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Spring 2012
Volume 4, Issue 1



ON THE COVER

Forecastle has been rocking Louisville for years and the 10th anniversary promises to shine even brighter. The Flaming Lips (cover) and Wayne Coyne (above) at the 2010 festival. Story on page 18.

Cover photo by
Willie MacLean/BirdsEyeFoto

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GE has several leadership programs in place for young professionals, such as the Edison Engineering Development Program. This highly selective program requires a rotational work experience over the course of two years.

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Mayor Greg Fischer recently named 26-year-old Justin Scally as the new executive director of Metro Animal Services. Justin is ready to rise to the challenge for Metro Animal Services and be a leader among his peers.

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Looking for a new activity to stay healthy? Tennis is great for any age. Offering lessons, leagues, tournaments and camps, Louisville's tennis clubs cater to all levels of players.

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Teach Kentucky aims to retain talent and improve the quality of education in the commonwealth by recruiting highly motivated young people to teach in public schools.

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Cynthia Knapke inspires the next generation of leaders as the new president of Leadership Louisville.

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Louisville is a community that supports its young professionals with a variety of organizations and programs to keep young leaders engaged.

30 FEATURED COUPLE

Drs. Erica and Brad Sutton came to Louisville by way of The Johns Hopkins University, where they met in medical school. They offer a unique perspective on the city they are experiencing for the first time.

32 ENTREPRENEURS

Looking to define a startup culture in Louisville, Adam Fish revived Forge in 2010. The organization brings entrepreneurs and innovators together via an online social network and a quarterly event series.

Lauren Chitwood started an event planning and design company in Louisville in 2008. Known for providing a high level of service for weddings and more, the outlook is bright for Lauren Chitwood Events.

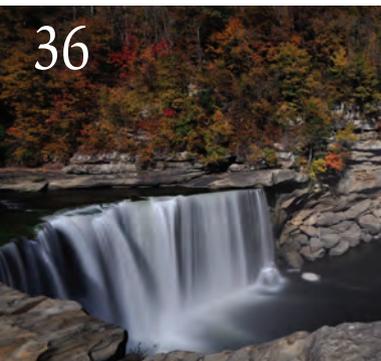
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Gourmet isn't a word that is typically used to describe a taco, but NuLu's Taco Punk isn't your ordinary taco bar. This quick-service concept mixes fresh, local ingredients, an amazing salsa bar and a great crowd.

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When it comes to road trips, the Bluegrass and Southern Indiana offer a wide variety of fun activities close to home.

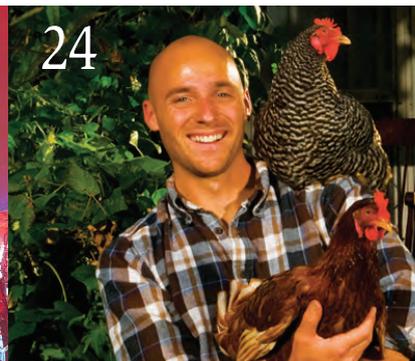
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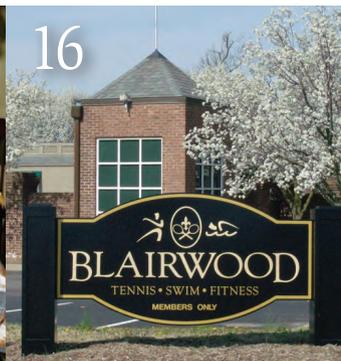
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YPs Blossom in Louisville

We couldn't wait to bring you our first issue of 2012 for so many reasons. We are thrilled to be co-hosting our first launch party with the Young Professionals Association of Louisville (YPAL) on April 16 at Napa River Grill from 5:30 to 8:30 p.m. We hope to see you there!



Stephanie Apple is the editor of BG Magazine and an account executive with Robert Half Management Resources.

Celebrations started early in Louisville with the NCAA tournament in March, and it looks like good times will be plentiful this spring and summer with Derby right around the corner and the 10th anniversary of Louisville's Forecastle Festival just weeks away. Thousands of people from around the world will have an opportunity this year to see why we're so proud to call Louisville home.

In this issue, you'll meet some of the young entrepreneurs and leaders who are

inspiring this community by pursuing careers in a wide range of industries, such as health care, education and manufacturing. We also talk to Cynthia Knapek who hopes to connect and inform young professionals through programs and events at Leadership Louisville.

And finally, warmer weather means outdoor activities and road trips. We've got plenty of both in and around Possibility City. Read about our favorites, including activities that will keep you healthy and adventures that will entertain you throughout the summer.

We will see you again in a few months. Happy Derby!



Owensboro's International Bar-B-Q Festival, scheduled for May 11-12, is a great escape from Louisville.



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World's Foodie Headquarters

Louisville received more evidence of its growing reputation as a great place to eat when it was named one of the “**Best Foodie Getaways around the World**” by **Zagat** and one of the South’s “**10 Tastiest Towns**” by **Southern Living** magazine. In addition to world-class fine dining restaurants, programs like Farm to Table have helped connect local farmers to caterers, chefs and school cafeterias; excellent culinary-arts education programs at **Sullivan University** and **Jefferson Community and Technical College** have supplied local restaurants with top-quality chefs; and the Healthy Hometown program makes fresh produce available in areas of the city underserved by full-service groceries. Healthy Hometown received the national Childhood Obesity Prevention award.



Long John Louisville

The new corporate headquarters for **Long John Silver's** recently opened in Louisville at Williamsburg Plaza, near the corner of Hurstbourne Parkway and Shelbyville Road. Home to approximately 70 employees, the new HQ represents a \$3.8 million investment in the state. **LJS Partners** acquired Long John Silver's from Louisville-based **Yum! Brands** last December. Yum! Brands sold Long John Silver's and **A&W Restaurants** individually to separate buyers. Both companies decided to keep their headquarters in Kentucky, with A&W locating in Lexington. Long John Silver's has grown to become America's largest, quick-serve seafood chain with more than 1,300 franchised restaurants and 8,400 employees worldwide.



Lt. Gov. Jerry Abramson speaking at the opening of Long John Silver's worldwide headquarters. Looking on are (from left) Daryl Snyder, Greater Louisville Inc.; Mayor Greg Fischer; and Mike Kern, president and CEO of LJS Partners.



I'm With You

The **Red Hot Chili Peppers** will be stopping by the **KFC Yum! Center** on June 7 as part of one of their biggest tours to date (after a five-year tour hiatus). The multiplatinum, Grammy award-winning, Rock n' Roll Hall of Fame inductees kicked off their “I'm With You” tour last September, after the album topped charts in 18 different countries. Reserved tickets are \$38.50 and \$59.50.

Culinary Champs

Two students of **Sullivan University's** National Center for Hospitality Studies won gold medals at the **American Culinary Federation** competition in Pontiac, Mich. Kelsee Newman and Halie Raymer represented



Kelsee Newman

Sullivan University's Baking and Pastry Arts program and brought home the top prizes. Competitions play a vital role in culinary arts as they continually raise the standards of culinary excellence.

Looking Good

Hyatt Regency Louisville is undergoing a \$5.8 million renovation, involving a new front entrance, lobby, fitness center, and a new restaurant and bar. The front entrance has been moved to Fourth Street, with a canopy for guests who want valet service. The former entrance will continue to be utilized as a motor lobby, where guests have access to self-parking. The lobby's facility includes three separate pods for check-in and check-out. Louisville-based **Glassworks** was commissioned to design an artistic glass wall behind the front desk. The Hyatt Stay Fit Fitness center (at 1,200 square feet, it's double the size of the previous center), is adjacent to the lobby. The new Sway Restaurant will offer a seasonal menu of classic Southern dishes with a contemporary twist.

Mop Tops Take to the River



North America's largest **Beatles** tribute festival is May 24-28 at the Belvedere and **Galt House Hotel**. The 11th annual **Abbey Road on the River** features 60

bands from around the country and the world. This year's headline act is **Jefferson Starship** on Saturday, May 26. Festival goers can also enjoy free guitar lessons, Beatles film screenings and presentations, Beatles karaoke, a costume contest and parade, and a Beatles merchandise marketplace. Tickets are on sale at atotr.com.



Headliners Jefferson Starship

Louisville Lures Businesses, Catches Jobs

Jefferson National Financial Corp. is relocating its headquarters from New York to Louisville, creating 95 jobs at an average annual salary of more than \$85,000. JNFC currently has 55 employees in its Louisville facility. An expansion project plans to expand or relocate the current 14,000-square-foot facility into 30,000 square feet in eastern Jefferson County.



Magna Seating of America's new 139,500-square-foot Bullitt County facility represents a nearly \$20 million investment and is expected to create up to 450 new jobs within the next few years – 216 jobs more than originally planned. The company will manufacture seating and seating components to support **Ford's** C520 program at the Louisville **Assembly Plant**.

Kentucky is currently home to 440 automotive-related industries that employ nearly 68,000 people.

GE Appliances' GeoSpring™ Hybrid Water Heater manufacturing facility at Appliance Park is the result of a \$38 million investment in the new product and a revitalized facility. In 2009, GE made a commitment to invest hundreds of millions of dollars in Louisville, creating more than 1,000 new jobs in Kentucky by 2014.



Cardinal on a Hot Tin Roof



Tin Roof is coming to St. Matthews. Scheduled to open in late May or early June in the former Brendan O'Shea's spot on Shelbyville Road, Tin Roof will be open seven days a week for fun and food. Company President Bob Franklin is excited to bring "our brand of live music, great food and friendly service" to Louisville. There are other Tin Roof bars in Lexington, and in Tennessee, Alabama and South Carolina. The live music venue is coming soon to Cincinnati and Indianapolis, too.



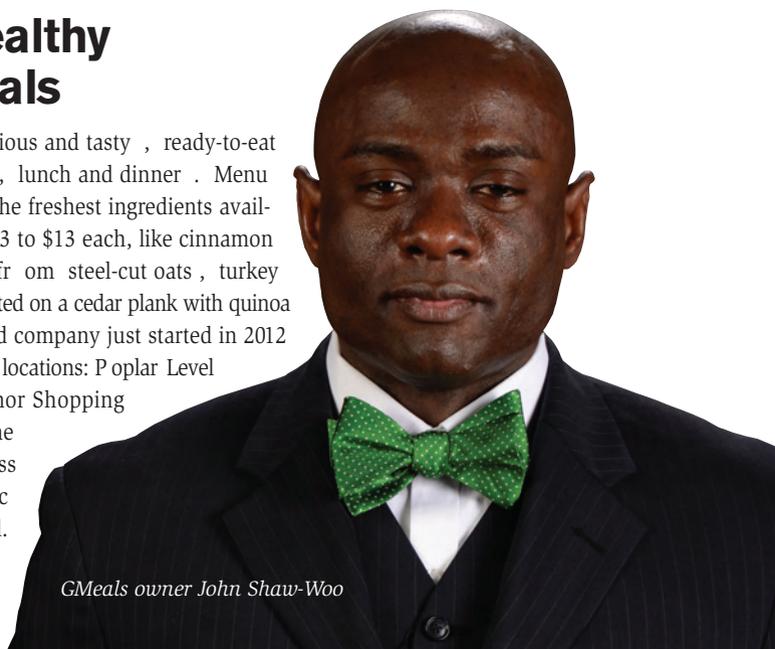
Bon Appétit, NuLu!

The restaurant development and management team that opened **Doc Crow's Southern Smokehouse and Raw Bar** on Whiskey Row in 2011 is bringing a new French bistro to NuLu. **Basa** owners Steven and Michael Ton, along with master sommelier and veteran restaurateur Brett Davis and attorney Chip Hamm, are opening **la Coop: Bistro à Vins** in April on East Market Street. The menu is French comfort food with entrées priced at \$20 or less and a cocktail program that includes wine infusions and French aperitifs, for lunch and dinner Tuesday through Saturday.



Go-Go Healthy with GMeals

GMeals offers nutritious and tasty, ready-to-eat cuisine for breakfast, lunch and dinner. Menu items are made with the freshest ingredients available and range from \$3 to \$13 each, like cinnamon apple oatmeal made from steel-cut oats, turkey wraps and salmon roasted on a cedar plank with quinoa pilaf. The GMeals food company just started in 2012 and has three pick-up locations: Poplar Level Road, Holiday Manor Shopping Center and inside the Performance Fitness and Heuser Clinic Building on River Road.



GMeals owner John Shaw-Woo

Urban Bourbon On Display

The **Kentucky Derby Museum** at **Churchill Downs** has a new exhibit: **Urban Bourbon**, presented by **Four Roses**. The design for the exhibit has an upscale, urban loft feel and is a direct tie to **Louisville's Urban Bourbon Trail** passport program, which encourages visitors to sample the culture of bourbon at various establishments in the metro area. The **Urban Bourbon Exhibit** showcases the history and heritage of Louisville's involvement in the bourbon industry. It is on display through Dec. 31



on the second floor of the museum in the **Matt Winn Gallery** and is included with general daily admission for the Kentucky Derby Museum.



Edgar Degas (French, 1834-1917) "Dancer Adjusting Her Shoe," charcoal and pastel on paper, from the collection of the Dixon Gallery and Gardens, bequest of Mr. and Mrs. Hugo N. Dixon, 1975.6

Speed-y Impressionists

Through May 6, the **Speed Art Museum** presents **Renoir to Chagall: Paris and the Allure of Color**. The exhibit features paintings by the great French Impressionists and key artists who came immediately before and after them, including Cassatt, Cezanne, Degas, Gauguin, Matisse, Monet and de Toulouse-Lautrec. The museum will be closing in October to begin the demolition and construction phase of its \$50 million expansion project. While the building is closed, the museum will continue to hold outreach programs and events through partnerships with regional cultural attractions and community organizations.

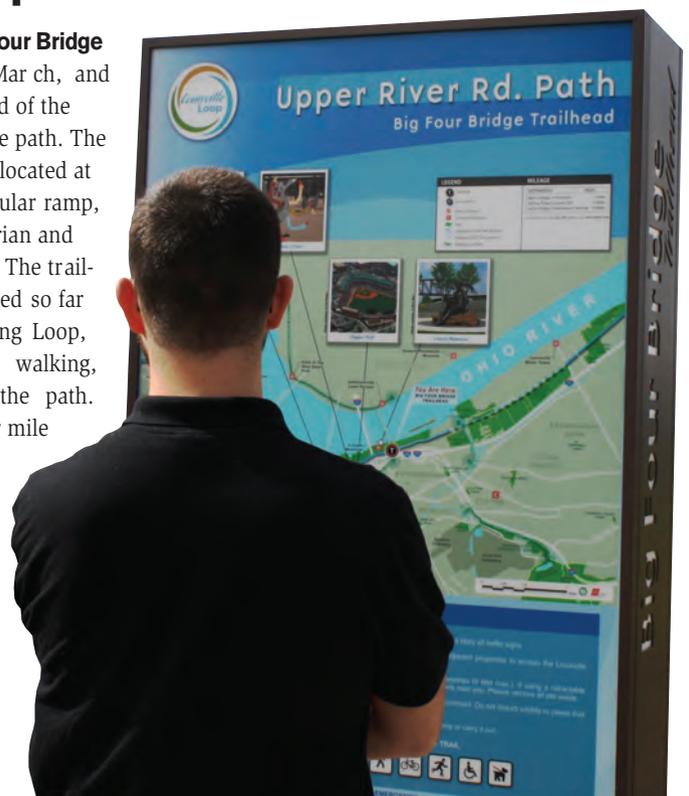
Travel + Leisure: Hot Brown!

The **Brown Hotel** has been named to **Travel + Leisure's** 2012 list of the **Top 500 World's Best Hotels**. Each year, the magazine's Top 500 list allows readers to vote on thousands of hotels through an online voting system. The Brown Hotel was a new addition to the list and was also distinguished as being top in value with an overall score of 88.56.



Loop the Loop

The **Louisville Loop's Big Four Bridge** trailhead was unveiled in March, and marks the beginning and end of the anticipated 100-mile multi-use path. The Loop's mile-marker zero is located at the base of the Big Four circular ramp, which will soon be a pedestrian and cyclist path across the river. The trailhead sign is one of six erected so far along the 23 miles of existing Loop, making it easier to enjoy walking, running or cycling along the path. Markers placed every quarter mile along the Loop help people measure their wellness activities. Local health initiatives and the Loop signage system have been funded through a federal grant from the **Centers for Disease Control and Prevention**.



Wise Women

With presenting sponsor **Ernst & Young**, the **Leadership Louisville Center** and **Today's Woman** magazine present the 2012 100 Wise Women series. Upcoming keynote speakers include Tierra Kavanaugh Turner, CEO of **TKT and Associates**, on June 13; Heather Howell, CTeaO (Chief Tea Officer) of **Rooibee Red Tea** on Sept. 12; and Ruth W. Brinkley, CEO of **KentuckyOne Health** on Oct. 30. The breakfast meetings at the



Olmsted are \$30. Proceeds from 100 Wise Women go to the Joan Riehm Women's Leadership Fund, created to allow women to participate in Leadership Louisville Center programs. Since the scholarship fund was created in 2007, 62 women have received scholarships totaling more than \$67,000.

Bingham Fellows Announced

The **Leadership Louisville Center** selected 44 community leaders to participate in the **Bingham Fellows** Class of 2012. As the community rallies around the goal of 55,000 Degrees and creating a college-going culture, the 2012 Bingham Fellows will continue the program's 24-year legacy of tackling the most timely and impactful challenges of our region.



Bingham Fellows getting to know each other at the opening retreat.



New Orbital Satellite

Kentucky Space is beginning the design of its next orbital satellite, **KySat 2**, with an expected launch in late 2013. The satellite will carry a number of technology validation experiments, including one exploring the effect of the space environment on a novel chemical solar cell coating. College students will play a primary role in the design and building of KySat 2. Kentucky Space, a nonprofit organization, has been involved in developing and flying high-altitude balloons, orbital and suborbital spacecraft, and it has developed and flown payloads to the International Space Station.

Classic Kentucky Bourbon, Classic American Experience

CNN International cited NASCAR, the drive-in theater, New Orleans jazz and barbecue among their "10 Classic American Experiences." Oh, and what was #6 on the list? Visiting the distilleries on the **Kentucky Bourbon Trail**. Created by the **Kentucky Distillers' Association** in 1999, the Kentucky Bourbon Trail tour features six distilleries: Four Roses, Heaven Hill, Jim Beam, Maker's Mark, Wild Turkey and Woodford Reserve.





L-R Simmons students Douglas Johnson Jr. and Veronica Peaks talk with Kathleen Mandlehr, SPEAC interim director

Degrees of Adulthood

Four Louisville-based colleges launched the **Signature Partnership Education Access Center**, a facility at Simmons College to help adult learners work toward a college degree. Partially funded by the **Kentucky Council on Postsecondary Education**, SPEAC partners include **Jefferson Community and Technical College, Simmons College, Spalding University** and **University of Louisville**. Adult learners are assisted with diagnostic testing and advising, choosing a college, applying for financial aid and preparing for college-level classwork. The center complements ongoing programs such as the city's goal to boost the number of adults with a college degree through the 55,000 Degrees initiative.

Biz Stats

How did the Louisville business-for-sale market fare in 2011? **BizBuySell.com** released data based on 81 Louisville-area businesses it had listed. As of the end of 2011, if you wanted to buy a business in Louisville, the current median asking price was \$225,000 (at the end of 2010 it was \$245,000). The listed businesses had a median revenue of \$265,000, down from \$300,000. Nationally, BizBuySell's annual year-end report found that more small businesses were sold in 2011 than in 2010. Barring unforeseen global economic issues, the prognosis is for a continued slow but steady growth in the business-for-sale market in 2012.

Share the Road Yields Grant Funds

The **Kentucky Bicycle and Bikeway Commission** announced seven recipients of the **Paula Nye Memorial Education Grant**, totaling almost \$60,000. The grants were made possible with funds generated by the sale of "**Share the Road**" license plates by Kentucky motorists. Organizations in Ashland, Lexington and London received grants, as did the Kentucky Youth Advocates' Complete Street Web Campaign in Louisville. KBBC represents the interests of bicyclists throughout the state and promotes the best interests of the bicycling public to governing officials and the public at large.



Thumbs Up from Downtown

The **Louisville Downtown Management District** honored Adam Burckle, owner of **Adam Matthews, Inc.** and the **Homemade Ice Cream and Pie Kitchen** stores, and founder of the Adam Matthews Foundation, with the S. Russell Smith, Jr. Special Achievement award for his efforts over many years in bringing the iconic Louisville Clock back to its downtown home. The beloved sculpture was designed by Louisville artist Barney Bright and has been placed in Theatre Square. LDMD will present the S. Russell Smith, Jr. award periodically to recognize a special achievement significant to downtown Louisville.



The LDMD board of directors also announced 19 recipients of the **Cornerstone Awards**, given to companies and developers that completed projects costing at least \$1 million (construction costs only) in downtown Louisville in 2011. Award recipients were Baja Works Development Corp., Cathedral of the Assumption, the Center for Women & Families, City Properties Group, JDL Castle Corporation, Jefferson County Public Schools, the Kentucky Center for the Performing Arts, Louisville Metro Government, Marian Development Group LLC, Norton Healthcare, NuLu Lofts LLC, Stock Yards Bank & Trust Co., University of Louisville, Valle & Stephen Jones and City Properties Group, Waterfront Development Corporation, and the Weber Group & City Properties Group.



Valle and Stephen Jones and **City Properties Group** won a Cornerstone Award for the \$18 million adaptive use of **Whiskey Row Lofts**. The project combined three historic buildings for a five-story complex with apartments, retail space and parking. The lead architect was CityWorks Architecture & Urban Planning.

DIY Distilling

The **Distilled Spirits Epicenter** opens in April on South Eighth Street in downtown. This unique facility will allow people to create their own custom vodkas, whiskeys, rums, moonshines and more. The education and training center and artisan distillery were created by Flavorman custom beverage company founder David Dafoe. It establishes the first distillery in downtown Louisville since pre-Prohibition, making it possible for entrepreneurs, distillery operators and industry experts to create their own custom spirits. “Beverage Mechanics” will offer their expertise and manage each project from start to finish. The Epicenter will claim no trademark on its creations, so each product will be the property of the client. The cost for developing a custom spirit will vary according to the complexity of the product and the level of service needed. **Grease Monkey Distillery, Moonshine University and Challenge Bottling** will all operate under the Epicenter.



Global Is Local

Louisville has seen unprecedented growth in its immigrant population in recent years, making up two-thirds of Louisville's population growth within the last decade. The city's **Office for Globalization** has assisted in the formation of two international councils, the **Indian Professional Council**, led by L. Srinivasan, and the **Magnificent7**, a Hispanic and Latino network. Both councils will host monthly networking events and provide advocacy and community representation for their respective ethnic communities. More international councils are being planned to make Louisville a globally known multicultural city attractive for business and investment.



Breast Is Best

The **University of Louisville Hospital Center for Women and Infants**, and the Kentucky Women, Infants and Children (WIC) program are training 100 percent of Kentucky's birthing hospitals in “Kangaroo Care” practices. Kangaroo Care promotes skin-to-skin contact with mother and baby in the hours immediately after birth and throughout the hospital stay. Launched by staff at UofL Hospital in 2007, UofL and WIC are creating and implementing a series of statewide trainings for the rest of the state's birthing hospitals. “The Kangaroo Care program resulted in dramatic improvements in breastfeeding rates among women who gave birth at UofL, and we expect to see this success replicated statewide,” said Fran Hawkins, Kentucky WIC director.



Photographic Vision

Have you seen the photography exhibit at the **Green Building Gallery**? The subject is the natural landscape that comprises one of the largest park projects in the nation. “**The Vision of a Generation: Photographs From The Parklands of Floyds Fork**” is on display through April 27, a project of **21st Century Parks** and The Green Building, featuring the work of Louisville-based photographers Bob Hower, John Nation and Ted Wathen. **The Green Building** was Louisville's first LEED platinum certified commercial building when it opened in the fall of 2008 in the heart of NuLu.

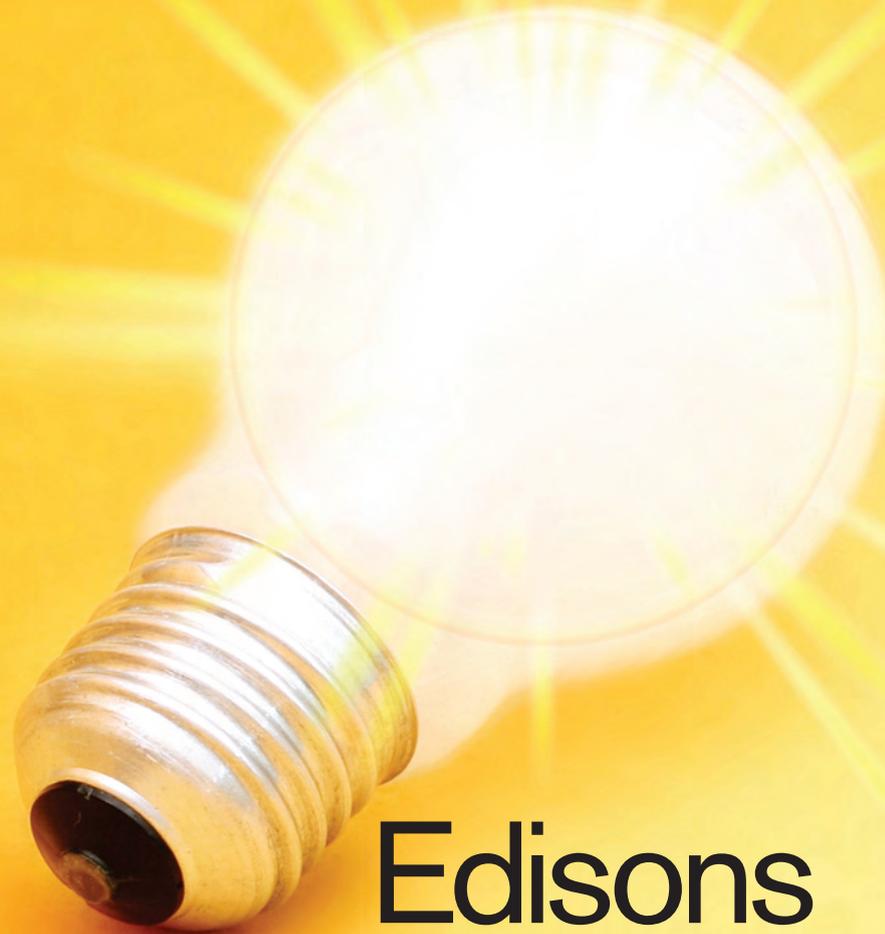


Waterfall at Broad Run Park by Bob Hower

Kid Art Camp Keeps Your Kids Busy, Crafty and Artistic During the Summer

The **Kentucky Museum of Art and Craft** on West Main has a variety of art camps during the summer months for children from kindergarten to middle school. Called KidArt Camp, the weeklong mixed media workshops are offered in morning or afternoon sessions, starting June 11. Blackacre Art Week is July 23-27 at Blackacre State Nature Preserve off Tucker Station Road, an intense hands-on art camp for creative middle school students taught by some of Kentucky's finest artists.





Edisons Light Up Louisville's Professional Scene

Our community is no stranger to the economic power of GE Appliances. In February, GE launched production of the GeoSpring™ Hybrid Water Heater, the first fresh product line in decades at Appliance Park, and hiring is also under way for a premium refrigerator launch next month. While the news of product line expansion may not come as a surprise to readers, many may not be aware of the educational opportunities provided by GE to equip and engage engineers with specialized skills to develop and improve products.

The Edison Engineering Development Program (EEDP), began companywide in 1923. Named after GE founder and former Louisville resident Thomas Edison, the program originally was developed to help

students bridge the gap between their academic experience and new technical experience in the workforce. Tim O'Connell, an engineer and 23-year employee of GE, is the manager of the Edison Engineering Development Program locally.

"Students generally have a hard time making that transition from academic studies to application of skills in a technical environment," said O'Connell. "EEDP gives students a transition opportunity while teaching them technical skills valuable to their work environment."

How the EEDP works

The Edisons, as program participants are called, receive a rotational experience driven by actual GE business priorities. This format allows them to not only work on various

projects and in various capacities throughout their specialty, but also work closely with experienced engineers and top management in GE. The program cultivates technical problem-solving skills through advanced engineering coursework, formal reports and presentations to senior leadership, in addition to valuable work experience.

"We have certain technologies we need our staff to know specifically," said O'Connell. "This rotational experience introduces the Edisons to every technology pertaining to their assignment goal and gives them an invaluable opportunity to network among management and instructors."

So, how does one become an Edison?

The Edisons are engineers with degrees in mechanical or electrical engineering. The

engineers hired into EEDP are not simply interns, but full-time GE employees.

“EEDP is an intensive program for people who have a passion for technology, a drive for technical excellence, and share in GE’s core values,” said O’Connell. “The program is designed to accelerate professional development through technical training and business-critical assignments; if you love technology and want a career in engineering, this is the program for you.”

The program structure consists of a two-year term that includes four assignments, each six months long. An assignment leader is designated in each area and the projects are organized around the four product lines at Appliance Park – clothes care, water heaters, dishwashers and refrigeration.

While this may sound intense, the training is preparing participants for real life at GE, equipping them with valuable skills that an intense, hands-on approach provides. Participants are required to attend classes during the work day, but must complete coursework outside of regular hours. Grades are given based on reports submitted related to the coursework.

“The coursework not only prepares participants for specific work at GE, but also helps determine the strongest engineers in the program,” O’Connell said.

This is an important factor later when Edisons are being matched with open positions that best suit their skill set.

All coursework throughout the program can count towards an M.S. degree in

How to apply for EEDP

The application process for the program is similar to the general employee application process. The best fit for the program is an individual with an undergraduate degree in mechanical or electrical engineering. Candidates who have completed a GE co-op program are the first to be considered for entrance into EEDP. Co-op programs are offered to college students working towards a degree in engineering. Students typically spend a semester or summer working full-time within GE in order to gain experience and understanding of the required skill sets.

Interested candidates can apply online anytime at ge.com/careers/students/eedp/index.html. Interviews for eligible candidates typically begin in July and January based on applicants graduation date.

Ohio State University, University of Michigan, Rose-Hulman University and University of Florida are also part of the program.

The next steps

If a two-year learning experience and paid graduate tuition is not incentive enough, GE places all Edisons who complete the program in full-time positions with the company.

“After the program is complete, each Edison receives a list of jobs for which they’re eligible,” said O’Connell. “In January, 12 Edisons completed their training and they were given their best available job matches.”

This not only benefits the engineering students and graduates, it serves a valuable purpose for GE. Through this and similar programs, the company effectively trains employees who want to be part of the GE landscape long term.

“We really try to find the best fit for individuals who want an engineering career,” said O’Connell. “Engineers completing the program now have had the opportunity of being part of the design teams that worked on products being introduced to the appliance landscape right now.”



Photos courtesy of General Electric

Michael Benedict, a recent graduate of the Edison Program, focuses on designing new products.

Continuing education opportunities

GE also continues to prepare Edisons for their next step in education. Participants can earn credit towards an M.S. degree in engineering or other real world application technologies through 200 hours of coursework taught by resident experts related to specific projects.

mechanical or electrical engineering. Degrees are fully funded by the program if completed within three years and all related courses are accredited with both University of Louisville and Georgia Tech.

While membership in EEDP sounds like an elite club, there are actually 50 engineers active in the program from universities across the region. UofL graduates make up approximately 15 percent of Edisons. Graduates from University of Kentucky, Purdue University,



A group of Edisons working on their project for a National Engineers Week competition.

The opportunity to work directly with seasoned engineers and upper management is an advantage for young professionals.

“The program is a great way to start a career. In addition to training, Edisons get a lot of exposure to managers in terms of

project reporting and networking events,” said O’Connell. “One of my goals is for engineers in the program to be on a first-name basis with project leaders so they know the specific needs of the business. This gets them ready for the next stage so they

know who to talk with and how to figure out where they can make the best contribution.”

And in addition to lots of opportunity to make connections, the Edisons have two years to rotate through the various product lines to experience different things, determine their strength, and make more informed decisions about their next career steps.

GE is pleased with it’s end of the bargain as well.

“As a result of the program, we have a group of engineers who are trained and experienced in the culture, and they have a great network including instructors, assignment leaders and other engineers,” says O’Connell. “We recognize everyone has individual strengths and interests. With this program, everyone can figure out what works best for them.”

Community outreach

All the action, however, isn’t just taking place inside Appliance Park. The Edisons get out into the community with programs that help high school students realize their strengths and figure out ways to plug into education and career paths that help them determine and reach their goals. Having realized the benefits of education, and they feel passionately about passing that message on to the next wave of students.

“Edisons regularly work within the Jefferson County Public Schools system to do activities like judge science fairs in order to directly interact with juniors and seniors in the classroom,” O’Connell said.

Another example of the Edisons’ community involvement is National Engineers Week. NEW, an initiative designed to celebrate and motivate engineers across the country, was recently held Feb. 19-25.

During the week, more than 700 engineers from Greater Louisville divided into seven teams based on their specific product lines. Engineers participated in numerous events throughout the community, including philanthropic activities and “junkyard wars” where participants were tasked with building something unique with available - limited - items.

The Edisons chose to design and build a device used to launch an object a specified distance. They were given four hours to work on this challenge before testing it in front of a live audience of more than 400 other engineers!

This year’s winner – the Edisons.

Find out more
If you’re interested in learning more about the program, visit the website for additional program details, application information, informative videos and interesting profiles of the bright engineers currently participating in the program. Visit ge.com/careers/students/eedp/index.html to learn more.



Misty Cruse is owner/president of CrusePR and a writer for BG Magazine.

A Dog's Life

Looking for a family-friendly location to move his family, Justin Scally eventually settled on Louisville. In his new role at Metro Animal Services, Justin Scally will pursue various initiatives to help all the animals under the organization's care.

services, you never know what's going to happen, whether it is flooding or evacuations. You have to be able to roll with the punches, and accept and tackle the challenges," said Scally.

Passionate about animals and community activism from a young age, Scally had a mission to learn anything and everything he could about saving animals. He worked various internships, including as a vet tech, and was also a volunteer firefighter.

Under his leadership, Metro Animal Services will initiate various initiatives. Scally would like to see the end of euthanasia for healthy and adoptable animals in Louisville. To accomplish this, he is working to improve conditions for the animals.

"Animals don't care about my age," said Scally, who faced some criticism because of his age. "They just care about the success of our programs."

Scally will be working to make the public more aware of the challenges faced by Metro Animal Services. Additionally, he will strive to improve employee morale, which he thinks is an important part of improving the organization.

As Scally settles into his new career, he is pleased that his young family is enjoying Louisville. Different than the East Coast, Scally describes Louisville as dynamic. "The

About Metro Animal Services

More than 14,000 animals each year receive care at Metro Animal Services through services such as sheltering pets that have been abandoned. Metro Animal Services is also responsible for enforcing the Care and Control Ordinance, which employs 18 Animal Control Officers investigating 27,000 complaints in the community. In addition to the Animal Control Officers, Metro Animal Services has a 48-person staff that includes veterinarians and assistants.

In 2010, Metro Animal Services started work on the Animal House, an adoption center for Louisville animals. The 10,000-square-foot facility features 20 dog rooms, 18 puppy townhouses, 16 cat condos, two free roaming cat rooms and a Pocket Pet room. The new facility also has interview rooms to conduct private interviews with families and individuals looking to adopt pets, as well as a retail space for selling pet care items. Adoption hours are listed on the Metro Animal Services website at louisvilleky.gov/AnimalServices.

energy constantly changes depending on the neighborhood. I really like it," he said.

While Scally currently spends most of his time at work, he hopes to be able to join associations and boards in the future and become more active within the community.

"It's important to rise to the challenge, and be a leader amongst your peers," says Scally. "I like to look at the successes of those who came before and see how they did it. It's important to persevere and educate yourself about the career you're interested in. Don't let being young influence what you can be and do in the community. You can still be qualified and passionate."



Meghan Mando is executive to the president at Fund for the Arts and a writer for BG Magazine.

Scally would like to see the end to euthanasia for healthy and adoptable animals in Louisville.

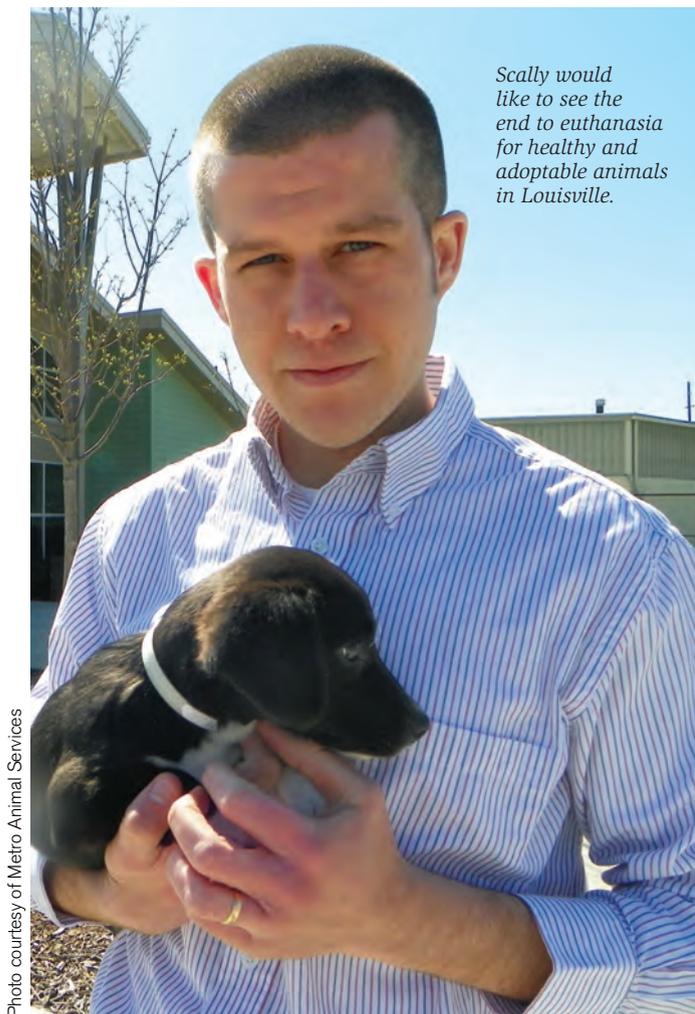


Photo courtesy of Metro Animal Services

Prior to joining Metro Animal Services, Scally was responsible for the Humane Society of the United States task force that stopped illegal mass breeding. He also worked with disaster relief services. His background made him well-prepared to serve as the organization's executive director, even at 26.

"When you're working with disaster

by Heather Hise

Tennis Starts With Love

Cynics say that love means nothing, and when it comes to tennis, they're right. What other sport has such a pleasant way of saying zero, zip, nada, nil?

Louisville's vibrant tennis scene is perhaps one of the city's best-kept secrets. Offering camaraderie, fitness and competition, it's a sport that prides itself on inclusivity.

Unlike sports that capture more widespread media attention like football and basketball, tennis caters to players of all levels and ages. It's one of the few sports you can

take up as soon as you're able to walk and grip a racket, and some adult leagues include players in their 70s and 80s. Very rarely are tennis players concerned with being past the all-important "prime" that is critical to success in most other sports.

Larry Kline, part owner and tennis director of the Louisville Tennis Club (LTC) and Blairwood Tennis, Swim and Fitness Club, is a lifelong veteran of the game.

"I've been playing since I was 9 years old, and everyone in my family is involved in

tennis in one way or another," said Kline. "It's truly a sport for a lifetime."

In fact, Kline's family was named the United States Tennis Association (USTA) Family of the Year in 2008. He and his wife Sue met as tennis players at the University of Kentucky, and their three children have played throughout their school careers and still help with tennis camps and kids' clinics.

With his business partners Chris and Jill Burckle, Kline is dedicated to maintaining LTC and Blairwood so they are among the best in the city. They recently upgraded the fitness center at LTC, and both clubs' indoor courts are resurfaced every two to three years to

Free Beginner Clinics!

To register, call a club below, or contact Marcia Littlefield at mmlittlefield@gmail.com or 417-0634.

Advantage Tennis Center
897-7185

Bass Rudd (UofL)
852-1682

Blairwood
426-8820

Louisville Indoor Racquet Club
426-2454

Louisville Tennis Club
426-4923

Springhurst Tennis Club
412-2950

Larry Kline is part owner and tennis director of the Louisville Tennis Club and Blairwood Tennis, Swim and Fitness Club.



Photos courtesy of Louisville Tennis Club

keep them in the best possible condition. The indoor lighting is twice as bright as some of Louisville's other tennis facilities.

"My daughter actually found it difficult to play elsewhere because she was used to the brighter lights," said Kline. "To help her train, we dimmed the lights at LTC so she could learn to adapt to darker conditions."

LTC and Blairwood have a combined 20 indoor courts and 24 outdoor clay courts. Clay surfaces, while they need considerable daily maintenance such as watering, brushing and lining, are great options for beginners and people with knee problems. Not only are clay courts softer and more forgiving on the body, but they also tend to be 20 degrees cooler in the summer compared with hard courts. For

Louisville Tennis Club and Blairwood have a combined 20 indoor courts and 24 outdoor clay courts.



Blairwood also features Jr. Olympic-sized indoor pool facilities.

experience. There is a particular push for players at the 2.0 level, the lowest level of play offered through USTA leagues.

“We really want to get new people involved in tennis, draw them in so they can experience the game and the fitness it offers,” said Kline. “A lot of people feel intimidated at first, but once our beginners get out there and see others playing at their level, they jump right in.”

Offering a wide variety of programs, the clubs are bound to have an option that fits everyone’s lifestyle. With “play as you go” fast feed clinics and cardio tennis classes, busy professionals who can’t commit to a specific time every week have the opportunity to drop in when their schedule allows. For those seeking a more structured experience, USTA leagues allow for weekly practices and matches.

Kline touts the clubs’ ability to individualize programs for players of all ability levels and confidence. Some prefer private lessons, while others enjoy taking lessons with a friend. A machine that holds 350 tennis balls is available for rent by the hour for those who would rather practice solo.

“My job is to pair people with the right level for them. Our goal is to get our beginners playing as fast as possible so they can start enjoying the game,” said Kline. “We have beginners in their 60s out there having a blast. It’s never too late to start.”

blairwood.net
louisvilletennis.com



Heather Hise is communications & public relations specialist for Goodwill Industries of Kentucky.



The indoor courts at Louisville Tennis Club and Blairwood are resurfaced every two to three years to keep them in the best possible condition.

budding professionals, clay courts allow them to train in becoming more competitive with European players who have long been accustomed to playing on the surface.

“Training on clay is where it’s at,” said Kline. “The points are slower and last longer,

so players really have the chance to develop their game and do more with the ball from a physical and tactical standpoint.”

A point of pride for the clubs are the players who have developed there – many of whom have signed with NCAA Division I teams and attend college on tennis scholarships. But now, LTC and Blairwood are focusing on recruiting entry-level players who have never played before or have limited



Moving the Ship in

It's noted in the top 33 festivals in the country by *Paste Magazine*; it's one of the top 101 things to do in America according to *SPIN*; it's the Forecastle Festival, and it also happens to be headquartered in a small house at the edge of the woods with only a gravel driveway.

JK McKnight, the festival's founder, wouldn't have it any other way.

It started out as a hobby, according to McKnight, with mostly local bands playing at Tyler Park in 2002, and has grown into a phenomenon, attracting more than 75 artists and nearly 30,000 fans of music, art and activism from across the nation.

The inaugural event was a grassroots, organic effort. A free, outdoor summer festival arranged to celebrate the Louisville music community and encompass the meaning of Forecastle: a place where people could come together and relax in a very family-

The 10th Anniversary of Louisville's Forecastle Festival offers up a mega dose of music and art with a special attention to activism.

like hospitable atmosphere. Everything was donated and the talent performed for free. The event cost less than \$500 to produce, and McKnight was 21 at the time.

"I was focused on making my own music and showcasing other Louisville musicians in the beginning," McKnight said. "I just wanted us to have a platform to share our talent and art with the community. I was also obsessed with all things nautical and knew the name Forecastle was perfect to describe what I wanted to do."

The next year, McKnight recruited sculptor Mike Ratterman to head up a showcase of local arts groups. Ratterman recruited 30 local artists to exhibit underneath Tyler Park's limestone bridge for a unique visual experience. About a dozen environmental and socially conscious organizations were present as well, establishing the event as more than a music festival and creating a new format for Forecastle: Music.Art.Activism®.

Momentum was building and McKnight realized something unique was coming together. Working to regionalize the event in 2004, Forecastle Festival became the largest gathering of musicians, artists and activists the city had ever seen. Forecastle moved to Cherokee Park in 2005 and became the first festival in over a decade to be held at the historic landmark. The first corporate sponsors came on board that year, and more than 5,000 people attended – a park record.



the Right Direction

Photo: Willie MacLean/BirdsEyeFoto

“I was blown away by the success we had,” McKnight said. “But I knew we could grow even more, and that’s when my vision of holding the festival at Waterfront Park was born.”

The event was growing fast and so was its complexity.

“People don’t realize how difficult it is to book a festival. Everything in the world is based on relationships, and there are as many as three levels of relationships to go through when securing a band,” he said. “Artists are all over the world at any given moment, so getting them all to be in Louisville at the same time is no small feat. We were at the point of bringing in more than 50 acts – that’s 150 levels to work through. We knew it was time to join with a talent partner to provide the best quality possible.”

That partner was Production Simple, a Louisville-based concert and event company that began working with Forecastle in 2006, making the festival multi-day for the first



Grace Potter of Grace Potter and the Nocturnals

Photo: Forecastle Media Team

time. In 2007, Forecastle moved to the waterfront at the Belvedere.

“I knew we could do it, I just had no clue it would be that large that fast,” McKnight said.

“I was truly amazed, but ready to continue pushing towards our main focus of supporting environmental and sustainability issues in conjunction with great music and art.”

He was moving closer to the vision he first had at 14 years old: to create a foundation that would donate to a specific environmental cause and make a change in the world.

“During our park days, we showcased every activist issue and let anyone exhibit,” said McKnight. “We were ready to strictly focus on environmental, sustainable and active-lifestyle causes, making Forecastle the first festival to actively market those specific issues as an integral part of the event.”

By 2008, the festival was receiving major national media attention and the format was again changed to a three-day “Festival and

Louisville-born, internationally renowned My Morning Jacket is set to headline this year's Forecastle X.



Photo: Forecastle Media Team



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Symposium” on the Riverfront.

The symposium format allowed Forecastle musicians, artists and environmentalists a chance to meet with leaders in their industry, as well as expand their own skills, showcase their causes and build new partnerships.

This began a string of the most successful festival years for Forecastle, ushering in a partnership with Nederlander Entertainment – one of the country’s oldest, largest and most experienced operators of live theatre and music. The festival also won acclaim with inclusion in “Top 15 Outdoor Festivals in the Country” by *Outside Magazine* and “Top 10 events in the state” by the Kentucky Tourism Council.

Forecastle 2010 was a breakthrough year. It was the first time the festival was held at Waterfront Park, where a crowd of 30,000 attended shows by internationally renowned

bands like DEVO, The Flaming Lips, The Smashing Pumpkins, SPOON, and Widespread Panic.

founder of A C, what huge potential and growth opportunity we would have if we partnered with them.”

Photo: Willie MacLean/BirdsEyeFoto



“Because of all this momentum, we caught the eye of AC Entertainment, the producers of Bonnaroo, Moogfest and more than 750 concerts throughout the year,” said McKnight. “I knew the first time I met Ashley Capps,

McKnight is now employed with A C Entertainment, and he continues working to make Forecastle a top festival in the country as well as develop the activism arm of the event, the Forecastle Foundation.

Proud to help our community glow.

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The Forecastle Foundation is a non-profit organization that will be the central focus of Forecastle activism, promoting local environmental education and international conservation.

“The Foundation will give us an opportunity to narrow our focus to a single issue, that we consider to be at the forefront of concerns in the 21st century,” he said.

The Foundation’s focus is on the earth’s final remaining “hot spots,” areas of extreme biological diversity that encompass only 2.3 percent of the earth’s surface, but account for more than 50 percent of all plant and animal life. Hot spots play a vital role in regulating world temperatures, as well as providing a number of necessities most Americans use on a regular basis, including food, medicine, paper, detergents, cosmetics and countless other products.

Deforestation, illegal hunting, pollution and a plethora of other factors are endangering these hot spots. Through education, conservation and fundraising, the Forecastle

McKnight has recruited like-minded individuals from small business owners and local food movement leaders to outdoor festival gurus and individuals from the Environmental Protection Agency to comprise the first board of directors for the Forecastle Foundation.

“We have 25 board members in place,” added McKnight. “Each individual involved knows that we depend on the third world every day, and there’s a balance we must strike. It’s this board’s mission to get that knowledge out there and fight to keep these areas of the world safe.”

The Foundation also will serve as a platform for schools and businesses to learn about sustainability and conserva-



Forecastle X Lineup
The 2012 event marks the 10th year of the festival, which began in 2002 as a small, free outdoor neighborhood event celebrating the Louisville music community. Since then, it has evolved into the one of the country’s premier multiday summer festival destinations focusing on music, art and environmental activism. This year’s lineup serves as a testament to the festival’s tremendous growth. Bassnectar and Wilco will join My Morning Jacket as headliners of the three-day event which will also feature Andrew Bird, Girl Talk, Atmosphere, Neko Case, Sleigh Bells, A-Trak, Clutch, Flying Lotus, Galactic, Preservation Hall Jazz Band, Dean Wareham Plays Galaxie 500 and many others.



The Forecastle Festival Crew with Captain JK McKnight.

Foundation hopes to secure the future of these locations, ensuring a vital piece of the health of the planet for years to come.

tion. At the festival, the Foundation will showcase global efforts that are a result of collaboration with musicians, artists and attendees. Some partner groups include Conservation International and World

Wildlife Fund among others.

One way activists can partner with Forecastle is through the Ambassador program which, when it goes public, will offer individuals a chance to personally align with the Foundation and be a part of contributing to up to three zones per year. Forecastle Ambassadors will receive updates, quarterly reports and opportunities to visit the hot spots with the board of the Foundation. Community events, concerts and

other festivals will also be hosted throughout the year to raise awareness about the mission and recruit new members.

With growing crowds, higher-profile performers and a swelling social conscience,

Forecastle founder JK McKnight

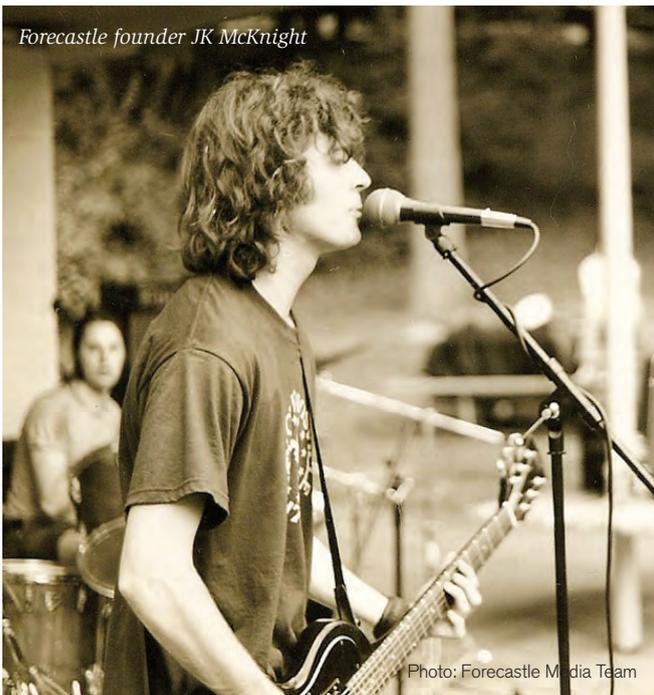


Photo: Forecastle Media Team

to feature Louisville's own My Morning Jacket as the headliner.

"My Morning Jacket and their families have always been huge supporters of Forecastle, and we are thrilled that the stars have finally aligned and they will be headlining with us," McKnight said. "It took a while to happen, but all of us are so excited that it has – especially on the 10-year anniversary."

And without supporters, McKnight is well aware that none of this would be possible.

"Forecastle has been built on the tireless support that my parents, sister and brother-in-law and countless other volunteers who work hours on end have given

Fore-cas-tle (f'ok_sol) n. - A superstructure at the bow of a ship where the crew is housed. Hard at work in the unruly sea, a place workers gather to unwind after a hard day of labor. A place where the people come together.

A celebration of sights, sounds and sustainability, Forecastle connects travelers north, south, east and west. Merging entertainment with education, Forecastle inspires a voyage of personal growth and global change.

because of the love they have for the festival," he said. "We truly have a Forecastle Family, and I couldn't do it without them."

The Forecastle Festival, dubbed Forecastle X, will again set sail at Waterfront Park this year, July 13-15, 2012, with a lineup sure to knock your socks off. To purchase tickets or find out more about the Festival, including the Forecastle Foundation.

forecastlefest.com.



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

Forecastle is coming into its own. And what better way to kick off the 10th anniversary of the river city's hometown music festival than

built on the tireless support that my parents, sister and brother-in-law and countless other volunteers who work hours on end have given

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Motivated Job-seekers Only

Attracting average teachers is not the mission of Louisville-based non-profit Teach Kentucky; founder and program director Rowan Claypool hopes the program will continue to attract exemplary teachers and create life-long Kentucky residents.

Unlike other new teacher recruitment programs like Teach for America, Teach Kentucky aims to recruit people who are serious about a life-long career in education.



Austin Allain, Washington & Lee graduate, Massachusetts native, Assistant Principal Western Middle school, former middle science teacher, JCPS.

“Teach for America is really about a two-year tour of service and then going into something else,” Claypool said. “Teach Kentucky is about recruiting people that are really committed to pursuing education as a profession. It shares the kinship of appealing to the same demographic group, but for a very different outcome.”

Teach Kentucky’s mission is to “recruit and attract highly motivated young people

to teach in our public schools, thus enhancing the quality of education for our students and enhancing our civic life by retaining these young teachers in Kentucky.”

Recruiting now for its 11th class of teachers, the organization has roughly 70 teachers placed in Kentucky school systems, primarily in Louisville and its surrounding communities. Through a rigid selection process, Teach Kentucky sorts through more than 200 national applicants to select approximately 20 highly qualified young people to enter the program.

Those selected by Teach Kentucky earn a Kentucky certification and are required to obtain a master’s degree. Beyond formal certifications and degrees, Teach Kentucky ensures that its recruits become fully engaged in the local scene.

“Because they are making a more extensive commitment, we make a more extensive commitment to get them connected and engaged with the community,” Claypool explained. “We view them as new long-term residents in Greater Louisville.”

And the hard work to get Teach Kentucky teachers imbedded in the community has paid off. It boasts a 70 percent retention rate to the local school systems. Only 15 percent of participants leverage their Teach Kentucky experience to teach elsewhere. Claypool said the reason people typically leave the state is because they are with a significant other.

Participants in Teach Kentucky make a two-year commitment, which usually begins with starting a master’s program in June and teaching in mid-August. The recruits work full-time while taking classes, in addition to

Teach Kentucky, the brainchild of Louisville native and Yale-alum Rowan Claypool, recruits the nation’s best teachers to staff local schools and occupy the local community.

summer coursework.

“Almost all of our candidates are one or two years out of college, it’s people in their early 20s,” Claypool said.

Being young and relatively unattached is beneficial, as is having a “real genuine desire to be a teacher,” he added.

Once in the program the going can get tough, but that is why community support is essential.

“They’re never going to be alone,” Claypool said. “There are multiple layers of support and connections, so a 20-something can move to town with confidence and know they’ll be connected and supported. Louisville is an attractive place to live. Once people get here and see the advantages, staying long-term makes sense.”

Another benefit the young teachers get is continuing, non-traditional education to supplement their master’s programs.

“We provide them with informal wisdom that’s essential to being a successful teacher,” Claypool said. “We run a Teach Kentucky summer institute, which is 40 hours of professional development focused on the challenges that a young teacher will encounter their first year.”

Teachers are placed in schools across Louisville, with the majority heading into Jefferson County Public Schools.

“We also work with districts that are near Louisville, and they’re dramatically different. They’re much smaller with a very different kind of student population,” Claypool said, adding that most teachers seek out JCPS specifically to take on the challenges presented in an urban setting. “Jefferson County has all of the challenges that you would ever want. And yet, because it serves the whole county and it has political and social support from residents in the county, it has the prospect of succeeding where most large urban districts don’t.”

Beyond the typical traits sought out in good teachers, Teach Kentucky now is specifically pursuing teacher excellence in the science, technology, engineering and math categories (STEM).

“We have the Teach Kentucky challenge for people that teach middle and high school math and/or science,” Claypool said. “For the last six years, we’ve had a lot of discussion about our society and our economy needing people that are proficient in this discipline, so we’re really targeting people who can teach in those areas.”

Scholarships are offered to teachers who score high in these areas on national proficiency tests.

“We are really trying to do something that is addressing the needs,” Claypool said. “School systems don’t just need teachers – they need good ones.”



Joe Franzen, Washington & Lee graduate, Pennsylvania native, high school integrated sustainable agriculture/social studies teacher Fern Creek Traditional High School, JCPS.

So far, the efforts of Teach Kentucky are working.

“I think we have a great working partnership with all of the local school districts, and we are a very positive contributor of good quality talent,” Claypool said.

Although there is no way to obtain data about student test scores and how they specifically relate to individual teachers, Claypool believes that Teach Kentucky teachers do well in this area and also assume leadership roles in their respective school systems.

“In an early stage they’re taking on leadership roles within their schools,” he said. “We think that this is a group of strong leaders. They’re young, and they’ve got to get their feet on the ground and be good teachers first, but they’re ambitious and motivated.”

He added that the youngest assistant principals in Shelby and Jefferson counties are from Teach Kentucky.

“They’ve been able to accomplish it as quickly as it can be accomplished,” he said.

In addition to Teach Kentucky, Claypool created a summer internship program for 30 Yale students a year called Bulldogs in the Bluegrass. It also aims to attract intellectual talent to the area.

“The genesis is that every city is trying to figure out how to attract talent,” Claypool said. “We need to have specific, coherent and constructive initiatives that include a job, a connection to the community and a meaningful purpose.”

For more information on Teach Kentucky and all of its programs, visit teachkentucky.com.



Abby Laub is a writer for BG Magazine. She can be reached at editorial@lanereport.com.



Sarah Yost, Colgate graduate, New York native, middle school Language Arts teacher at Westport Middle School, JCPS.

Photos courtesy of Teach Kentucky

How Do You Derby?

My love for Derby started in kindergarten when I spent weeks crafting a broomstick “horse” for the annual running of the Anchorage Kindergarten Derby. In grade school, I celebrated at Thunder Over Louisville, Chow Wagons and the Great Steamboat Race.

Derby was a time to reunite with old friends and introduce new friends to Louisville during my college years. More recently, one of my favorite Derby Traditions has been the post-Derby party at the Pendennis Club. Last year, the Jimmy Church Band

entertained guests of all ages as we danced the night away celebrating Louisville’s favorite time of the year. I am gearing up for Derby this year by creating delicious baked goods through my new business, Channing’s Cakes & Cookies. Look for “Kentucky inspired” treats made with bourbon, pecans and mint julep flavors on my website, chaningscakesandcookies.com!

– **Channing Underhill**,
Northwestern Mutual

Every religion has its holy days, and as a born-and-raised Kentuckian, Derby is one of mine. No matter what continent, state or outpost I called home, the first Saturday in May mandated a pilgrimage back to the Bluegrass. Annually, an unruly herd of childhood playmates, sorority sisters and long-distance friends gathers to drink juleps, eat grits and break biscuits around our family’s dining room table. Southern hospitality is our tradition – instilled, often indulged, and ultimately inherited from my parents. Derby is a rare and precious experience; a privilege to be shared by those who call this region home. I relish in my opportunity to serve as ambassador to the greatest two minutes in sports – expert of the exacta box, last-minute milliner and trainer-in-training for every thoroughbred to sniff victory in the paddock. During the 2011 Derby, I decided to move back to Louisville and this year I look forward to hosting friends around my own dining room table. I’m excited to tip hats with Derby veterans and see the watery eyes of new visitors during their first playing of “My Old Kentucky Home.” For two minutes, the world stops and watches the pursuit of greatness, and that’s a tradition that is certainly not just for the racehorses.

– **Meredith Siemens**,
Greater Louisville Inc.



Channing Underhill and her friends have fun at a Derby celebration.



Meredith Siemens with a signature Derby cocktail near the Churchill Downs twin spires.

Louisville's favorite time of year is the Kentucky Derby. Parties, festivals, fundraisers, fireworks, and the most exciting two minutes in sports bring the world's attention to city of Louisville. Young professionals share their favorite traditions for celebrating.



Jesse Dunbar sporting the "right attire" at the Kentucky Derby.

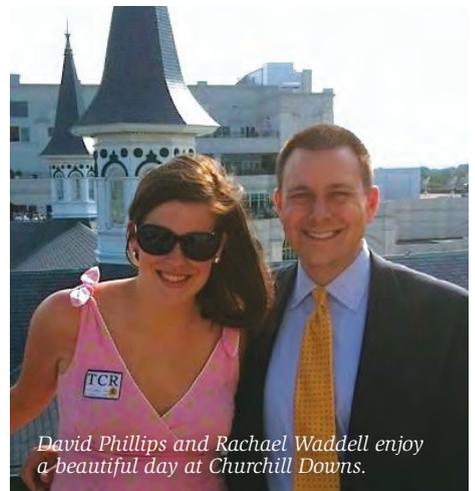
tailored jacket with the bow tie topped off with the perfect hat, I plan on making a statement. Before heading off to the races, we are sure to enjoy brunch at North End Café, where the home-style potatoes and scrambled eggs are excellent. My Derby officially begins by enjoying a Mint Julep and a rowdy chorus of "My Old Kentucky Home." Most importantly, no matter how many bets we lose at the track, Derby must be spent with those who we enjoy the most. The Derby experience is a celebration of our traditions and our most treasured friendships.

– Jesse Dunbar,
Freelance Contractor

In Kentucky, we respect our traditions, and as a native of Louisville, I keep my Derby activities both classic and timeless. Before taking part in any Derby festivity, a true Kentucky gentleman must sport the right attire. From the

Without a doubt, my favorite Derby tradition is morning brunch. There's no better way to start the first Saturday in May. Over the years, the participants have changed, but the tradition remains. Southern hospitality essentially requires a huge spread when any brunch is taking place: Governor's Egg, Apple wood-smoked Bacon, fresh fruit and coffee must be on the menu. It's tough to beat Southern fare, but the company always seems to trump the food. Dressed in Derby attire, everyone is in a great mood despite starting the day so early. And conversation inevitably revolves around the contenders, reminiscing about previous Derby days and what to expect from the day ahead. The only ingredients I need for the perfect Derby brunch are my family and friends, some great Southern food, and of course, an Old Fashioned or two for good measure.

– David Phillips,
SinglePoint Solutions



David Phillips and Rachael Waddell enjoy a beautiful day at Churchill Downs.

by Robert Hadley

Some leaders are quick to leave their mark on an organization by suggesting they've inherited a disaster that needs repairing, but Cynthia Knapek, newly minted president of the Leadership Louisville Center, is not that kind of leader.

"I did not inherit a broken organization," Knapek said. "It's a very strong organization that allows the possibility to just say, 'well, what would I like to go in and grow?'"

Possibility may be the operative word when it comes to predicting what's next for Leadership Louisville under Knapek's command. She points out that her counterparts at Greater Louisville Inc. are fond of calling Louisville the "Possibility City".

If It's Not Broken, Make It Better

Cynthia Knapek welcomes possibility and opportunity as the new president.

"I think there's something to that," she said. "I think this town has a lot of opportunity, both for individuals and for us collectively as a city. We have a new mayor who is focused on innovation, so we can capitalize on that and create a feeling of innovation and entrepreneurship here, and I think we're on the verge of (realizing) that."

Knapek earned a master's degree in higher education administration at the University of Louisville. "I was really interested in the work that goes on behind the scenes to run a university, so I was thinking that might be where I ended up," Knapek said.

Realizing that the local market offered a limited number of jobs in universities, and wanting to stay close to her parents and siblings (she's the oldest of six children),

Knapek instead began working at a bank, but it didn't last long.

"I left the bank because my father had always told me that you spend so many waking hours at a job, so it's that old adage that you really need to love what you do," she says. "It didn't answer that 'Gee, do you really love what you do?' question."

Two mentors at Assumption High School also played a role in propelling her toward her next jobs. Mary Lee McCroy, Knapek's AP-English teacher, and Mary Robert Ralph, who taught religious education.

Based in part on the influence of those early mentors to reach beyond the status quo, Knapek found herself drawn to civic involvement and became active in student government at Assumption.

"I felt inspired by the idea that whatever the organization is, whether it's your school or your city or your business, that the individual has not just the ability, but the responsibility to advance things forward," Knapek explains.

Knapek was able to put that impulse to good use in her next job at Brightside, the city's long-running beautification program. Right away, she realized government and private-sector jobs rely on different methodologies, despite their similar missions.

"In government, there's very little defined authority," Knapek says. "Whatever your project is, it's not likely to be just your project. It is likely to involve two or three other departments that have a part to play in that project."

Leadership Louisville, like many private-sector entities, operates in a much easier-to-manuever landscape, Knapek says.

"If we want to form a partnership, then we can do that," she said. "If we have the capacity to do something, and we see the idea and the opportunity, then we pursue it."

Although the speed from idea to implementation is faster in her current position, the soft skills she mastered in earlier roles – including serving on the boards of YPAL and Gallopalooza – honed the core skills Knapek now brings to Leadership Louisville.

Knapek prioritizes team-building in addition to her more typical skills like project management, but that's no easy task, even when you operate in the nimble world of the



As the new president of the Leadership Louisville Center, Cynthia Knapek plans to keep community leaders informed and encourage more participation in local government.

private sector. So, how does she accomplish these goals?

"I have always been able to get people, even traditional adversaries, together at the same table to talk about what we have in common and how you [can] use that to move things forward," Knapek says. "Everyone has to feel like 'this is my baby, and I want it to be as successful as you do.'"

Knapek seems confident that this approach will work in the top spot at Leadership Louisville, particularly when it comes to the community's most pressing issues: economic development and job creation. Early on during her work in government, Knapek says she learned that decisions get made by people who show up, so part of her mission will be to get more people to participate in community government.

She also learned that the people who show up need to be informed about the issues in order to make good decisions.

"That's the second piece of the puzzle that Leadership Louisville hopes to provide," Knapek says. "Not necessarily an advocacy role or to lobby one way or another, but it is our job to make sure all of our community leaders are fully informed about the pros and cons of the issues."



Robert Hadley is president of IABC-Kentucky and a writer for BG Magazine.

by Abbie Gilbert

Action-Packed Association

YPAL events start 2012 off right.



The Young Professionals Association of Louisville (YPAL) has had a successful start to 2012. We debuted the Healthcare Speaker Series, hosted a Homebuying 101 event and continued an education initiative to learn more about the Metro education system from Louisville-area school officials and JCPs principals.

In February, YPAL hosted the annual Young Professionals Day at the Capitol, where young professionals from Lexington and Eastern Kentucky joined YPAL members to meet and mingle with legislators. The group enjoyed getting to know one another and finding out more about the legislative process.

From the upcoming Women in Healthcare Speaker Series event to the first installment of the YPAL Legal Series, March

is another action-packed month for the organization. On March 2, YPAL, along with the Louisville Urban League, continued its five-year involvement with the Brightside Green Tie Bash. The event supported Brightside's mission to beautify the city and foster community pride.

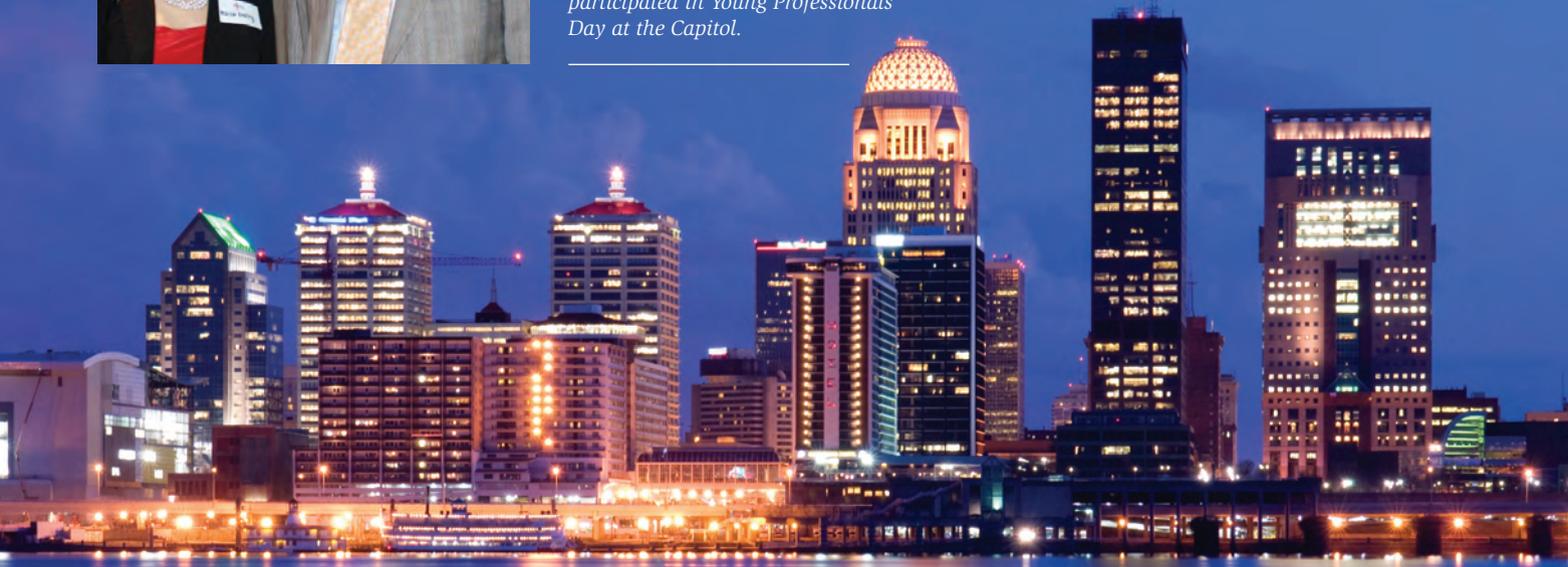
Want to hear more about upcoming YPAL events? Visit ypal.org to check out our monthly calendar and sign up for our Weekly Update email.



Abbie Gilbert is president of YPAL and corporate and employer relations manager at University of Louisville.

Top: BG Advisory Board members Abby Shue (left) and Meghan Mando (right) attend the Brightside Green Tie Bash.

Bottom: Marlow Reidling and Geoff White participated in Young Professionals Day at the Capitol.



by Heather Hise

Putting down roots: Drs. Erica and Brad Sutton

They've only been Louisvillians since September, but Drs. Erica and Brad Sutton are already feeling right at home.

"We feel more connected here than we did after a decade in Baltimore," said Brad. "Baltimore is about the same size, but Louisville feels much smaller. Everyone has been

friendly and welcoming."

"The city has a personality – young and vivacious," Erica added.

The two came to Louisville by way of The Johns Hopkins University, where they met in medical school. Erica is a general surgeon specializing in minimally invasive surgery,

while Brad focuses on cardiac electrophysiology.

"We both wanted jobs in our respective fields, and there are a limited number of universities in the country that can accommodate two specialists," said Brad. "That is a testament to what Louisville is doing – that they had jobs for both of us."

Also top of mind were their children, Gabrielle, 3, and Julian, 2, who attend Whitefield Academy.

"It was time to come closer to our own families and a community that embraces family," said Brad.

Hailing from Mt. Vernon, Ind., Erica attended Indiana University where she was homecoming queen, spent a semester in Italy, and graduated with a triple major in psychology, chemistry and math.

A native of Indianola, Iowa, Brad attended Eureka College, a small liberal arts school in Illinois, where he played on the tennis team and was involved in acting and singing. He was a biology major and minored in philosophy, religion and chemistry.

The Suttons both are faculty members at the University of Louisville, and Brad practices primarily at Jewish Hospital. Erica runs the surgical simulation center at University of Louisville, where she puts her advanced skill set in laparoscopy to good use.

"I've wanted to be a surgeon since high school," said Erica. "Now, as a teacher, lives depend on how well I teach someone to be a surgeon. I take seriously who I influence in that way."

Brad's path to medicine began after high school when he considered joining the Peace Corps, but instead decided to try pre-med courses in college. After working in a Zimbabwe hospital, he knew medicine was his calling.

"Originally I wanted to go into public health, but then I fell in love with cardiology," said Brad. "The specialty is a nice combination of using my brain and my hands."

The Suttons came to Louisville by way of The Johns Hopkins University, and they are now faculty members at the University of Louisville.





Photos by Benjamin Couch Payne

The Suttons describe Louisville as young, vivacious and a wonderful place to raise a family.

More recently, Brad has become interested in the business side of healthcare. Last year, he earned an MBA in medical services management and is now working with the University of Louisville College of Business to develop a health sector concentration.

“Eventually, I’d like to take a larger role in administration,” said Brad. “One problem with every health system is that the people who know the financial side and the people who know the clinical side don’t necessarily speak the same language, or have the same priorities or concerns. I would like to bridge the gap between the two sides.”

Erica and Brad have traveled extensively throughout the world, including healthcare-related stints in India, Africa and the Caribbean. They were also involved in community development through the Baltimore YMCA, leading kids’ softball leagues and camping trips. Erica founded the James Earl Hart Foundation, named after her grandfather, to deter the development of youth violence.

“Surgery is what I’ve always felt I should do to help people who are sick, but along the way I learned other things that are important to me as a mother, sister and daughter,” said Erica.

With busy careers, Erica and Brad find relaxation in running – especially as the

train for the Derby Festival mini marathon. They’ve also worked their way up to becoming “almost average skiers,” a sport they had a chance to practice during a recent vacation to Lake Tahoe. Sometimes date night includes the kids if it’s been a particularly busy week at work and they haven’t spent much time together as a family.

“Erica is good at building memories,” said Brad. “She plans things for us to do with the kids so we’re living through unique experiences

– not just going to work, going home and doing it all over again. She’s good at ‘mobilizing the troops’ to have experiences.”

While they’re still learning their way around Louisville, the Suttons are helping recruit

other physicians from Johns Hopkins to the area. Their efforts have essentially given them a crash course in learning Louisville’s most popular restaurants, neighborhoods and attractions that have the power to lure some of the best doctors in the country.

“This is a wonderful place to raise our family,” said Erica. “It’s also been an excellent place to start our careers. I can see being happy here for a long time.”

Erica and Brad have traveled extensively throughout the world, including healthcare-related stints in India, Africa and the Caribbean.

Young Professionals Association of Louisville

Remember the old adage, “It’s not about what you know, but who you know”?

As the premier networking group for young professionals, YPAL **connects** its members with prominent community leaders, key Metro decision makers, and other ambitious and passionate 20-and-30 somethings. Join YPAL today and begin rubbing elbows with some of Louisville’s present and future “people to know”.



www.ypal.org

by Mariam Williams

For Lauren Chitwood, everything about college – including the parties – was a wise investment. She obtained a degree in integrated strategic communications from the University of Kentucky, where she served on the development board and organized large fundraising events. And as a member of the sorority Alpha Delta Pi, Chitwood attended and planned numerous parties and made lasting connections to many women who would later become brides.



Photo courtesy Lauren Chitwood Events

Lauren Chitwood opened her event planning and design company, Lauren Chitwood Events, in Louisville in 2008.

Approximately 55 percent of business at Lauren Chitwood Events, an event planning and design company in Louisville, is bridal. The rest of Chitwood's business comes from corporate or personal social events that can be just as elaborate as a wedding and reception. The company has gone from producing five to 10 events per year when it opened in 2008, to putting on 25 to 30 high-end events per year.

Despite the stereotype, Chitwood, 26, says she hasn't encountered any bridezillas. "The hardest thing that anybody has to deal with is managing expectations. If something is tense or uncomfortable, it's usually because expectations have not been managed appropriately," said Chitwood.

As president and designer at Lauren Chitwood Events, Chitwood maintains intimate knowledge of her clients' preferences. At a wedding she planned and designed in 2009, for example, she had the Louisville Cardinal mascot make an appearance.

"These clients were tremendous fans of the university. I thought, what better way to surprise your guests than to have the college mascot show up at the reception? There's something special about knowing clients well enough to make those recommendations and decisions that you know will just put them through the roof," said Chitwood.

Seeing her clients' elation is the best part of the job for Chitwood. "I love the moment where everything's ready, and I walk the client

Designing Eventful Expectations

through their party before anybody's there. It just gives us the opportunity to see them thrilled, and for them to see all the things we did that they didn't expect," she said.

A full-time salaried assistant planner, one in-house florist and a designer, comprise the team at Lauren Chitwood Events. Their in-house production makes them stand out from other event planners; Chitwood doesn't hand the design and production off to a contractor. Linens, lighting, décor, custom furniture, floral design – everything that makes an event unique to a client's taste and personality – Chitwood's team creates in their production facility. She also coordinates with photographers, caterers and several other vendors and is in charge of logistics and post-event tasks like budget reconciliation.

Chitwood decided to open her own company on a whim. She was prepared for a career in advertising and public relations, but there weren't many agency jobs at the time.

Chitwood said she was naive about financing and cash flow for startups. She had fantasized about a business just large enough to cover the bills and her initial overhead was low, but when she had the opportunity to grow, she took it. She hired an employee and opened an office and production facility outside of her home.

Her business continues to evolve alongside her home life. Chitwood and her husband had their first child, a daughter, in November.

She's currently considering how she wants her business to grow. She's also focused on obtaining corporate clients who may have downsized their in-house event planners during the recession.

"I want my business to continue to grow and maintain my reputation with a high level of service, but I first want to fit my family's needs right now. That's the challenge of small businesses wherever you go. It's continuously evolving," said Chitwood.

Into the Fire: Forge Hammers Out Collaborative Environment

Adam Fish, 25, came to Louisville in 2009 to pursue degrees in business and medicine at University of Louisville. But after a year in the MD/MBA program, he knew he didn't want the life of a physician.

He graduated from University of Louisville with an MBA in August 2011. An internship during the summer of 2010 at Chrysalis Ventures' headquarters in Louisville pointed him toward working with startup companies and entrepreneurs. While at Chrysalis, he met Matt Winn, who, along with Todd Earwood, co-founded a networking group for entrepreneurs and innovators in 2007 called Forge. The group died out after a year or so, but at Winn's suggestion, Fish revived it in 2010.

Working with Chrysalis, he said, was beneficial because it allowed him to connect with a diverse group, while other artists and innovators struggled to connect to those around them. Other cities had go-to places and events where creative types could find each other regularly. Fish knew Louisville had the critical mass to support that kind of culture, but for some reason, it wasn't happening. He wanted to define a startup culture in Louisville. "[Something] similar to what you would find in Boston, Boulder, Austin or Silicon Valley, where entrepreneurs can easily reach out to others and share this kind of bond," he said.

What has developed is a community of innovators with interests and careers in diverse industries.

"It's an organization designed to promote innovation through the intersection of art and technology," he said. Instead of targeting localized small businesses or lifestyle small businesses, Forge focuses on the types of innovation, technology or business that would garner outside investment.

Fish spent a part of his career in independent filmmaking, during which he noticed a crossroad between artistic and business pursuits.

"Bringing new products to market, creativity, hard work...the experience is very similar," he said.

He was also inspired to link the art and entrepreneurial communities in Louisville by South by Southwest (SXSW), an annual festival in Austin, Texas, celebrating art, technology and innovation.

Forge exists both as an online social networking site and blog at ForgeHQ.com, as well as quarterly events which feature a speaker, food, drinks and networking. Forge currently has about 530 members, most of whom are entrepreneurs, investors, founders or other startup employees, and Fish is reaching out to more artists and tech developers. Louisville artist and arts



Photo by Benjamin Couch Payne

blogger Cameron Deeb made a presentation about his work at a recent Forge event.

"Attendees just want to be around people who are doing something or making a change," he said. "Forge events get them in the same room and allow them to interact."

Fish hopes Forge will be the city's entrepreneurial culture hub. And while he works to accomplish that mission, his current income is from his videography work. And he is closing out the investment capital stage for Roobiq, a technology company he co-founded in 2011 that will develop patent search and analysis software.

As "chief advocate" and co-founder of Forge, Fish eventually wants the group to host large, regional event that would become the go-to event for innovators throughout the Midwest.



Mariam Williams is a writing, communications and research consultant for Research Works.



Hola Taco Punk

First, let me say that I am not traditionally a taco person; especially when it is of the soft category. My formative experiences with tacos in a couple of local elementary school cafeterias left me with a lasting appetite for the crunchy beef variety.

That said, I was impressed with the offerings of NuLu's newly opened eatery, Taco Punk. Located at 736 East Market St., Taco Punk is former 610 Magnolia chef Gabe Sowder's answer to the question, "Can NuLu pull off a Qdoba without actually bringing in a Qdoba?"

The answer is, yes it can, and quite well as a matter of fact, judging by the menu and the size of the mid-week lunch crowd.

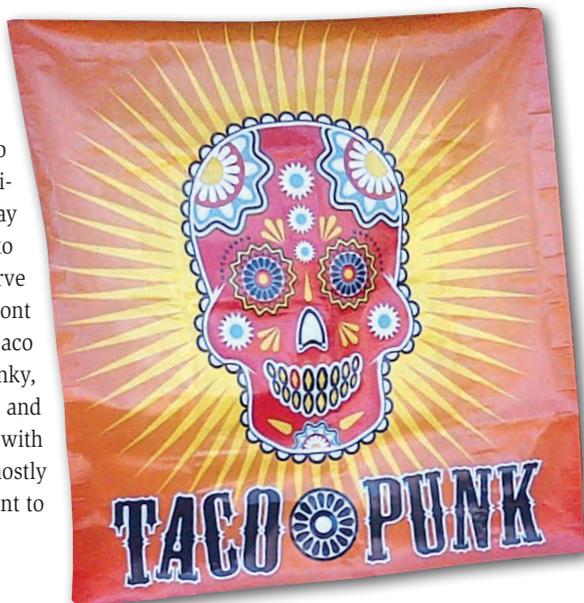
Sowder said the desire to transition from a career built on fine dining to a taco bar — especially one located in NuLu — was a no-brainer.

"After eight years at 610 Magnolia, I felt like I had nothing left to prove," he said. "I have a 6-year-old son I can spend more time with. With fine dining, you have to be there every minute of the day."

Since comparisons between Taco Punk and Qdoba are probably inevitable, we'll get those out of the way first. Like Qdoba, you wait in line to place your order, drinks are self-serve and the food is made-to-order in front of you while you wait. What sets Taco Punk apart are three things: the funky, urban-loft décor (exposed ductwork and beams, red floors and chrome stools with red vinyl seats), the ingredients (mostly from local growers with a commitment to

sustainability), and the magnificent salsa bar.

I was informed of the salsa bar by the young woman at the register. She mentioned it with a raised eyebrow and flash of eye, so obviously, I couldn't resist bellying up to this six-foot stainless steel counter. Diners have five main selections, including salsa roja, salsa verde, hot salsa roja, pineapple





Taco Punk recently opened in NuLu at 736 East Market Street.

Photos courtesy of Taco Punk

habanero and what is colorfully known as Gabe's Drain Cleaner.

I left the Drain Cleaner to more sturdy stomachs, and instead sampled the (mild) salsa roja and the unique pineapple habanero (how could you resist that name?). Each had a sit-up-and-take-notice quality suitable for a fine NuLu establishment. The pineapple habanero offered a fruity frontal assault followed by a slow burn that steps on the gas and doesn't let up until spring's in the rearview mirror.

But I digress.

My main course was the Americano, one of nine main menu selections that include pineapple pork, smoked chicken mole, chorizo and potato, Yucatan-style fish, and others. The Americano is about as traditional as you can get: grass-fed ground beef in a warm, soft-taco shell topped any way you want it from a selection including two types of cheese, red onions, jalapenos, guacamole and other traditional Mexican fare. The ground beef was warm and tasty, like comfort food should be.

Each of the main menu items is available alone or as a punk platter with chips, salsa and a side (sides include beans, rice and guacamole). A Light Bites menu offers Punk N Bean Soup, Smokin' Chick Tortilla Soup, Body

Surf Ceviche and Mixed Groupie Salad. Nightly specials (listed on the web at tacopunk.com) are available Monday through Saturday.

Taco Punk also serves beer (\$3.75 and \$4.75) and wine (\$5.75). Hours are 11 a.m. to 10 p.m., Tuesday through Thursday, and 11 a.m. to midnight on Friday and Saturday. The hours and the wine list make Taco Punk a viable alternative to the suburban taco bars for either a relaxing lunch or fun stop during a night on the town.



Taco Punk is a quick service gourmet tacos restaurant that uses fresh, local ingredients and offers a magnificent salsa bar.

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10 things we love...

by Stephanie Apple



Love the Lou? Love Us, Too!

Quick weekend getaways are perfect for a roadtrip that's still close to home. Check out a few of our favorites.

Cumberland Falls

Sometimes referred to as the "Niagara of the South," Cumberland Falls is a beautiful spot where the Cumberland River plunges 65 feet. Be sure to check out the moonbow schedule before you go.

parks.ky.gov Corbin, KY

Newport, Ky.

Home to Newport on the Levee and the Newport Aquarium, there's a lot of fun and excitement in this Northern Kentucky city. Festivals, hotels, restaurants and more can be found on the waterfront overlooking Cincinnati.

newportonthelevee.com
northernkentuckycvb.com

Bardstown, Ky.

Rich history and bourbon come together in Bardstown, a city which has been recognized nationally as one of the best small towns in America. With bourbon distillery tours, a dinner train, ghost hunting and My Old Kentucky Home, there's plenty to see and do in Bardstown.

visitbardstown.com

Natural Bridge

Hiking up to Natural Bridge in Red River Gorge is worth the journey. A sandstone rock bridge spanning 65 feet in height and 78 feet in length, Natural Bridge offers a beautiful view of Kentucky.

parks.ky.gov Slade, KY

Red River Gorge

Within the Daniel Boone National Forest, Red River Gorge has more than 60 miles of hiking, canoeing on Red River and cliff line that attracts climbers from across the country. The area is known for its scenic beauty and unique rock formations.

naturalbridgeredrivergorge.com
redrivergorge.com Stanton, KY

Land Between The Lakes

With plenty of hiking and scenic trails between Kentucky and Barkley lakes, Land Between The Lakes is the ultimate outdoor adventure. This popular attraction features 170,000 acres and 300 miles of undeveloped shoreline.

lbl.org Golden Pond, KY

Lake Cumberland

What would a summer in Kentucky be without a trip to Lake Cumberland? Offering ample fishing, camping, and of course, houseboats, it's the perfect spot for a large group of friends to reconnect. Mountain views, water views and plenty of sun make Lake Cumberland a favorite among Kentuckians (and Tennesseans, Ohioans, etc.).

parks.ky.gov Jamestown, KY

Downtown Lexington

A renewed focus on nightlife has transformed downtown Lexington into a great getaway for Louisvillians looking for a night out away from home. Upscale bars, restaurants and hotels can all be found within a few blocks, so no cab required.

downtownlex.com
visitlex.com

Owensboro, Ky.

With 25 festivals each year between April and December, Owensboro calls itself "Kentucky's festival city." Our favorites include the International Bar-B-Q Festival in May, and the Bourbon and Jazz Festival, one of the city's newest festivals, in June.

visitowensboro.com

French Lick

With two hotels, three golf courses, a spa, a casino and plenty of indoor and outdoor activities, what more could you ask for? Great year round, but even better in the summer.

frenchlick.com

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Louisville ItsPossibleHere.com



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