seven events held in the city for their popularity and success: **Abbey Road on the River, Kentucky Derby Festival, Forecastle Festival, Street Rod Nationals Plus, WorldFest, the Senior PGA Championship and Actors Theatre of Louisville's Humana Festival of New American Plays.**

TO DO IN LOU

Louisville Slugger Museum & Factory
800 W. Main St., Louisville, KY
sluggermuseum.org

Carnegie Center for Art & History
201 E. Spring St., New Albany, IN
carnegiecenter.org

The Frazier International History Museum
829 W. Main St., Louisville, KY
fraziermuseum.org

Louisville Ballet
501 W. Main St., Louisville, KY
louisvilleballet.org



Canadian Whisky

Brown-Forman has released Collingwood, a new premium Canadian whisky and the only one on the market mellowed with maple wood. Every batch of Collingwood starts with fine Canadian grains and pure spring water from Ontario's Georgian Bay. It is triple distilled for smoothness and matured in white oak barrels. The finishing step is to let it rest in toasted maple wood. Collingwood is available in Kentucky, Florida, Louisiana and Texas, with more markets to be added later



Brown-Forman photo

this year. Each bottle is presented at 80 proof with a suggested retail price of \$26.99. Spirits trivia: American whiskey is spelled with an 'e' and Canadian whisky isn't.

Spalding Adds Downtown Dorm

Spalding University has broken ground for a new residence facility, Spalding Suites. The three-story building at 901 S. Second St. will provide on-campus residential living for 144 students by this fall. The current resident building, Morrison Hall, met maximum capacity last year. Spalding University dates back to 1814 and is the oldest university west of the Alleghenies steeped in Catholic tradition. "Spalding's growth will create a catalyst for the redevelopment of the Fourth Street connection between downtown and Old Louisville," said Bill Weyland, chair of Spalding's board of trustees. "The use of city-approved stimulus bonds to keep student costs to a minimum represents the type of win-win strategy that both the university and the city embrace in order to move forward in tough economic times."



Spalding University photo

Spalding University dates back to 1814 and is the oldest university steeped in Catholic tradition west of the Alleghenies.



Churchill Downs photo

Downs Night Racing Returns

Churchill Downs will stage four “Downs After Dark” night racing programs in 2011 – three over the final three Fridays of the Spring Meet on June 17, June 24 and July 1 and one date during the Fall Meet on Friday, Nov. 19. Night racing at Churchill Downs has been a spectacular success while showcasing live racing with ancillary entertainment such as food, fashion, music and parties.



So far, more than 210,000 horseplayers and entertainment-seekers have attended the eight special nighttime programs since June 2009. The perfect blend of an upscale night on the town

with the excitement of Thoroughbred racing – have essentially tripled the on-track attendance and doubled the on-track wagering handle compared to afternoon programs previously staged on those dates. “Over the past two years, we’ve had exciting results by presenting special and unique nighttime racing experiences for our core customers, casual patrons and entertainment-seekers,” said Churchill Downs racetrack President Kevin Flanery.

Drake's Rakes in Customers, Adds More Fun to St. Matthews

St. Matthews just welcomed another restaurant to the neighborhood that's big on food, beer and outgoing service. **Drake's** is family-friendly by day, perfect for a happy hour and late night hot spot. The menu consists of burgers, sandwiches, tacos, sushi and more, all made from scratch. The drink menu offers a wide variety of beers on tap, beer flights, bottled beer and a good selection of wines by the glass. Drake's is a Bluegrass Hospitality Group (BHG) concept. Based in Lexington, BHG is owned by Brian McCarty and Bruce Drake. The company owns and manages local independent restaurants in Lexington including: **Malone's Prime Beef Steakhouse**; **Sal's Chophouse**, both casual and sophisticated; **Harry's Bar and Grill**, a favorite haunt of the horsey set; **Aqua Sushi**, the freshest in town; and of course, **Drake's**. The group's portfolio also includes **Malone's Banquets**, a **Texas Roadhouse** franchise and a **Regatta Seafood Grille**. BHG plans to open a second Drake's in Louisville this fall.



Drake's photo

Drake's is a neighborhood spot with something for everyone, located at 3939 Shelbyville Road in St. Matthews.



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The Kentucky Center for the Performing Arts
501 W. Main St., Louisville, KY
kentuckycenter.org

Falls of the Ohio State Park
201 W. Riverside Dr., Clarksville, IN
fallsoftheohio.org

What Can You Do in 13 Months?

Rule the world. Take the lead. That's the message the **University of Louisville's College of Business** is sending with its 13-month full-time MBA. In the time it takes some people to find a job, students can equip themselves with the real-world knowledge and experience that comes with a world-class MBA. The 13-month program offers a paid part-time internship that accommodates classes two nights and one afternoon a week. According to UofL, 13 months is nothing when it comes to an opportunity that could change someone's life. A fun website (13monthsisnothing.com) supported by an energetic Facebook page helps prospective students

red7e photo



understand how they can accomplish an MBA in Louisville faster than almost anywhere else in the country. *Business Week* magazine recently ranked the University of Louisville's College of Business in the top 10 percent of the nation's business schools for 2011.



Louisville CVB photo

Music, Art & Activism

The Forecastle Festival, Louisville's premier event for music, art and environmental

activism, has forged a partnership with **AC Entertainment**, producers of **The Bonnaroo Music and Arts Festival**, **Moogfest** and 750 other concerts and events throughout the country. Louisville native and Forecastle founder JK McKnight has joined AC Entertainment as director of national sponsorships and will split his time between Louisville and the headquarters of AC Entertainment in Knoxville. One of the first joint endeavors will be to bring new event concepts to Louisville. The highly anticipated 10th Anniversary of The Forecastle Festival will be held in the summer of 2012 at Waterfront Park. In the meantime, they're planning a multiday and multistage, fourth annual "Halfway to Forecastle" festival July 15-16, 2011.

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Kentucky Derby Museum
704 Central Ave., Louisville, KY
derbymuseum.org

Schimpff's Confectionary Factory Tours
347 Spring St., Jeffersonville, IN
schimpffs.com



Bourbon Trail Traffic Up 300% Again in '10

For the second straight year, the number of visitors who completed the **Kentucky Bourbon Trail** Passport program surged 300 percent, as more than 9,000 people finished the historic tour in 2010 of all six legendary distilleries: **Four Roses**, **Heaven Hill**, **Jim Beam**, **Maker's Mark**, **Wild Turkey** and **Woodford Reserve**. The Kentucky Distillers' Association (KDA) created and coordinates the tour. Visitors from all 50 states and 14 countries have completed the program. "We're proud that Kentucky is the birthplace of bourbon and the only place in the world where visitors can enjoy the authentic bourbon experience," said Eric Gregory, KDA president. "The tremendous success of our Kentucky Bourbon Trail tour is a remarkable tribute to the growing popularity of our signature spirit."



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It's Fleur De Licious Downtown

Seventeen downtown restaurants are coming together in May to offer locals a special opportunity to experience fine foods and drinks as part of Hometown Tourist Month.



Fleur De Licious, Downtown Louisville's Fine Dining Week, will be held from May 13 to May 21. Downtown's finest restaurants will offer a prix fixe three-course dinner menu that highlights specialties from their standard menu with the choice of an appetizer, an entrée, and a dessert for \$30 per person. The restaurants will also feature a signature drink made for the event; the Fleur-de-Licious cocktail, created by Brown Forman's Chief

Entertaining Officer - Tim Laird. Hometown Tourist Month is an annual celebration sponsored by the **Louisville Convention and Visitors Bureau** that produces special events and provides discounts for residents who visit local attractions. Fleur de Licious is supported by **LDMD** and sponsored by **4th Street LIVE!** For a list of participating restaurants or more information, visit fleurdelicious.info.

Yum! IGNITES Louisville Challenge Winner

Best Buddies Kentucky was selected as winner of the 2011 Yum! IGNITES Louisville Challenge during the Ignite Louisville Class of 2011 graduation. **YUM! Brands Foundation** surprised the agency by doubling the \$1,500 contribution from the Leadership Louisville Center and awarding a second nonprofit, Girls on the Run of Louisville, with a \$1,500 contribution. A panel of judges heard presentations from the seven Ignite Louisville teams to select the winner. Hosted by the Frazier History Museum, the graduation included a keynote address from Mayor Greg Fischer and a reception.

Ignite Louisville team: Ben Byrne, Benjamin J. Byrne & Associates; Amy



Yum! representatives and Ignite Louisville winning team with Best Buddies Kentucky representatives.

Gumlaw, Mountjoy Chilton Medley; Chris Hall, Marsh USA; Scott Herrmann, J.P. Morgan Asset Management; Brian Houpp, Insight Media; Emily Ruddock, Actors Theatre of Louisville; and Chelsea Wagner, Gilda's Club Louisville.



Norman Rockwell Museum photo

Promised gift of the Williams High School Alumni Association to the Norman Rockwell Museum.

Rockwell's Icons in Sports Exhibition

Louisville Slugger Museum & Factory has a traveling exhibition running through Aug. 14 titled "Norman Rockwell: Sports." The show features six decades' worth of original sports-themed artwork by Norman Rockwell, the beloved illustrator best known for his *Saturday Evening Post* covers. Norman Rockwell: Sports is organized by the Norman Rockwell Museum in Stockbridge, Mass. "Norman Rockwell's illustrations of America's athletic pastimes are among his most well-known works of art, and Louisville Slugger Museum & Factory is the perfect venue to debut this exhibition," said Norman Rockwell Museum Curator Corry Kanzenberg. The museum is open seven days a week. Admission is \$10 for adults.



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Speed Art Museum
2035 S. Third St., Louisville, KY
speedmuseum.org

Derby Dinner Playhouse
525 Marriott Dr., Clarksville, IN
derbydinner.com

Kentucky Museum of Art and Craft
715 W. Market St., Louisville, KY
kentuckyarts.org

Louisville Mega Cavern
1841 Taylor Ave., Louisville, KY
louisvillemegacavern.com

Wheel Fun Rentals
135 East River Rd., Louisville, KY
wheelfunrentals.com

Dharma Moves HQ Here from SoCal

Dharma Construction Services, which specializes in senior living and healthcare, has moved its headquarters from southern California to Louisville, creating 41 new jobs and bringing a \$2.3 million investment to the commonwealth. Founded in 1998, Dharma constructs projects for the senior living and healthcare industries across the U.S. The company's approximately 8,000 square-foot headquarters facility will include business development, construction management and administrative services. "We chose Louisville because we want to be at the center of the senior care industry," said Barry Khan, Dharma's president and CEO. The Kentucky Economic Development Finance Authority (KEDFA) preliminarily approved Dharma for tax incentives up to \$1 million through the Kentucky Business Investment program. The performance-based incentive will allow Dharma to keep a portion of its investment over a 10-year period through corporate income tax credits and wage assessments by meeting job and investment targets.



Louisvillians – You’ve Been Counted!

The **U.S. Census Bureau** has released the 2010 population totals and demographic characteristics for Kentucky. Louisville/Jefferson County grew 189.2 percent in the last 10 years (due to merged government) with a current population of 741,096. Lexington-Fayette grew 13.5 percent to 295,803. The other cities in the top five are Bowling Green (58,067), Owensboro (57,265) and Covington (40,640). The official 2010 Census Redistricting Data Summary File can be used to redraw federal, state and local legislative districts under Public Law 94-171. Census data are used by state officials to realign congressional and state legislative districts, taking into account population shifts since the 2000 Census.

Globally, Locally

The **Greater Louisville International Professionals** program



Greater Louisville International Professionals
A Greater Louisville Inc. Initiative

(G.L.I.P.) is an economic development initiative of Greater Louisville Inc. Now in its second year, the program helps Louisville fortify its competitive advantage by attracting top international professionals and developing the talent pool to meet future workforce needs. In 2009, the TIP (Talent, Innovation and Place) Report, undertaken as part of the Wired65 initiative, found that Louisville will increasingly depend on international talent to aid its long-term growth strategy. G.L.I.P. was established to leverage this international talent as the region works to increase economic and community development. Participation in G.L.I.P. is open to the entire business community.

Louisville Water Project Is World’s Best



Workers place a concrete lining inside the bedrock tunnel in Louisville Water Co. riverbank filtration project.

The American Society of Civil Engineers honored **Louisville Water Co.** with its 2011 “Outstanding Civil Engineering Achievement Award” for the company’s Riverbank Filtration Project. The award honors projects that best illustrate superior civil engineering skills and represent a significant contribution to civil engineering progress and society. The riverbank filtration project was one of five engineering feats nominated. The other finalists included: the Dallas Cowboys Stadium, the Incheon Bridge Project in the Republic of Korea, the Taum Sauk Upper Reservoir Rebuild Project in Annapolis, Missouri, and the Washington Dulles International Airport Main Terminal Station, Washington, D.C. Louisville Water is the first utility in the world to combine a gravity tunnel with wells as a source for drinking water. This is the second time the American Society of Civil Engineers has honored Louisville Water.



YPAL President Geoffrey White and YPAL past President Cash Moter dedicate a LEED-certified Habitat for Humanity house to the homeowner.

YPAL Habitat Home Receives Platinum LEED Certification

As part of its 2010 Green Initiative, the **Young Professionals Association of Louisville** (YPAL) partnered with Habitat for Humanity to build the first LEED Certified **Habitat for Humanity** house in the state. This project was funded, designed, directed and built by young professionals and YPAL’s sponsors. The house was recently granted LEED Platinum Certification, the highest rating available, and it is the first home in Kentucky to receive this award.

TO DO IN LOU

Louisville Slugger Field

401 E. Main St., Louisville, KY
batsbaseball.com

Louisville Science Center

727 West Main St., Louisville, KY
louisvillescience.org

KFC Yum! Center

1 Arena Plaza, Louisville, KY
kfcyumcenter.com

The Louisville Zoo

1100 Trevilian Way, Louisville, KY
louisvillezoo.org



Top Young Professionals Advise BG

BG – Greater Louisville’s advisory board members were chosen based on their broad perspectives, interests, careers and experiences. Each member is passionate about improving life in Greater Louisville for young professionals and creatives through community involvement, education and entrepreneurship. The advisory board contributes opinions and ideas to *BG* to help provide the editorial staff with a wide range of topics affecting young adults in Louisville today.



Vitale Buford
Advisory Board Chair
Director of Marketing
Stoll Keenon Ogden PLLC



Tim Corrigan
Founding Partner
The Rotunda Group, LLC



J.P. Davis
Director, Strategic Initiatives
University Advancement,
University of Louisville



Stevon Edwards
Community Health Specialist-
Obesity Prevention
Louisville Metro
Public Health and Wellness



Tiffany Fults
Business Development Director
Frost Brown Todd LLC



Erica Harrison
Vice President of Marketing
and Corporate Information
Systems Trainer
Nappy Roots Entertainment
Group and Kindred Healthcare



Brett Jeffreys
Account Director
Red7e

“I love our beautiful neighborhoods and parks, vibrant downtown, diverse restaurant scene, exciting night life and unique cultural attractions. I love that art is such an important part of the fabric of this community, and you can see it everywhere you go. Most of all, I love that people are friendly and open to new ideas, new cultures and new experiences.”

– Mackenzie Woodward



Nirupama Kulkarni, Esq.
Founder and
Managing Attorney
Indus Law Firm



Jean Lee
Client and Community
Relations Coordinator
PNC Bank



Teather Sanders
Entrepreneur
Self-employed



William E. Summers V
Senior Vice President
Central Bank of Jefferson County

“I moved back to Louisville in the fall of 2008 and in a bit over two years have immersed myself throughout the community. Whether it is the business world, arts organizations, nonprofits, or social groups – each have welcomed me as an engaged young professional.”

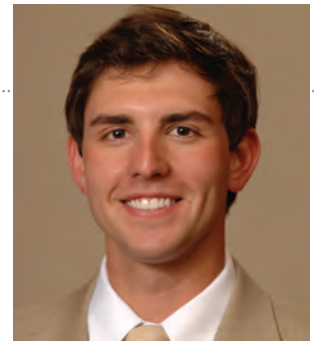
– Nick Phelps



Meghan Mando
Communications Manager
Stoll Keenon Ogden PLLC



Abby Shue
Director, Executive Projects
The Kentucky Center
for the Performing Arts



Nick Phelps
Sales Representative
Prosoft



James Strange III
Vice President
Business Development
Advanced Electrical Systems, Inc.



Jason K. VanDiver
System Director of Marketing
Norton Healthcare

“Louisville is large enough to have the activities and amenities that young professionals want and need while being a close knit community that has distinct neighborhoods and sense of hometown pride. If you are a young professional in Louisville, you are able to get involved in areas outside your profession quickly because this is a welcoming and open community.”

– Tim Corrigan

“There are many opportunities for networking, entrepreneurship and fun! Louisville really welcomes young professionals. There is the freedom to create your own career niche in any area ranging from urban entertainment to corporate business to higher education. It’s up to you to make ‘it’ happen.”

– Stevon Edwards



Mackenzie Woodward
Director, Talent Attraction and
Community Development
Greater Louisville Inc.



Stacey Yates
Vice President
Marketing Communications
Louisville Convention &
Visitors Bureau

lifelong learning

by Melissa B. Zoeller



Chuck and Allison Sobieck, owners of The Doolin House Inn and 2Chefs Catering, are proud graduates of Sullivan University.

Photo courtesy of Kirby Stephens Design

A Smorgasbord of Food Knowledge

Graduates of Sullivan University's National Center for Hospitality Studies savor successful careers

In a job market that is slow to return and an economy that is still coming back to life, the hospitality and foodservice industry has held its own and, surprisingly, keeps on growing.

Culinary and food management professionals looking to complete their degrees, beef up their resumes or venture into entirely new specialties have turned to Sullivan University's National Center for Hospitality Studies for more than 24 years.

Since opening its doors in 1987, the National Center has provided hands-on instruction from leading chefs and other professionals in one of the country's superior training facilities.

Classes are offered in four 11-week terms each year with associate degrees

in culinary arts; event management and tourism; hotel/restaurant management; professional catering; beverage management; and baking and pastry arts. Diploma programs include personal/private chef, travel & tourism and professional baker.

A bachelor's degree in hospitality management was added in 2005 and a master's in hospitality just last year.

"Since Sullivan's inception, the goal has always been to educate individuals as quickly and efficiently as possible in real-world settings," said Chef Tom Hickey, director of the National Center for Hospitality Studies. "We are proud to be one of the first academic institutions to incorporate foodservice into our educational curriculum and are still

noted as one of the top four schools that paved the way for quality hospitality degree programs across the nation."

And chef should know. As the first chef hired when the center opened, he has helped Sullivan create a nationally recognized program with more than 1,100 students enrolled, representing six international countries.

A perfect example of hands-on learning, chef started his hospitality career in military foodservice. After running restaurants on bases and hotels around the world for 22 years, he retired as Chief Foodservice Warrant Officer and began his civilian career.

Chef Hickey worked at several restaurants throughout the United States and as an instructor at Baltimore's International Culinary Institute before bringing his knowledge and expertise to Sullivan and paving the way for true real-world learning.

"Learning isn't just happening in the classroom, but in environments that cater to the needs of actual customers," stated Chef Hickey. "There's no better way to prepare for your career than by working in your field and learning as you go."

Winston's, a 3-1/2 star gourmet eatery located on the Louisville campus,



Chef Tom Hickey, director of the National Center for Hospitality Studies, was the first chef hired when the program was pioneered in 1987. He retired April 30 after 24 years with the school.



Photo courtesy of Ellen Cook, Sullivan University

Sullivan University's National Center for Hospitality Studies, sullivan.edu/NCHS.asp.

is Sullivan's answer to hands-on learning in a public restaurant setting. Senior culinary arts students serve a practicum under the leadership of Executive Chef John Castro, preparing dishes from an extensive menu of brunch, lunch and dinner.

Considered one of the foremost culinary training restaurants in the country, Winston's has received numerous national awards and has been featured by the Food Network, Travel Channel, *Food and Dining Magazine*, *Wine Enthusiast* magazine and many other local and national media.

The university also runs a professional catering company and bakery



Photo courtesy of Ellen Cook, Sullivan University

Chef Derek Spendlove, baking and pastry arts department chair, works with senior Elizabeth Dour on her edible cocoa work of art.

where students are able to complete internships and externships.

Juleps Catering provides services throughout the Kentuckiana area, ranging from weddings and corporate events to private parties and fundraisers, all planned by Sullivan's professional catering undergrads.

Known as the last stop for many of tomorrow's future baking and pastry stars, the Bakery at Sullivan University showcases only the finest sweets made exclusively by students.

The Bakery has five training labs. Wedding cakes are a specialty, as well as wholesale restaurant desserts that are served at more than 20 Louisville restaurants.

With these learning experiences and opportunities, it's no surprise that students go on to expand their careers or start new careers in not only the restaurant world, but also in corporate research & development, healthcare, bed & breakfasts, hotels and resorts and more.

"Our graduates are proud to hold positions at companies like Sara Lee, Morrison Healthcare, Ken's Foods and Morton's Steakhouse," said Hickey. "We even have a graduate that runs a successful sports bar in the Philippines."

Chuck and Allison Sobieck, owners of The Doolin House Inn and 2Chefs Catering in Somerset, Ky., and graduates from Sullivan University. After a happenstance meeting in Sullivan's cafeteria, the two were inseparable and were married in May 2002.

Using their associate degrees in culinary arts and Allison's bachelor's in business, the couple moved to Somerset in 2003, purchased the property for the inn and started 2Chefs to bring in money while they completed the bed and breakfast. After two years of construction, the Doolin House opened in May 2005.

"We had stars in our eyes and never gave a thought to what we would do if our plan hadn't worked out," said Allison. "We knew we wanted to forge our own path."

And that they did. The couple had to hire an additional full-time chef, another graduate of Sullivan. Allison also hosted a four-episode cooking show on KET called "Fresh Gourmet the Southern Way" that won a regional Emmy.

"Without Sullivan, I would not have the great wealth of knowledge I have today," said Allison. "I enrolled at the school because of my love of food and my desire to learn how to cook, but I left with a business savvy that has given me a solid basis to run a successful culinary institution." ●



Melissa B. Zoeller is owner of Z Public Relations and co-owner of A to Z Kids Consignment Sale, LLC.

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The YP Jubilee

Get on board for YPAL's annual celebration!

Friday, June 17th | 7 p.m.
Belle of Louisville
For more event details,
visit www.ypal.org



media & marketing

by Mary Jo Perino

Matt Jones, a TV host, sports writer, blogger and yes-lawyer, has made quite the journey on his way to becoming one of the most popular sports writers in the Big Blue Nation.



Michael Huang photo

Bluegrass Blogger

Kentucky sports fanatic becomes media blueblood

Growing up in the mountains of Kentucky, you usually dream about one thing as a kid: playing basketball for UK. That was never Matt Jones' dream. If his life depended on making a shot, we might never have heard of him. But he always had a feeling that someday his life would revolve around his passion. Only back then, he couldn't have imagined the road he would take to get there and the sacrifices he'd make along the way.

Here's the good news. Jones doesn't have Harvard twins after him about his idea, like Facebook's Mark Zuckerberg. Kentucky Sports Radio, or KSR as it's known by all its fans, really was a couple of friends just trying to chat about UK sports. No one turned on any of the others, and maybe that's because nobody ever realized this was going to make any money. In fact, it never really entered their minds.



Benjamin Couch Payne photo

Jones now hosts his own nightly show, Kentucky Sports TV, on Insight's cn2 channel, which airs in Louisville, Lexington and the surrounding areas.

"A group of friends of mine from undergrad began the site as a way to talk about UK sports and keep in touch with each other while we lived across the country. My friend Rob Gidel and I wanted to start a sports radio show

and we integrated what are now called podcasts with the blog to create KSR. Originally it was Rob and me, along with bloggers Chris Tomlin, Chris Mosley, "Hubby" and the "Turkey Hunter" and we just wrote on the site

to try and entertain each other. Over time we grew an audience, and then we eventually started adding news, etc. It was never meant to really be a business or even a news site. But it evolved into what it is now with a lot of hard work,” said Jones.



Thomas Beisner

That’s right. Turkey Hunter. Hubby. Now you just say those words and many UK fans know exactly who you’re talking about. Throw in Thomas Beisner, who is now running the site, and Drew Franklin, and it’s a loveable cast of characters that fans have not only come to laugh with, but rely on.

That’s KSR. Add in KSTV and CBS and not only do you have a lot of letters, but you have a multi-media giant. You could call Jones that, but that’s not really who he is. Jones is a kid at heart who’s still just talking sports with his buddies.

Of course, he has a lot more buddies now, not to mention more than 20,000 Twitter followers, a nightly TV show that airs throughout the commonwealth, a podcast that consistently ranks among the top five nationally in its genre and a column read across the country.

KSR took on such a life of its own that its led Jones to other opportunities.



KentuckySportsRadio.com is a hugely popular blog site moderated by Matt Jones and Thomas Beisner. The site promises to bring followers University of Kentucky basketball, football and recruiting news “in the most ridiculous manner possible.”

Benjamin Couch Payne photo



CBS Sports recently hired him to be a college basketball blogger. Insight Communications brought Jones on to headline his own nightly TV show centered around Kentucky sports, KSTV.

Could he have ever dreamed this? “Not even close,” he said. That’s because Jones couldn’t have gone more polar opposite in college. Not only did he go to Duke Law School (something we won’t talk about because Matt’s not a fan anyway), he clerked for three judges and worked for a corporate law firm. While the website was fun and he had some good ideas, Jones always assumed being a lawyer would be his professional existence.

Of course it’s not anymore, but that doesn’t mean that old law degree doesn’t come in handy sometimes. It’s helped him particularly on the radio side of things. When you stir things up like Jones does, you have to be able to back up your opinion up. Thanks to his background, you don’t want to mess with him unless you know what you’re talking about.

“My time in law school taught me to think about issues critically and boil them down to their most important points. I hope that I am able to make arguments about sports and debate those with whom I might disagree on issues in a more logical way thanks to my law school education. Where I went to law school, the Socratic method (where you learn by getting asked questions to find the weaknesses in your opinions) was used. It is a good background for talk radio especially,” said Jones.

Jones talks sports with a variety of experts on his nightly show, Kentucky Sports TV.

For a kid from Middlesboro, that’s not too bad. He grew up idolizing Kenny Walker and Richie Farmer. He watched them on TV, but never really envisioned he’d get much closer to legendary players than that. Matt got his undergraduate degree from Transylvania University, right down the street from Rupp Arena. Little did he know that one day he’d be watching UK practice for a column he’d write for CBS and then tape his nightly TV show after that.

Some people hate him (ask a few Louisville fans). Some people love him. But no matter what side you fall on, you have to read him. You have to listen to him. He’s gone from the basement to the big time because he’s not afraid to fail. He just wanted to do what he loved.

“My true passion ended up overtaking what I had planned and I just went with it. It was a risk to give up my education and a relatively safe job in order to go into something as random as a blog and radio, but I am so glad I did. I feel like what we do is important to people and I look forward to working every day. That is all you can ask for.” ●



Mary Jo Perino is a sports anchor for WLEX-TV in Lexington.

The Secret to Building Wealth

We often make things more complicated than needed. We look for the “secret” to losing weight when there really is no secret – eat less and exercise more. The truth is, the key to success in life is having the discipline to stick to a few simple things that work. As a financial advisor working with many young professionals, I am often asked about the secret to financial success. The answer is simple: Avoid the use of debt, be frugal, and invest early and consistently.

Avoiding debt is critical. *The New York Times* reports that in 2009 the average college senior graduated with \$24,000 of student loan debt. Creditcards.com reports the average household using credit cards carries \$15,788 of debt. It is difficult to invest each month while paying a \$450 car payment, \$300 on credit cards, and another \$250 toward your student loan. Instead of watching your investments compound, you are padding the bank’s bottom line with interest payments.

Debt is demoralizing. Craft a plan to systematically pay off your debts as quickly as possible. Dave Ramsey is a personal finance expert, specializing in helping people get out of debt. His plan: Focus on one debt at a time, smallest to largest, until each is repaid. Every week I meet people who have succeeded with his plan. I also coordinate his 13-week class on personal finance, Financial Peace University, and have seen the process work. Pick up his book “The Total Money Makeover,” catch him on the radio, or visit to find a Financial Peace University class, budgeting forms and other resources.

Being frugal is something our generation is not wired to do. We want the same things our parents worked a lifetime for, and we want them now. Whether it’s a new car, a four-bedroom/three-bath house in the perfect neighborhood, or his and hers iPads, we enjoy spending money. The co-worker in your office with the McMansion and leased Mercedes looks great, but probably has little net worth. In a phrase, it’s style without substance.

The book, “The Millionaire Next Door” explores wealth-building in America. The process isn’t what you see in Hollywood. Wealth-builders drive used cars. They wear cheap watches. They live on much less than they make. In short, they are frugal. They also plan their financial futures. A budget is essential to guide spending and investing and to spot wasteful spending. Start budgeting today and tell your money what to do instead of wondering where it went.

Investing is confusing for most people. There are so many investments and opinions that many people choose to avoid it altogether. If you want to build wealth, however, you need to learn at least the basics. A financial advisor is expected to guide you in wise investing, but they should also have the heart of a teacher. You should feel comfortable asking questions and your advisor should give you understandable answers. Never invest in something you do not understand.

Begin investing early and make it a habit. The power of compounding returns increases with time. For example, if you invest just \$5,000 per year from age 25 until age 65, with a 10 percent average annual return, you would retire with \$2,212,963. Waiting 10 years to start (age 35) means forfeiting your multimillionaire status and retiring with \$822,470. Think about that the next time you offer up your credit card.

The opportunities we have in America are limitless. We have the freedom to use our abilities to create tremendous wealth and an economy that rewards hard work

and innovation. Yet so many spend money they don’t have to impress their neighbors. Normal in America is broke but looking good. Ignore people with a thin veneer of wealth hiding their crumbling financial lives. If you want to be wealthy, pay attention to wealthy people and do what they do.

Financial freedom means being able to do what you want to do, not what you have to do. These steps are not hard to understand, but they require telling yourself “no” once in a while and planning for the future. With discipline and a well-designed plan, financial freedom is within your reach. ●



Michael Lindemann is a financial advisor with Gilliam, Mease & Associates in Louisville.



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OR A BUG HITTING THE WINDSHIELD?**

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The Lane Report can help you capitalize on a dynamic new economy.

Office Now an All-Ages Show

**Frustration and opportunity
are two sides of the
multigenerational coin**

We now have the unique dynamic of four separate generations working together. That makes building personal relationships more than challenging.

This dynamic has never happened in U.S. history!

Today you have to be magnificent at motivating the 18-year-old and the 78-year-old all in the same breath! Oh, and by the way, Burger King told us all we could “Have it our way,” and so everyone demands it “their way.”

This “preference demand” is felt in every facet of our society. For example, many people can remember a time when you could find just plain sugar in your sugar bowl. Today on your table, you can find sugar, plus four different types of artificial sweeteners. Consider today’s “sugar bowl” – it is a veritable rainbow of options for your personal sweetening needs! Think of how expensive it is for restaurants to keep up with all those sweetening preferences.

And just like in the case of a sweetener, different generations define the same questions differently. Consider how different generations answer these questions:

- What is fair compensation?
- What is a good benefit plan?
- What is a productive meeting?
- What is the definition of hard work?

The Frustration

Given that different generations see their world(s) differently, and we now have four separate generations working together, there is constant friction, especially in the areas of:

- Reaction to Change
- Gender Roles
- Attitude Towards Authority
- Personal Appearance



- Definition of “Loyalty”
- Assets of “Time” and “Money”
- Technology Aptitude

With millions of *Traditionals* now continuing to work; the massive wave of *Boomers* (approximately 77 million) have recognized that the recession has changed their retirement plans; nearly 40 million *Gen X’ers* are firmly entrenched into leadership positions; and approximately 67 million *Millennials* are moving through school and into the workplace; there are some serious communication and relationship issues to deal with!

It becomes easy to throw your hands in the air and say “*They* (fill in whichever generation frustrates you most) just don’t get it!” This is exactly where so many individuals, businesses, institutions and communities decide to stop unfortunately. But there are ways to use these challenges to your benefit.

The Opportunities

While it is important to acknowledge the frustration of today’s multi-generational landscape, the opportunities afforded are limitless. Here are just three:

No one before has led in such a generationally-diverse environment. There

is no manual and that alone can cause great unease. The good news is – it also means *you* can write the manual!

Leaders and influencers can come from any generation ... age is no longer a factor!

You can be someone like college-aged social network innovator, Mark Zuckerberg, who created Facebook and redefined the way global personal communication is conducted. Or you can be former Astronaut John Glenn, who after age of 70 decided to go back into space and redefine what it means to “age in place!” Today’s technology gives unprecedented speed and access to global human connection and information.

While there are four generations in today’s workplace and frustrations can be high, the opportunities are exponential. Those opportunities can only be seized by building strong personal relationships.

Talk with someone much older and someone much younger in the next week. Really listen to what they are saying and see what you learn ●



Jay McChord is a speaker, consultant and author and the founder of WorkplaceBuzz. jay@workplacebuzz.com.



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style

by Kira Simpson



Clodhoppers is located in the heart of St. Matthews in the old Vogue Theater.

Timeless Is Still Tempting

Benjamin Couch Payne photos

Elva Fields Jewelry at Clodhoppers.



Milly retro "60s throw-back" cover-up and suit

We live in a technologically inspired world that changes every day, but even when fashion evolves, we still see traces of the past. For local boutiques, keeping up isn't easy. Google the word fashion, and you get more than a billion results with just one word!

Fortunately for Louisvillians, we have a number of local boutiques that



Vintage inspired bags by Milly at Clodhoppers.



Milly white poplin blouse, J Brand cut-off shorts and a one-of-a-kind vintage piece by Elva Fields Jewelry.

Right: Shoshanna cover up and Tom Ford glasses at Blink.

Far right: Shoshanna pintuck 3/4 sleeve top, Paige skyline drive (classic rise) straight leg jeans optic white and August platform heel Twelfth Street by Cynthia Vincent at Blink.

Other Lou Favorites

Circe

shopcirce.com
3630 Brownsboro Road
Louisville, KY 40207
(502) 894-0075

Croquis Boutique

croquisboutique.com
1201 Herr Lane, Suite 140
Louisville, KY 40222
(502) 425-7212

Dot Fox Clothing Culture

dotfoxclothingculture.com
1567 Bardstown Road
Louisville, KY 40205
(502) 452-9191

Dressing Room

thedrshop.com
2836 Frankfort Avenue
Louisville, KY 40206
(502) 896-8733



offer the best in current trends from top designers. We don't have to look at a computer screen and click a button. We get to experience fashion! We can see the true colors, feel the textures and try on different styles – at some of the best local boutiques that any city could offer.

This summer, our local boutiques have one thing in common – timeless, classic pieces that resemble some of the most memorable fashion trends through the decades. Here's what I found that is hot right now...

Clodhoppers, locally owned and operated since 1993, is one of Louisville's finest. Owners Kelly and Kathy offer a unique variety of brands catering to women of all ages. My personal favorite featured here is Milly. As designer Michelle Smith quoted on her website (millynny.com), "statement vintage jewelry and clutches add an unexpected edge to your old standbys." Some of her vintage inspired bags, separates, bathing suits and cover-ups can be found right here at Clodhoppers!

Clodhoppers also features jewelry designs by local artist Emily Maynard. Elva Fields Jewelry, named after Emily's grandmother, blends vintage pieces to create a unique, one-of-a-kind design that can add spice to any outfit. Emily names each piece because she wants you to find "one-of-a-kind, just like you."



Blink Boutique is also located in St. Matthews at 3706 Lexington Road. Co-owners Terry Waller and Kara King offer an amazing assortment of designer fashions, a shoe gallery and a denim lounge. My favorite featured designer at Blink is Shoshanna. Shoshanna not only offers an amazing line of ready-to-wear apparel but also designs a swimwear line. She recalls, "I could never find a halter dress or strapless top that catered to women who need to wear a bra. That experience inspired me to create the pieces that make up the core of my line."

When I visited Blink, I found a terrific variety of Shoshanna bathing suits, cover-ups and everyday wear. The staff told me that every year at Derby they have a trunk show featuring Shoshanna's full line. I stumbled in at just the right time! ●



Shoshanna strapless dress, Juno wedges by Cynthia Vincent and turquoise necklace by local designer Summer Eliason at Blink.



Kira Simpson is a sales representative for Tea Collection.

featured couple

by Meghan Mando

Natasha and Mark Hurst

Hometowns

Originally from Alexandria, Ky., Natasha attended the University of Kentucky for her undergraduate and physician assistant degree.

Mark is originally from Danville, Ky., and attended the University of Kentucky for his undergraduate and law degree.

How They Met

Mark and Natasha met in Hilton Head, S.C., on July 4, 2003, when mutual friends introduced them. At the time, Mark lived in Atlanta and Natasha lived in Kentucky. Natasha instantly fell for Mark after seeing his dance skills while listening to Prince's song "Kiss." Mark and Natasha were in a long-distance relationship for more than two years until Mark proposed. Mark states that his favorite things about Natasha are her eyes and her big heart. Besides Mark's dance moves, Natasha states that she admires Mark's "incredible work ethic and loyalty." When Mark decided to move back to Kentucky, Louisville was the only city that the couple considered making their home.

Careers that Work

Natasha works as an emergency room physician assistant at Jewish Hospital. As a child, she had dreamed of working in the healthcare industry after watching "Rescue 9-1-1," hosted by William Shatner.

Natasha treats a variety of patients each day, ranging from simple cures for a respiratory illness to severe cases such as an older patient with heart failure. She enjoys the diversity in each day that working as a physician's assistant provides. "Every patient is different with different issues. It keeps things interesting and it keeps you on your toes," said Natasha.

Mark works as an attorney in the Business Litigation Practice Group at Stoll Keenon Ogden PLLC. He decided on a career in the legal industry at a



Benjamin Crouch Payne photo

young age, as his mother always jokingly said one of his greatest skills was his ability to argue.

Mark enjoys helping clients run their businesses and works hard to ensure that his clients don't have to worry about legal issues. By learning about the industries of his clientele, Mark also fosters relationships with clients beyond his legal services.

While rare, jury trials are Mark's favorite part of his job. "Jury trials allow attorneys and their clients to put the ultimate decision in the hands of their peers," he said.

Natasha and Mark Hurst with their bulldog, Daisy.

Being Young in the City

Mark and Natasha enjoy living in Louisville because of the culture, including the parks, restaurants and the arts. They have loved seeing the evolution of such areas as Frankfort Avenue and now Whiskey Row. The couple believes that these transformations show that the city can be cutting edge and modern, while still being grounded in culture and history.

Mark and Natasha enjoy living in Louisville because of the culture, including the parks, restaurants and the arts.

The couple's hobbies are reflected in the variety of things they love about Louisville. Mark enjoys competing in triathlons, reading and civic engagement. Natasha enjoys wine tasting and exercising. The couple also enjoys traveling in their spare time.

The couple remains actively engaged in the city, being involved with a number of non-profit organizations including Habitat for Humanity, Actors Theatre and Zoom Group.

Their advice to young professionals is to "find something you're passionate

about and learn to do it well. Try to find things outside of your career that are rewarding, such as becoming active in the community."

Mark and Natasha also encourage young couples to "keep the relationship new. Go on dates and keep doing the little things you did when you first started dating." ●



Natasha and Mark Hurst in their home in Indian Hills.



Meghan Mando is communications manager at Stoll Keenon Ogden PLLC.



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cover story

by Brett Jeffreys

An aerial look at Southern Indiana, a vital component of Greater Louisville, and the Ohio River from the southwest edge of downtown Louisville.



This Is Possibility City



Falling for Lou is easy to do

I should warn you – I am not a writer. I am a 34-year-old Canadian with two American-born children, a great wife and most importantly for this story, I'm someone who loves Louisville. This story is written with sincerity and honesty, no political agenda and a great excitement about what's possible in Louisville.

At the end of reading this story, my hope is that I've left you with:

- A renewed perspective about Louisville;
- An understanding about the city's recent transformation and successes;
- Excitement for what the future has in store;
- A feeling that you can achieve your personal and professional dreams in Louisville; and
- Maybe most significantly, that you will love calling Louisville home.

The Jeffreys family at Cherokee Park.

2004: Louisville, The Blank Canvas

It's summer 2004. My girlfriend and I had returned home to Toronto from a yearlong backpacking adventure around Europe. I was born and lived most of my life in Toronto.

Toronto is a city of more than 5 million people. It's the seventh-largest city in North America and the largest in Canada. My girlfriend was a Hilltopper (which means she graduated from Western Kentucky University). She suggested that we check out Louisville as a place to visit ... for awhile. My reaction was ... "Where?"

With nothing to lose and no expectation of what Louisville had to offer, we jumped in a two-door 1999 Honda Accord and drove 10 hours straight south to Louisville.

The city of Louisville was a blank slate for me. I'd never heard of the city nor had any idea where it was. I didn't know anybody from Louisville or know what the city was famous for. In retrospect, this is probably what sparked my curiosity and encouraged me to give it a chance.

They say first impressions are everything. One of my "firsts" in Louisville was a



parking incident downtown on a Saturday afternoon. After touring around the unclogged streets downtown (something unheard of in downtown Toronto), I found a parking spot on one of the main streets (again, unheard of in Toronto). As I began to look for change to put in the meter, I noticed a guy walking towards the car. With no one else in sight, I figured I'd play it safe, grab my wallet and make my way back inside the car. The man walked within five feet of where I was standing and said, "You know you don't have to pay for parking on the weekends around here." With that, he continued walking. This would be the first of many surprises Louisville had up its sleeve for me.

KEY TAKEAWAY: *Louisville is a blank slate for most outsiders – and full of surprises.*

2005 (Year One): All About New and Cool

The first full year in Louisville was abundant with surprises and more firsts. From playing my first game of cornhole to the infield experience during the Kentucky Derby. From bar crawling until 4 a.m. to trolley-hopping around Frankfort Avenue. Significant businesses and attractions opened this same year. The Fourth Street Live! complex started entertaining locals and visitors with a cool mix of restaurants, bars and nightclubs. (I'm pretty sure this is the first place I saw an actual mechanical bull in a bar. It's also the first time I saw the Violent Femmes live during one of their many free concerts.)

At the corner of Seventh and Main Streets downtown, the soon-to-be iconic

21c Museum Hotel is a 90-room boutique hotel, contemporary art museum, award-winning restaurant and cultural civic center nestled in the heart of Museum Row in historic downtown Louisville.

21c Museum Hotel opened. Contemporary art matched with a New York-style bar, the famous red penguins, and, of course, a men's bathroom that men and women would want to see. It was an instant success.

Apartment-hunting turned out to be a great way to explore the neighborhoods. Living downtown was a no-brainer. A must. I'd lived in downtown Toronto so I could be in the center of all the action. I'd planned to do the same in Louisville. In 2005, downtown wasn't the vibrant hub that it is now. The downtown living opportunities seemed overpriced and underwhelming. (I was just a little too early because places like Fleur de Lis on Main, Mercantile Gallery Lofts and The Henry Clay have changed that.) After exploring Germantown, Butchertown (the first homes in the area were laid out in the 1820s), Middletown, Old Louisville (the largest contiguous collection of Victorian homes, and the third largest historic preservation district in the USA) and the Highlands, I ended up in Crescent Hill. I found a one-bedroom apartment for \$500/month. The whole apartment. Utilities included! Coming from a one-bedroom in a shared three-bedroom apartment that was \$800/month for just my room, I realized this city's cost of living was another hidden gem.

KEY TAKEAWAY: *Louisville's got a lot to offer.*



Fourth Street Live is an entertainment and retail district located on Fourth Street in downtown Louisville.



The Jeffreys sell their first home and move to Strathmoor Village.

A City that Strikes the Right Balance

Louisville is a place that has the benefits of a bigger city with the feeling of living in a small town.

I know: that can mean a million different things. So for simplicity's sake, here's a cheat sheet of specific reasons.

Big City Benefits:

- **Downtown core** surrounded by eclectic neighborhoods and communities.
- **Vibrant, independent restaurant scene.** (Second only to New York in the number of locally owned restaurants, actually.)
- **Strong corporate headquarters and economic clusters.** Humana, Papa Johns, Yum!, UPS Worldport, GE Appliance Park, Brown-Forman, to name a few. (This business community has a strong footprint in logistics, food franchising, aging care and bourbon.)
- **World-class medical community,** including the University of Louisville's research department. (Did you know the country's first hand transplant, the first artificial heart transplant and development of the vaccine to wipe out cervical cancer all took place in Louisville?)
- **Arts and Parks.** The internationally renowned Humana Festival of New American Plays. The opera, ballet, orchestra and performing arts. A Fredrick Law Olmsted park. (If you haven't heard of Fredrick Law Olmsted, he's also known for creating Central Park in New York.) Add Bernheim Forest and the largest municipal urban forest in the United States, Jefferson Memorial Forest, and you see how green Louisville is. And, of course, there's also the St. James Art Show, recently voted "Best Art Show in the Country."

Small Town Feel:

- **Welcoming and hospitable.** It must be that Southern charm.
- **Accessible, logistically.** Not only is rush hour traffic less than an hour, I can get in and around the city with no major headaches. Try doing that in a city of five million . . . at any time of the day.
- **Accessible, professionally.** It's possible to have professional access to the people and companies in this city. It's rare to be in a community of people who are willing to have a cup of coffee with a stranger.
- **Cost of Living.** \$500/month in rent. Need I say more?
- **Quality of Life.** This is the big one. For me, and according to most articles about why people live in the city, a high quality of life is what every city in the country aspires to. It's the balance between work, family and things to do.

2006 (Year Two): All In

Once I began my second year in the same place, I started to get antsy. I liked Louisville, but wasn't sure it could provide the personal and professional opportunities I needed. Or could it? I spent most of 2006 searching for the answer.

I started working at a local advertising agency. Contrary to what I'd expected, I was able to find a place to work with people who had experience in big-name agencies in cities like New York, L.A. and San Francisco. People who, like me, were looking for a city that offered a better work-life balance. And although they found Louisville through reasons different from mine, they all made the decision to stay. It seemed Louisville's business community was full of these out-of-towners, imports from major cities who could work for international companies like Brown-Forman, Humana, UPS, GE, Yum! Brands and others.

When I'd ask them why they chose to stay in Louisville, they all seemed to be saying the same thing: Louisville is a place that has the benefits of a bigger city with the feeling of living in a small town. People can work from almost anywhere these days. Where they live must provide a variety of opportunities, as well as inspire them to pursue and reach their dreams.

Almost two years in Louisville and my eyes were opened to the real

Continued on page 32



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Continued from page 30

strengths of the city. As you probably guessed, I decided to stay. Although I still wasn't convinced Louisville was as cool as Chicago or as hip as Austin, I couldn't deny there was vast potential.

KEY TAKEAWAY: *The rest of the country was starting to see Louisville's potential.*

2007 (Year Three): Becoming a Cheerleader

If I were looking for the thing that put me over the edge on becoming "sold" on Louisville, it would have been in 2007. Starting a new job at a creative shop in town, I began working on, what else, the Louisville Community Branding Project. I'll leave the details of this initiative for another time – or over a cup of coffee if you're interested. To give you the executive summary, it was (and still is) a community-wide effort to create a strong, relevant, inspiring and single voice for the City of Louisville. Made perfect marketing sense to me. And after all, if Louisville isn't telling its story, how are people going to hear about it?

It's fair to say this opportunity encouraged me to reevaluate most every aspect of the city ... from political to institutional, Fortune 100 to non-profit, everything and everyone in-between. It's also, I'm guessing, why I was asked to write this story.



Brett and his family brave the cold to enjoy Light Up Louisville.



Louisville hosted the 37th Ryder Cup at Valhalla Golf Club in September 2008.

Two other significant things happened in my life at this time to solidify my affection for Louisville. I bought my first house, a small, two-bedroom in the Highlands. The same house in a similar neighborhood in Toronto would cost five times as much. On top of that, the commute to work would be at least double. All of a sudden, my friends back home were starting to think my move to Louisville wasn't that crazy after all. And more importantly, I was starting to believe it.

The second event was the birth of my little boy. Children change many things in a parent's life. Perspective and appreciation are two big ones. What I needed from the city I lived in changed instantly from a hip, artsy and things-to-do type of place to a safe, friendly and quality-of-life balanced community. From my many conversations with out-of-towners about where they have lived before, very few cities can be both those places. Luckily for me, Louisville is one that could.

With a new job, new engagement with the community, a new house and a new family, it was clear that I was officially sold on Louisville, my new home.

KEY TAKEAWAY: *Louisville has something for all stages in a person's life.*

2010 (Fast-forward to Year Six): Gaining Momentum

In the interest of time, space and, if you're like me, an inability to read anything for longer than five minutes, I'll skim over some personal and city highlights of what happened in that preceding three-year period. So let me fast-forward....

The 2008 Ryder Cup was played at Valhalla Golf Club (yes, the USA won). More

relevant to this story, though, is that the event took place during a seven-day power outage in most of Louisville. Volunteers with no electricity at home came out to make sure international visitors experienced and witnessed the world-class hospitality of Louisvillians. And they did. I know this because I worked the event and heard it from the players themselves.

I was introduced to a local band. You might have heard of them: My Morning Jacket. They rocked the waterfront. And I discovered Forecastle Festival, a one-of-a-kind, three-day gathering of music, art and activism, which does some serious rocking of its own. The Urban Bourbon Trail was launched. If you haven't heard of it, there's an app for that – seriously, it's on iTunes. The city was named one of America's Top Restaurant Cities in 2009. There was the trifecta of weather events: the ice storm, windstorm and rain downpour (a record-breaking 6-plus inches in 75 minutes.) Louisville announced a master plan to showcase and develop the city's public art scene. A section of East Main took on the name "NuLu" (for New Louisville) and spawned new restaurants, galleries and more. Humana became a Fortune 73 company with \$30 billion in revenue. And about a few hundred other cool things happened, which we'll save for another time. Again, contact me if you're interested in knowing more. I love coffee.

It's now 2010. Professionally, I've been fortunate enough to work closely with the three major muscles of the community: Greater Louisville Inc. (the Chamber of Commerce), the Louisville

Convention & Visitors Bureau and the Mayor's Office. Part of my job has me uncovering stories of what's possible here and sharing them with Louisville's Ambassador Group – the Friends of Lou. (Shameless plug ... if you've ever complained about not being in the know, here's the solution. FriendofLou.com. Click "Join." You can thank me later.)

Significantly, the downtown arena opened – ahead of schedule and under budget. The KFC Yum! Center was a \$238 million project. The seven-level architectural wonder is designed to accommodate a wide variety of events including NCAA championships, wrestling, swimming and volleyball, as well as concerts, circuses, boxing and ice shows. All in all, the arena will bring hundreds of thousands of people downtown each year, generating new dollars for Louisville Metro and the commonwealth.

Also in 2010, and a personal favorite of mine, is that *Men's Journal* named

Louisville to its list of the "Best Places to Live." *Men's Journal* cited Louisville's arts scene, its coffee shops and stores – and specifically touted Bardstown Road – in its April 2010 issue. Other cities named to the list included Minneapolis, Denver and Nashville. Not shabby company. "To some, Louisville is just bourbon, baseball bats and a famous horse race," the article stated. "To those who know better, it's artistic funk and gentlemanly class. Packed with eclectic coffee shops, thrift stores, skate punks and bluegrass street musicians, Bardstown Road is a slice of weirdness in the midst of an upscale neighborhood. Bourbon's reemergence as a sophisticated beverage rather than redneck swill parallels the city's cultural renaissance." I couldn't have said it better myself.

Other examples of this city's momentum were easy to find ... Eastern Kentucky native Monica Marks came to Louisville



Louisville Slugger Field is home to the Louisville Bats, the AAA minor league baseball affiliate of the Cincinnati Reds.

and became the first female University of Louisville student to be named a Rhodes Scholar. Louisville was named one of the safest large cities for children in the United States. *USA Today* named Slugger Field one of nation's 10 best minor league baseball parks in April 2010. Ford Motor Co. announced it would invest \$600 million in the once-doomed Louisville Assembly Plant, an investment that will include 1,800 new jobs. For the second straight

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year *Conde Nast Traveler* named 21c Museum Hotel the No. 1 hotel in the United States. Are you still with me? An 18-year-old Louisville native Alexandria Mills is named Miss World. *Bicycling Magazine* named Louisville one of the nation's top 25 "bicycle-friendly" cities. Louisville made *Bon Appétit* magazine's list of "America's Foodiest Towns." General Electric announced a \$142 million investment that will create 851 local "green" jobs at Appliance Park. You get the idea. A lot of good things are happening.

Remember my comment about how, when I first came to Louisville, the downtown didn't have much to offer? That was so 2005. Now there's more than \$2 billion in new construction and planning for the Louisville central business district alone – and this amount is expected to double in the next few years. In fact, 25 projects have been completed so far, including hotels, office development, condos/retail/office hybrids and a city block reserved for major development.

And these are just the accomplishments I know of. All this during one of the worst recessions in the country's

history. That says something about what this city is capable of.

KEY TAKEAWAY: *Unlike most places in the country, Louisville has been building momentum for the past few years.*

2011 (Year Seven): What Is Possible?

This might be the best part of the story. It's the part about what's next. January 2011 welcomed Louisville's 50th Mayor, Greg Fischer. A businessman and entrepreneur. A believer in the power of ideas, innovation and a "can-do" attitude. A perfect leader for a city with the wind at its back. The inauguration day theme seemed to set the tone for his focus so far – "One city. One community. One family."

This isn't just an important vision for the community. It's also a nice way to wrap up this story. We are in control of the future for this city. We have a role, a responsibility. We have a choice. Now is the time for the young professionals of this

The KFC Yum! Center, home of the University of Louisville Cardinals Basketball Team, opened in Fall 2010.

community to become "one family," to leverage our individual abilities, which, if combined, can push this city towards achieving its full potential – a place where anything is possible.

KEY TAKEAWAY: *We are in control of Louisville's future.*

Closing Thought

The most valuable thing I've learned about this city and its people is that it has the potential to be great. Better than great. Maybe even kick-ass. (May I say that?) ●



Brett Jeffreys is an account director at Red7e. brettj@red7e.com

Great Story! Now What?

Halfway through preparing this story, I decided I wanted to share an article that wouldn't simply tell people that they needed to do something; I wanted it to give them the connections to make that happen. After all, access to people is one of the things that sold me on this city. With that said, here are some people who influenced my experience in Louisville. And in true Louisville spirit, they're willing to connect with some of you. So if you have any doubts about what I've told you here, don't just listen to me, ask them.

- **Arts & Culture:** Kory P. Kelly, Actors Theatre, KKelly@actorstheatre.org
- **All Things Bourbon:** Gathan Borden, Louisville Convention & Visitor Bureau, Gborden@gotolouisville.com

- **Downtown Living:** Monica Claerbout, 21c Museum Hotel, mclaerbout@21chotels.com
- **East End Development:** Gill Holland, The Group Entertainment, gill@thegrouppentertainment.com
- **Entrepreneurism:** Heather Howell, Rooibee Red Tea, Rooibee@RooibeeRedTea.com
- **Film & Sustainability:** George Parker, kyGREENtv, george@kygreen.tv
- **Internationals:** Michael Iacovazzi-Pau, Greater Louisville International Professionals, miacovazzi-pau@GreaterLouisville.com
- **New to Louisville & Downtown Louisville:** Stacey Servo, New2Lou, sservo@new2lou.com
- **Anything else:** Brett Jeffreys, Red7e, brettj@red7e.com



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Fun Fitness Boot Camps Are Booming with Results

Seeking out toned triceps, slender thighs and six-pack abs may be as close as the nearest local park – and fortunately Louisville has a lot of great parks! The fitness industry has seen a tremendous boom in boot camp and group training programs in cities all across the country. Boot camps have become the most affordable way to work out under the guidance of a certified personal trainer. The group setting provides the perfect atmosphere for fun, accountability and motivation. The best part is the RESULTS!

The average boot camp participant will decrease body fat by three to five percent and lose anywhere from two to four inches in the waist. Increased energy levels, improved mood, and more restful sleep will be other noticeable benefits. You don't have to be a fitness enthusiast to participate. Fitness

boot camps typically run from four to six weeks and classes get progressively more intense each week to let your body adapt to the exercise, so all fitness levels can participate. Boot camps cater to those looking for a fun and novel approach to exercise.

You won't need to break the bank on equipment either, the whole program can be completed with a set of 5-pound dumbbells and an exercise mat. You'll be using your own body weight during many of the exercises. The class will begin with a full body fitness assessment, measurements, body fat analysis and fitness testing. In a typical class, the Certified Personal Trainer will guide you through squats and lunges in correct form – this will really help tone the hips and thighs. You'll also want to be prepared for the best core workout of your life, stability movements and planks are a must for any individual looking to sculpt their midsection. To top it all off, you'll be toning the arms with dumbbells exercises and pushups.

Boot camps also offer a social outlet and an opportunity to get out of the house. Anytime you can have fun, make friends, and get results, you'll be able to stay with an exercise program much longer for sustainable results. And best of all, results can be dramatic with dedication and hard work at any fitness level.

Allyson Chaney, of Shelbyville, Ky., experienced the life changing results



through Body Sculptors Boot Camp. Allyson enrolled weighing 179 pounds, and five months later she had lost 34 pounds and gone from a size 14 to a size 8...and is still losing inches! Hard work and constant commitment to the program helped Allyson achieve her goals of a transformed physique. It has given her a new outlook on life, the 38-year-old states, "It has given me a new outlook on life. I want more out of my days and more out of my life. I'm investing in my future to be physically fit, healthy and happy. This is my new life." ●



Allyson Chaney of Shelbyville before and after.



Jeff Fries is the owner of Body Sculptors Boot Camp. He is also a registered dietitian and certified personal trainer. jeff@bodysculptorspersonaltraining.com

eat & drink

by Susan Gosselin



Left: Doc Crow's serves pulled pork expertly cooked and perfectly seasoned.

Above: Doc Crow's owners Steven Ton, Brett Davis and Michael Ton.

Estes PR photos

Southern Style Goes Urban Chic

Doc Crow's, the latest addition to Louisville's historic Whiskey Row, is billed as a Southern Smokehouse and Raw Bar. It actually could be better described as one part upscale barbecue joint, one part high-end bourbon boutique, one part eclectic Southern restaurant, and one part fresh seafood destination.

It's all part of the plan for chef brothers Stephen and Michael Ton, and their master sommolier partner, Brett Davis, who saw the perfect opportunity to bring something different to the downtown dining scene. "We wanted people to have a place where they could come to do everything...whether it's sharing an exotic whiskey with friends after work, or hav-

ing a quick meal before the game at the arena, or having a full scale romantic dinner," said Davis.

There are more than 100 whiskeys from around the world at Doc Crows. Davis admits he works hard to stock rare and heritage whiskeys, like a 21-year-old Bushmills Single Malt Scotch, or a 9-year-old Evan Williams Bourbon. But you'll find favorites like Maker's Mark and Jack Daniels, too. The restaurant serves 100 wines from around the world as well, most averaging about \$6 to \$9 a glass.

The menu at Doc Crows is surprisingly affordable, with items like Smokehouse Mussels for \$12, Pulled Pork Tacos for \$6, and Beef Brisket for \$9. They serve steaks, too, \$22 for Filet Mignon and \$28 for a whopping 16-ounce Cowboy Ribeye. There's a full range of Southern classics at Doc Crow's, from shrimp po-boys made with special buns shipped in from Louisiana, to oysters on the half shell in the tradition of the Carolinas, to down-home favorites like collard

greens. And yes, pork rinds and macaroni and cheese are side items.

Hidden among the dessert menu's more traditional Southern offerings like Key Lime Pie and Bread Pudding is one of the restaurant's most surprising and delightful offerings, "Wilbur's Sundae." It is a brown butter praline ice cream with Bourbon Caramel ribbon in a bowl made of cinnamon dusted pork rinds. It's even topped with candied bacon. Don't knock it until you've tried it. It's a sweet-savory-crunchy revelation.

Lovers of Louisville's original architecture will be pleased that the décor of the place hasn't strayed much from the building's shotgun character. It features the original patina of the hardwood floors, woody wainscoting and black and white photos of Southern destinations.

Chef Michael Ton, a native of Texas, has a resume studded with the likes of restaurants like Todd English's Olive and Dean Moore's Top of the Hub. Stephen Ton worked on the operations side of several successful restaurants and was part of the team that opened Proof on Main. Together, the brothers opened Basa, which received a nomination from the prestigious James Beard Foundation for Best New Restaurant. Brett Davis is one of only 105 Master Sommeliers in the United States, and has worked for 20 years at top restaurants nationally – and most recently as a sales manager for a wine distributor, Vintner Select. ●

Doc Crow's Southern Smokehouse and Raw Bar

127 West Main Street
Louisville, KY 40202
(502) 587-1626
doccrows.com



Susan Gosselin is the director of public relations at Vest Advertising.

economic development

by Mark Green



Top: Capacity crowds have filled 22,000-seat KFC Yum! Center for a series of top name concerts in addition to UofL Cardinal basketball games since opening in October.

Inset: Lady Gaga entertains a Louisville audience March 12.

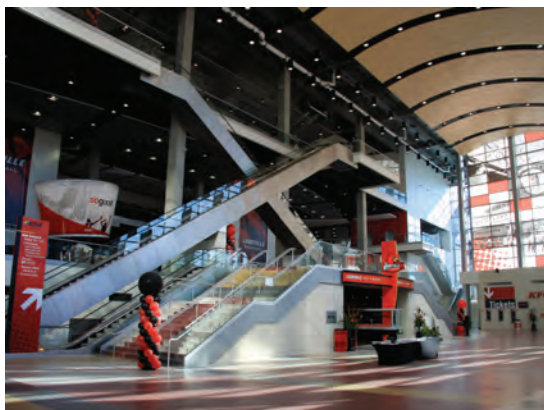
Louisville's New Economic Engine

\$238 million KFC Yum! Center becomes a reality and ignites imaginations

Louisville's long-sought new downtown arena stimulated tens of millions in complementary development projects before it even opened in October 2010. Tens of millions more in arena-related investments are on the drawing boards, with legitimate hopes that the momentum being created will generate hundreds of million of dollars in economic development for Louisville and the region.

The \$238 million KFC Yum! Center project was a great shot in the arm for construction and development during the worst of the recession and financial crisis that stopped many projects in their tracks around the world in 2008. Beyond that important local impact, the new arena projects Louisville as a vibrant, can-do community at a time when other cities are getting publicity for their decline.

Its site was selected very much with young professionals in mind. Located downtown on the Ohio River, it is Louisville's first new sports and entertainment arena in 54 years. It already has injected lots of life and activity into downtown. ●



Above: The soaring front lobby is one of many dramatic spaces incorporated into the arena's design.

Right: "Further," a 200-foot stainless steel sculpture by Al Price of Phoenix, Ariz., is suspended in the Main Concourse on the west side of KFC Yum! Center.



The arena and its 1.5-acre plaza now are filled with activity that flows into surrounding downtown Louisville many evenings.



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Tara Patcheak owns
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Spend five minutes with Tara Patcheak and you'll know that Mrs. Potter's Coffee Lounge and Cafe is so much more than her business; it's her life. She laughs, "It gets me in trouble sometimes. My family and fiancé joke that I love it more than them, but it's such a huge part of my life, and I worked so hard to build it and get it going...for me it's a dream come true."

Unable to immediately move to Chicago and dive into the fashion world, Patcheak attended Indiana University at the age of 17 and began her bachelor's degree program in management and entrepreneurship. "My parents told me I could do the fashion program at IU

instead, but when I got a scholarship to attend the business school, my dad was like 'You need to be a business major!'" Like most teenagers, she was dead set against her father's advice, until an accounting class at the end of her freshman year changed her mind. "Still planning on going into retail, about halfway through completing her degree, she decided that she wanted to own a coffee shop. "I spent a lot of time at IU in the coffee shops and just loved the environment." While visiting a friend in Austin, Patcheak's life took a new direction.

"I had never worked in a coffee shop, but when I heard these guys behind the counter (at a coffee shop in Austin's Warehouse District) mention that one of their baristas didn't show up for work, I asked them if they were hiring. They interviewed me. I went back to school to take my finals, and they called to offer me the job. I had to be down there by the end of the week, and before I knew it, I was packing my car and heading to Texas." Patcheak spent four months in Austin learning the trade and preparing to venture out on her own. "It's important to go after what you want, but at the same time be open to the doors that get opened for you," she says.

Upon moving back home to Corydon, Ind., Patcheak lived with her parents and waited tables at the local Red Lobster in order to save enough money to buy her own cafe. It seemed as if the doors were not ever going to open; especially during a recession. When she heard that the old Buzzworks Coffee Shop on West Main Street in Louisville was selling its equipment, she stopped

by and fell in love with the space. She made an offer to the building's owner, but someone else had already beaten her to the punch.

"I wanted to open my own coffee shop so badly, so I saved every dime; and when I couldn't get a loan, and they laughed at me because I had no collateral, I opened this store with my own savings and some credit cards," Patcheak recalls lovingly.

Since her first year in business in 2008, she has expanded into the space next door and morphed her coffee business into a fully functional cafe offering breakfast, lunch and a bar. Her staff has grown, her own 100-hour work weeks have dropped to a more manageable schedule, and the business is booming.

Patcheak's cafe and lounge is much more than a business; it's about people and community. Patcheak explains, "My fiancé is a regular. Last spring, he was in the bar and professed his love to me, and we've been together ever since. I guess everything works out the way it's supposed to."

Finally, Patcheak offers some parting advice for those interested in running their own business. "If you're doing this to make a lot of money, I don't know what advice to give you," she laughs. "If you're doing it because you're passionate about what you're doing, passionate about your customers, passionate about the community and your staff – then just love your business and things have a way of working out. But, you have to love this business in good times and in bad. Secondly, start as small as you possibly can and grow with your business." ●



Benjamin Couch Payne photos

Mrs. Potter's offers a variety of desserts, coffees, teas and much more.

Matt Kubancik

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Street Moda

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Sometimes determining who you aren't is just as important as defining who you are. Since 2005, that is exactly what Matt Kubancik, president of Street Moda, has done to build his online retailer of authentic brand name footwear, apparel and accessories into a \$10 million (and growing) business.

"We've remained debt free [through the recession] because I've grown everything with cash; just turning the inventory, putting the profits back into the inventory. Simple business rule, stay lean and debt free," says Kubancik. The words are simple enough, yes, but it's his actions over the past years that have propelled him to heights he was determined to reach; and for that matter, heights that he will continue to redefine.

"The company has always had a policy for reinventing itself every year, so I'm always looking for a new marketplace, a new avenue for the business." This is precisely why Kubancik chose to move his business into more apparel, as well as shoes, in the past few years. A move that has proven smart and profitable as it now comprises 40 percent of his online business. "You can't do the same thing you did last year and expect to stay even or

Benjamin Couch Payne photos



Matt Kubancik owns Street Moda, an online retailer of brand name footwear, apparel and accessories.

even grow; business is either growing or declining; you can't even be satisfied."

Kubancik recalls the shift over the past few years as customers and consumers began "trading down," and forcing the retail world to shift with them. Businesses like Abercrombie & Fitch have seen drastic cuts to their profits because of a change in their customers' tastes and preferences along with the company's inability to adapt to them; while BMW, for example, began offering an "entry level, 1 series" model to respond to the marketplace. "People were spending \$300 or \$400 for jeans, and the money is not there right now," says Kubancik. Street Moda, offering 50-80 percent discounts on name brands like Steve Madden and Lacoste, has positioned itself to not only weather the storm, but continue to sail. When asked whether or not timing plays a factor, he recalls that definitely "it was right time, right opportunity; we grew enormously

in the economy, because there was a lot of deals out there." However, Street Moda's success is not simply a result of timing or staying ahead of the curve, especially since inventory is much leaner with their vendors, and deals are a bit harder to find in the market.

When asked about the next five years, Kubancik laughed, "We plan, and God laughs. I can sit here and say that I'd like for this business to be at \$25 or \$30 million, but who is going to say that will happen. I'm just trying to keep all my ducks in a row and grow this business." In light of his passion for baseball, he says that games aren't always won with homeruns, but rather singles and doubles. "A lot of companies shot up overnight, \$200-\$300 million, in the recession, doing what we do, but we've seen steady growth year after year after year," Kubancik remarks. As he recalled his own meteoric growth a few years ago, reaching upwards of 100 percent, he likened it to a "train coming off the tracks." "If we can keep it at the pace where we are now, roughly 30 percent, we'll be alright."

"My father instilled a very heavy work ethic in me at a young age," says Kubancik, although times weren't always so great. A 24 year-old starting a family of his own, he recalls a family vacation "taking a few days down to Tennessee" and his father mentioning that they didn't have enough money to eat anywhere but Wendy's. "Right then and there [at age 13] I decided I wanted to control my own destiny, personally; and that's rolled over into my company. I try and hire people who are hungry and want to grow that may have not had an opportunity elsewhere." You see this sense of entrepreneurship permeate through Street Moda, even in his employees' compensation packages. "A big thing we do is incentive agreements; in other words, their pay is directly related to their growth of their part of the overall business – that makes good people great and great people superstars." ●



Shoes await shipment at the Street Moda warehouse.



Brian Jones is a membership development manager for the Kentucky Chamber.

Running Is the New Social Norm

Local experts weigh in on the endurance sport's increasing popularity

Nearly every weekend of the spring, summer and fall is spoken for with a foot race in Kentucky cities, and runners are showing up in record numbers to participate.

Louisville's Triple Crown of Running is a series of well-established road races of varying distances, with the ability to please new and experienced runners alike, young and old. Races build in distance throughout the spring and include the Anthem 5K Fitness Classic in February, the Rodes City Run 10K in early March and the Papa John's 10-Miler at the end of March (louisvilletriplecrown.com). Many runners use the series in preparation for the Derby Festival Marathon and miniMarathon which began with 301 runners in its inaugural year in 1974 and is now capped at 15,000 (derbyfestival-marathon.com).



Abby Laub photos

Runners who really want to go the distance or work in a team setting can tackle the 200-mile Bourbon Chase, an overnight relay adventure that covers miles of scenic byways on the unique Bourbon Trail, a Kentucky specialty (bourbonchase.com). The Bourbon Chase is scheduled in October and allows runners a chance to see the area's historic distilleries and horse farms, starting in Bardstown and ending in Lexington. Another race gaining a name for

To find a complete running calendar to get you through the spring, summer and fall months in Kentucky, visit johnsrunwalkshop.com/race_calendar.html, courtesy of John's Run/Walk Shop.

itself, Lexington's Run the Bluegrass also offers runners a chance to tour exclusive horse country by foot.

According to marathonguide.com, national marathon participation shot up from 299,000 in the year 2000 to



Smart race preparation is at your fingertips

Training for an endurance event requires time, commitment and plenty of forethought and preparation. Find a well-fitting supportive pair of running shoes, a program that works for you and get going.

Keep in mind when looking at training programs, many of them can be adapted to your particular needs, however the long, once-a-week run should never be skipped to ensure proper training and race-day comfort.

Two websites with a myriad of training schedules are:

jeffgalloway.com
halhigdon.com

Consult a local running shop for assistance in shoe fitting, especially if starting a running regimen for the first time.

407,000 in 2007. And runningusa.org cited that half-marathon participation has jumped from 489,000 to 1,113,000 runners between 2000 and 2009.

John Sensenig, longtime owner of Lexington's famed John's Run/Walk Shop credits the growth to an increase in awareness of the health benefits of running.

"Thirty-five years ago the only people that were running were people that maybe ran in college, and they were almost all guys," he said, adding that women now make up a larger demographic of runners. "The quality of life and length of life can be improved. Running is by far the best way to burn calories."

Sensenig's customers are mostly professional, educated people who are taking control of their life and their health through consistent running habits. He also said running is growing in popularity because of the social aspect of it.

Pru Radcliffe, manager of the Louisville Triple Crown of Running, added, "Running and walking events

are generally good for local economies. Runners and walkers tend to be loyal to particular races and are crucial to helping the events grow."

Mark Shallcross, communications manager of the Derby Festival Marathon & miniMarathon, said spring is a great time for runners in Louisville. "We really are probably one of the top 10 or 15 running communities in the country. I think the spring races are really popular because everything is coming into bloom, and people have cabin fever."

Shallcross added that there is an addictive quality to running, and there is something to the "runner's high." However, he said there still is a need for caution to avoid injury. ●



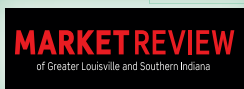
Abby Laub is a writer for
BG - Greater Louisville.



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10 things we love...

Summertime in Louisville



1

Spending a Friday evening at Churchill Downs for "Downs After Dark."



2

Exploring Bardstown Road to check out all the unique places to shop and have a cocktail.



3

Experiencing the atmosphere, sounds and energy of the Forecastle Festival, Shakespeare in the Park, Waterfront Wednesdays, concerts at Iroquois Amphitheatre, World-Fest and other great events!



4

Getting lost in one of the Olmsted Park Systems during the middle of the week.



5

Cheering on the Louisville Bats at Slugger Field.



6

Sitting outside on the patio at Avalon for drinks and dinner.



7

Boating and wakeboarding on the Ohio River.



8

Enjoying Louisville Zoo events like Zoovie Movie Night and the annual Brew at the Zoo & Wine Too.



9

Walking to the local farmers' markets.



10

Watching the sun set after a round of golf at Cardinal Club with dinner and drinks on the 19th hole.

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