

MARKET REVIEW

of Greater Louisville and Southern Indiana 2012



2013 Ford Escape

**FORD'S \$1.2 BILLION INVESTMENT
ACCELERATES LOUISVILLE'S
ADVANCED MANUFACTURING STRATEGY**

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The Lane Report

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Kentucky Governor
Steven L. Beshear

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MARKET REVIEW

of Greater Louisville and Southern Indiana 2012

John Nation photo

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Published by



On the Cover: The new, improved Ford Escape will be produced at the Louisville Assembly Plant, which is Ford's most flexible plant in the world. A \$600 million investment allowed for a complete re-tooling of the plant and put the auto company at the forefront of advanced manufacturing. Photo courtesy of Ford Motor Co.



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BHG is a restaurant chain operating Malone's, Sal's Chophouse, Harry's Bar and Grill, Aqua Sushi, Regatta Seafood Grille, and Drake's.

Brian McCarty, Co-Owner of
Bluegrass Hospitality Group (BHG)

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Innovation Meets Tradition

Future growth of Greater Louisville and Southern Indiana builds on rich past



Louisville Convention & Visitors Bureau photo



Louisville Convention & Visitors Bureau photo

Above: The Muhammad Ali Center celebrates the Louisville native's life and legacy.

Left: Fourth Street Live! is a popular entertainment and retail district in downtown Louisville.

Right: In 2011, Beam Inc. celebrated the filling of its 12 millionth barrel of bourbon since the repeal of Prohibition in 1933.





John Nation photo



VisitMadison.org photo

Above: Madison, Indiana, has been called the most beautiful river town in America.

Left: Louisville's stunning skyline on the banks of the Ohio River projects the stature and success of a major metropolitan area.

Below: The Kentucky Center for the Performing Arts presents the finest in music, dance, theater and more.



Louisville Convention & Visitors Bureau photo



Louisville Convention & Visitors Bureau photo

Chris Denslow photo



Above: The Madison Regatta festival includes one of the nation's largest hydroplane and powerboat races, which takes place on the Ohio River.

Left: The pronunciation of Louisville is a popular topic of conversation among residents and visitors.

PEOPLE & PLACES



The Kentucky Derby, first run in 1875, drew a record crowd exceeding 164,000 fans on the first Saturday in May of 2011.

PhotosbyZ.com photo

Louisville Convention & Visitors Bureau photo



Louisville Convention & Visitors Bureau photo

Above: Kentucky-bred horses are known the world over for excelling in the show ring, on the racetrack and in other pursuits.



Bardstown-Nelson Co. Tourist & Convention photo



Above: Thunder Over Louisville kicks off the two-week Kentucky Derby Festival.

Left: Federal Hill in Bardstown, Ky., inspired Stephen Foster's beloved song "My Old Kentucky Home."

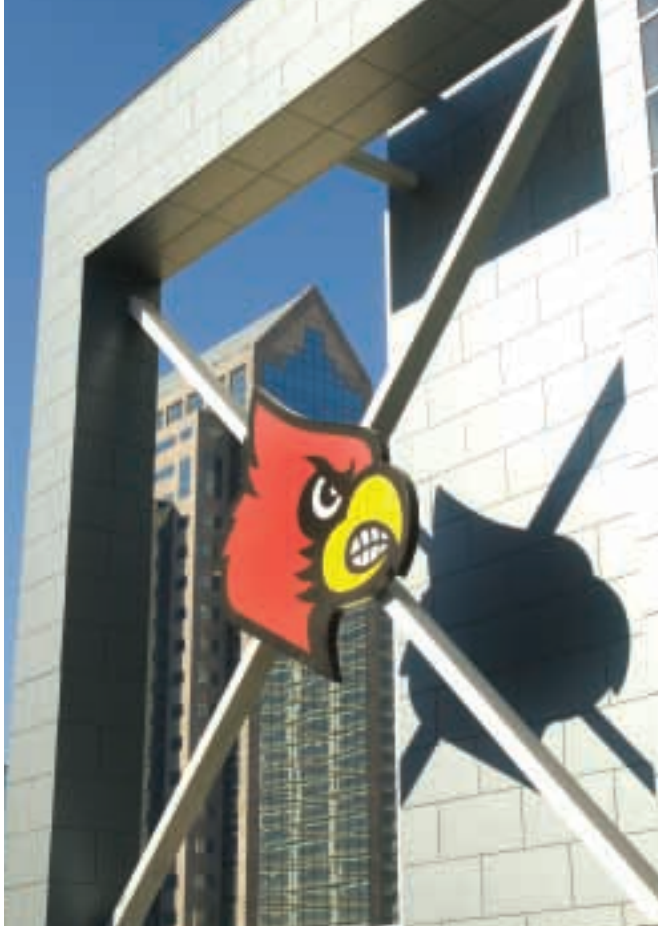


Above: Capacity crowds often fill the KFC Yum! Center for concerts featuring big-name performers and for University of Louisville basketball games.

Right: The UofL Cardinals evoke fierce pride among residents of the region.

Below: Many activities and events enable people to enjoy the Ohio River.

John Nation photo



Jonathan Roberts/Brightroom Photography photo



Left: Nearly 30,000 runners participated in the Louisville Triple Crown of Running in 2011.

Below: The KFC Yum! Center is the latest addition to the skyline of downtown Louisville.



Louisville Convention & Visitors Bureau photo

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PEOPLE & PLACES

Right: Businesses and residents of Southern Indiana take advantage of proximity to Louisville.

Below: Louisville's hometown heroes include Col. Harland Sanders of Kentucky Fried Chicken fame and television journalist Diane Sawyer.

Clark-Floyd Counties Convention & Tourism Bureau photo



Staff photo

KentuckyTourism.com photo



Above: The Abraham Lincoln Birthplace National Historical Park in Hodgenville, Ky., is the first memorial to honor the president, who was born in Kentucky.

Below: Campbellsville, Ky., in Taylor County represents numerous communities in the region that offer small-town charm.



Quadrant Photography photo

Above: The Belle of Louisville and the Spirit of Jefferson are steamboats that cruise the Ohio River.

Campbellsville.com photo





Above: The Bernheim Arboretum and Research Forest, located about 25 miles south of downtown Louisville, offers a unique connection to nature.

Left: Towns throughout the region hold a variety of festivals that draw large crowds.

Below: The Fall of the Ohio State Park in Clarksville, Ind., allows exploration of 386 million-year-old fossil beds.



Above: Louisville features numerous parks and scenic neighborhoods that enhance its quality of life.

Right: Visitors can watch Louisville Slugger bats being made at the Louisville Slugger Museum & Factory in downtown Louisville.



Southern Indiana's Economy Is Hot

Fourteen expansion projects and 700 new jobs in a year outpace national trends

WITH slow growth and cautious optimism tending to be the norm among national economic circles, the Southern Indiana counties of Clark and Floyd continue to see increased activity and positive returns through their economic development efforts.

Building on its success from previous years, One Southern Indiana – the economic development agency and chamber of commerce – was pleased to announce 14 expansion projects in 2011, netting more than 700 new jobs, \$54 million in capital investment, and \$29 million in new payroll annually. With new president and CEO Jody Wassmer now at the helm, the organization sees no reason why that momentum will not continue into 2012 and beyond.



Jody Wassmer,
President/CEO

"These are exciting times in Southern Indiana, and I think our potential is limitless," said Wassmer. "As a newcomer to the area, I have a true appreciation for what makes this region stand out, and with our workforce, expanding infrastructure capabilities with the Ohio River Bridges Project, and diverse business base, I believe our national and global appeal will only continue to rise."



Vaughan Scott,
Chairman

Indeed, diversity in its business community has always been the key for keeping Southern Indiana ahead of the curve during tough economic times. Of the aforementioned expansion projects in 2011, two were global manufacturing operations, one was a new location for a company serving the Louisville appliance market, one was logistics-

related and yet another was software development.

Vaughan Scott, chairman of One Southern Indiana, believes the region has the perfect mix of ingredients to retain and grow existing businesses and to attract new companies to invest in the community.

"We have always said Southern Indiana offers big-city amenities with small-town charm," stated Scott. "We have three interstates, access to a complete intermodal system at the Port of Indiana-Jeffersonville, one of the country's largest industrial parks at River Ridge Commerce Center and the UPS Worldport all in our backyard."

"As a region, we also look forward to the immediate added benefits of two new bridges and we continue to grow a solid business portfolio with entrepreneurs that are convinced success happens here. To say I am bullish on the future of our entire region is an understatement." ●

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Strategy of Strength

Economic development plans build on key business clusters

THE Greater Louisville region has articulated a bold vision: to be an idea capital of the world, a place where imaginations and individuals thrive. To reach this lofty benchmark, however, we must do more than dream it. We must pursue it with energy, enthusiasm and action.



Mary Pat
Regan, Chair

This is what we know for sure. In order to compete in a 21st century economy, Greater Louisville must be a magnet for talent, job creation and business investment. We must create an environment that draws individuals and companies

who have the ability and the drive to be successful anywhere ... but choose Louisville to do it.

We must put our city "on the map" to compete in a world with many choices of cultures, environments and business climates. How well we do this will chart our course for the future.

As you will read in the piece by Keith Elkins, Greater Louisville's strategy is centered around a sector-based approach to economic development that builds upon our region's authentic strengths.

Through our central geographic location, strong air, road, water and rail access, and the UPS Worldport accessibility, we have grown a value-added logistics industry that has attracted over 150 companies in 10 years. Worldport currently processes an average of 1.5 million packages via 130 aircrafts daily, enabling unparalleled access to the world for businesses from the biotechnology leader Amgen to Zappos, a fast-growing consumer retailer.

Greater Louisville's leading role in the lifelong wellness and aging care sector has resulted in it being home to the most headquarters in the industry globally. This prominence has created a natural pipeline of attention and study on geriatric research, thought leadership and expertise, supported by University of Louisville's Nucleus Center.

Ford, GE, their respective supply chains, and a robust defense industry have long been valuable corporate citizens and a traditional strength to the region. New investments in the advanced manufacturing sector

resulted in 1,800 new jobs for Ford locally in 2011 and the creation of a partnership, by Louisville's Mayor Fischer and Lexington's Mayor Gray, called the Bluegrass Economic Advancement Movement (BEAM) – an initiative designed to position the region as a global leader in advanced manufacturing and increase export activity.

Another sector providing global outreach is the presence of several companies in region focused on food and beverage innovation. From our traditional heritage of distilling bourbon to the food franchises of Yum! and Papa John's, Louisville products are reaching audiences worldwide.

As important as the focus on these economic sectors for job creation and business growth are, we know we must also strengthen the number one priority for companies of all types – a skilled, educated workforce.

Human capital is the foundation of our region's economic prosperity, making a diverse and educated workforce an absolute necessity. Through initiatives such as 55,000 Degrees, we're bringing together our regional education institutions in partnership with the business community to attract, retain and grow the workforce of tomorrow.

We look forward to 2012 as an exciting time to work together as a region and business community with one voice to cultivate our strengths, advance a unified strategy and realize our dream as a region where ideas are celebrated.

Regional Leadership Coalition Adds Third Managing Partner

The Regional Leadership Coalition (rlco.org) is a nonpartisan organization of leaders from 26 counties – 19 in Kentucky and seven in Southern Indiana – that was formed in 1999 to focus on three key areas to benefit the area: transportation, education attainment and economic development.

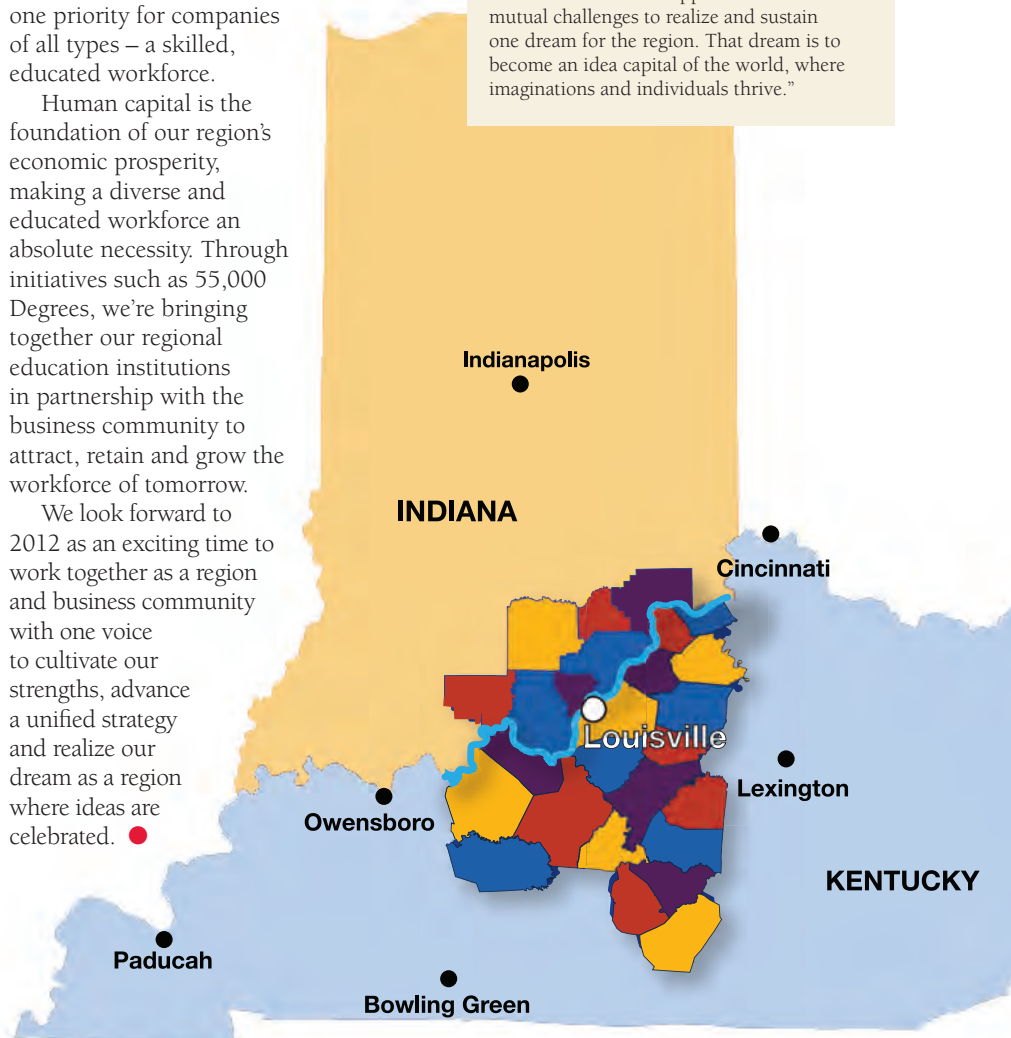


Beth Avey,
Executive
Director,
Regional
Leadership
Coalition

The coalition's managing partners are **Greater Louisville Inc.** – the Metro Area Chamber of Commerce; **One Southern Indiana**, the combined Economic Development Council and Chamber of Commerce for Clark and Floyd Counties; and its newest partner, the **Hardin County Chamber of Commerce in Kentucky**. Beth Avey of Elizabethtown, the county

seat of Hardin County, is the coalition's executive director.

According to the coalition, "The RLC works to cultivate regional thinking and action around shared opportunities and mutual challenges to realize and sustain one dream for the region. That dream is to become an idea capital of the world, where imaginations and individuals thrive."



Located just south of Louisville International Airport, Geek Squad City is the world's largest single Geek Squad computer repair site with hundreds of agents and support personnel working in the 165,000-s.f. site.

Economic Clusters Lead the Way

Greater Louisville is home to four large and significant categories of business

BY KEITH ELKINS

LOUISVILLE is leading the way in several business categories, and it's planning to stay in front – in fact, that's being adopted as policy.

Greater Louisville Inc. – the Metro Chamber of Commerce (GLI) has identified Louisville as a national leader in four significant sectors:



Eileen Pickett, Senior Vice President of Community and Economic Development, Greater Louisville Inc.

- Advanced manufacturing
 - Food and beverage manufacturing and innovation
 - Logistics
 - Healthcare for the aging
- Emphasis on those four “clusters” is at the heart of GLI's new strength-based economic development strategy.

“It all drives from having some sort of authentic, existing strength, where indications show opportunity for growth,” said **Eileen Pickett**, GLI's senior vice president for community and economic development, who heads the GLI team that crafted the plans for each sector.

The plans are a result of GLI's strategic planning process, which was set in motion in mid-2011 and developed through a series of meetings and work with consultants from a variety of fields.

Each sector plan has a GLI economic development team leader who is an expert in the category. Plans reflect input from industry, education, the convention and visitors bureau and other community partners.

Advanced manufacturing: Ford's new focus

Conventional wisdom might not place manufacturing on any city's list of opportunities for growth in recent years. But anyone who thinks that way should take a

good look at **Ford Motor Co.'s** \$1.2 billion total investment in its **Louisville Assembly Plant** and **Kentucky Truck Plant**.

“The Louisville Assembly Plant, when it is online, will be our most flexible plant in the world,” said **Marcey Evans**, Ford's manufacturing communications manager.

A \$600 million investment by Ford at LAP allowed for a complete re-tooling of the plant, which is producing an updated version of the popular **Ford Escape**, a fuel-efficient light sport-utility vehicle. The Escape is selling so well that Ford



Louisville Mayor Steve Fischer, left, meets with Bill Ford Jr., executive chairman of Ford Motor Co., and Kentucky Gov. Steve Beshear.

Cluster-Based Companies in Greater Louisville

Advanced Manufacturing

Ford
BAE Systems
Dow Chemical
DuPont
GE
Raytheon
Samtec
Zeon Chemicals

Food & Beverage Innovation

Brown-Forman
D.D. Williamson

Flavorman
Long John Silver's
Papa John's Pizza
Paradise Tomato Kitchens Inc.
Ralcorp
Texas Roadhouse
Yum! Brands

Lifelong Wellness & Aging Care

Almost Family Inc.
Atria Senior Living Group Inc.
Elmcroft Senior Living
Humana

Kindred Healthcare Inc.
Pharmerica Corp.
Res-Care Inc.
SHIPS
Signature HealthCare
Trilogy Health Services LLC

Logistics & Distribution

Best Buy/Geek Squad
Café Press
Genentech
Houston-Johnson Inc.
UPS
Zappos

is adding second and third shifts at the rebuilt LAP in 2012 and hiring 2,500 more workers, increasing overall staffing from 1,800 to 4,300.

Plans for the soon-to-be-renovated KTP remain confidential.

Ford's momentous investment decisions to recommit to Louisville – announced in December 2010 and fall 2011 – was far from a foregone conclusion. Ford closed numerous major facilities in the United States the preceding several years in an effort to become more efficient, and its plants here were aging. LAP had opened in 1955 and KTP in 1969. In racing terms, Louisville was not a wire-to-wire winner.

"Louisville was initially at risk," said **Curt Magleby**, Ford's director of U.S. state and local government relations. "It was the location where we produced the old Explorer, and it had gone beyond its usable life in terms of its design. The new Explorer was going to Chicago, so Louisville was at risk."

Ford's announcement in December 2010 that it would rebuild LAP was a celebration for Kentucky officials, including **Gov. Steve Beshear**.

"It doesn't get any better than this, folks," Beshear said that day. "The transformation of the Louisville Assembly Plant demonstrates that tremendous results can occur when state government, local government and the private sector – both management and labor – work together."

As the transformed plant neared reopening in the fall of 2011, Magleby agreed: The partnerships were crucial.

"Clearly up front, local and state leaders highlighted their willingness to engage with us in a very strong pro-manufacturing partnership with Kentucky, even before we had made the decision on where we were going to put that platform. So that helped us make that decision."

An agreement with the **United Auto Workers** was vital, and the union membership ratified a contract with Ford in October 2011.

"In the competitive manufacturing environment where the margins are so narrow in the automotive industry, if you're not aligned across all your stakeholders, you will not be successful," Magleby said.

Though demand is expected to be high for the Escape, the Louisville facility will be able to shift easily to other priorities – other vehicles – if consumers' tastes, desires and needs change.

"It's just a much more modern facility, and it's a much more flexible facility. If the company decided at some point in time that it needed to add a different or a new product to the production mix in Louisville, they would be able to do that pretty quickly without having to take the plant down for another year to year-and-a-half to prepare for that new product to come in," Evans said.

The Kentucky Truck Plant also will benefit from a \$600 million re-investment by Ford.

"The plan is for that plant to continue building the products it builds today and the next generation models," Evans said. "It would continue building the Super Duty-F Series, the Expedition, the Navigator. They'll be updated, and there will be new products in model years going forward."

The moves by Ford have dramatically changed the outlook for the company and manufacturing in general.

"I think the mood three or four years ago was, 'Can America be competitive in manufacturing?' Many of our stakeholders, many of our elected officials, key influentials didn't care if there was a refocus on manufacturing because there was a feeling that we would not be able to be competitive," Magleby said.

"I think as far as Ford's transformation, and our re-focus over the past three years, in our announcements of new products, new technologies and new investments, that question has been put to bed. Can the U.S. be competitive in manufacturing? Absolutely, yes."

Pickett has seen the change as well.

"There's definitely a shifting, and we're seeing more manufacturers consider the domestic production," she said. "If you think about it, it doesn't compute that we would not, in America, have some strong manufacturing sectors."

A lot of that strength resides in Kentucky, which is the number three state in car and truck production. In addition to Ford's Louisville plants, Toyota's largest U.S. production site in Georgetown makes the Camry, Camry Hybrid, Venza and Avalon, and General Motors makes the iconic Corvette sports car in Bowling Green. The state has a synergistic network of nearly 450 parts manufacturers.

Ford Motor Co. photo



Ford's re-tooled Louisville Assembly Plant has begun producing an updated version of the Ford Escape, a light sport-utility vehicle that is more fuel-efficient than earlier SUVs.

GE photo



Louisville is the global headquarters of GE Appliances & Lighting.

Power of GE

Ford is not an island on the Greater Louisville advanced manufacturing map. Its operations in Louisville along with those of Toyota's largest North American manufacturing plant in Georgetown, Ky., also generate supply businesses. Jefferson County is home to more than 80 firms that are part of the auto industry supply chain.

The investments by Ford are the most high-profile example of Louisville's leadership in advanced manufacturing, but there are many others. **General Electric Appliance and Light's** strategic decision to reinvest \$600 million in its Louisville **Appliance Park** and produce a new generation of "smart" products there is adding 830 new jobs and a significant supply chain presence throughout the area. Vice President Joe Biden came to town for the 2010 investment and jobs announcement.

Workers now build energy efficient water heaters that draw power from the grid in off-peak hours with "smart"

GE photo



GE products manufactured in Louisville include the energy-efficient GeoSpring Hybrid Water Heater.

washers and dryers coming in 2012. GE's engineers are focusing on more than the production of current lines.

"They see the change in consumer demographics, so they're looking at how our appliances can be more aging-friendly," Pickett said. "If you have a double oven, do you really want to have to bend over and lift the turkey? They're looking at adapting their consumer products to this aging demographic: You want to, as long as you can, be independent and live the life you want to live. This is a big group of people about to move into that (age bracket). It's a big market."

Overall, the 26-county Greater Louisville region, including several Southern Indiana counties, is home to 1,628 manufacturing firms.

GLI, working with local and state government, has been involved with the expansion of more than 160 manufacturing companies since 2008 and has assisted in the relocation of 27 new companies to the region.

Food and beverage manufacturing and innovation

The **D.D. Williamson & Co.** is more than 140 years old but continues to earn its reputation as a cutting-edge innovator in the food industry – specifically, coloring.

Every day more than 1.5 billion servings of food and beverages containing D.D. Williamson colors are consumed around the world. DDW is a leading manufacturer of caramel colorings used in products such as soft drinks, beer, bread, yogurt and pet foods. The company was a 2011 awards finalist in the beverage innovation category at the Food Ingredients Europe (FiE) exposition.

A new laboratory DDW opened in Louisville in June 2011 with 10 additional professional research positions will keep the product stream flowing.



D.D. Williamson photo

D.D. Williamson & Co. is a leading manufacturer of caramel colorings used in products such as soft drinks, beer, bread, yogurt and pet foods.

Louisville and the surrounding area are headquarters to more than 120 food and beverage companies, employing more than 10,000 people, including **Yum! Brands** – parent of **KFC**, **Pizza Hut** and **Taco Bell** – **Papa John's Pizza**, **Texas Roadhouse** restaurants, **Long John Silver's** and **Little Brownie Bakers**, which makes Girls Scout cookies.

Other sector leaders include the tradition-rich **Brown-Forman**, founded in 1870 and one of the top 10 spirits companies in the world; **Beam Brands**, another spirits giant in Bullitt County; and **Flavorman**, a 1990s entrepreneurial success that has taken more than 500 products to market operates one of the largest full-service beverage development facilities in the United States.

Pickett and GLI are exploring development of "just-in-time" food-and-beverage production and supply

Continued on page 22

driving a brighter future IN LOUISVILLE

Ford Motor Company



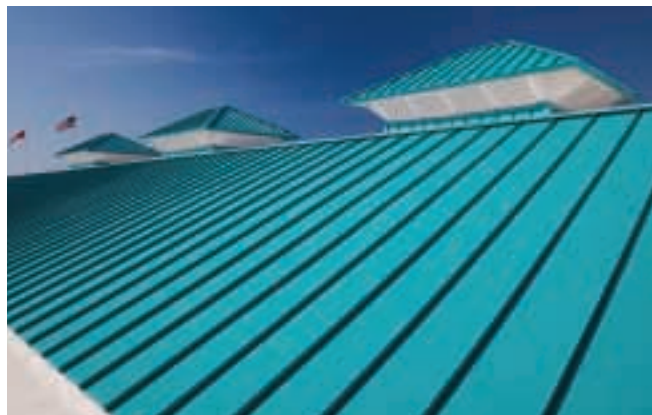
"A business that makes nothing
but money is a poor business."

HENRY FORD

Together with our community partners
Ford is creating a better world.

Manufacturing Central

A number of name brands and popular products are made in the Greater Louisville area



Drexel Metals photo

Above: Drexel Metals manufactures coils used in its metal roofs.



PPG Porter Paints photo

Left: PPG Louisville architectural coatings operations manufactures paints and stains for residential consumer markets.

Right: Maker's Mark bourbon is known for its signature red wax.



Above: Louisville Slugger has made wooden bats since 1884.

Below: Little Brownie Bakers produces several varieties of Girl Scout Cookies.



D.A. Inc.
Automotive parts
Charlestown, IN daiwa-da.com

Dawn Food Products Inc.
Bakery mixes, fillings, coatings
dawnfoods.com

Discount Labels Inc.
Labels, rubber stamps
New Albany, IN discountlabels.com

Drexel Metals
Metal roofing products
drexmet.com

FireKing Security Group
Fireproof safes, files
New Albany, IN fireking.com

Four Roses
Bourbon
Cox's Creek, KY fourroses.us

General Mills
Refrigerated dough
New Albany, IN generalmills.com

GREATER Louisville and Southern Indiana's role as a manufacturing center began in the late 19th century, when companies made such products as chewing tobacco, whiskey, steam engines, farm equipment, furniture and plumbing products. Today, Greater Louisville Inc. – the Metro Chamber of Commerce (GLI) reports that the region is home to 1,628 manufacturing firms and supports more than 120,000 manufacturing jobs.

In addition to Ford, GE and D.D. Williamson & Co., here are a number of manufacturers in the region. All are located in Louisville unless indicated.

Airguard
Air filtration products
airguard.com

Akebono Brake
Auto disc, drum brakes
Elizabethtown, KY
akebonobrakes.com

Ameribon Fuji Seal Inc.
Plastic carriers, bottle labels
Bardstown, KY afseal.com

American Greetings Corp.
Greeting cards
Bardstown, KY amgreetings.com

American Printing House for the Blind Inc.
Educational, daily living products
aph.org

BAE Systems Inc.
Defense products
baesystems.com

Balfour Co. Inc.
High school announcements
balfour.com

Beach Mold & Tool Inc.
Injection-molded plastics
New Albany, IN beachmold.com

BFW Inc.
Fiberoptic headlight systems
bfwinc.com

Bluegrass Brewing Company
Craft beer
bbcbrew.com

Bourbon Barrel Foods
Condiments, spices
bourbonbarrelfoods.com

Brown-Forman Corp.
Liquor & wine
brown-forman.com

Caldwell Tanks
Steel water tanks, towers
caldwelltanks.com

Cardinal Aluminum Co.
Custom aluminum extrusions
cardinalaluminum.com

The Carriage House Cos.
Syrups, jams, preserves
Buckner, KY carriagehouseecos.com

Cox Interior
Interior moulding, trim
Campbellsville, KY coxinterior.com

Kentucky Trailer photo



Above: Kentucky Trailer manufactures custom moving vans and truck bodies.



Above: Derby Pie is a popular dessert from Kern's Kitchen.

Grindmaster Corporation

Beverage, food equipment
grindmaster.com

Haas Cabinet Co. Inc.

Kitchen cabinets
Sellersburg, IN haascabinet.com

Heaven Hill Distilleries Inc.

Bourbon
Bardstown, KY heaven-hill.com

Hitachi Cable Indiana Inc.

Brakehose assembly
New Albany, IN hci-in.com

JBS Swift & Co.

Pork products jbsswift.com

Jeffboat LLC

Barges
Jeffersonville, IN jeffboat.com

Jim Beam Brands Co.

Bourbon
Clermont, KY jimbeam.com

Katayama American Co. Inc.

Automotive door sashes, moldings
Shelbyville, KY kaci.com

Kentucky Trailer

Custom vans, trailers kytrailer.com

Kern's Kitchen

Derby Pie dessert derbypie.com

Kitchen Kompact Inc.

Cabinets
Jeffersonville, IN kitchenkompact.com

Lantech.com LLC

Stretch-wrapping equipment
lantech.com

Little Brownie Bakers

Girl Scout cookies
littlebrowniebakers.com

Lear Corp.

Automobile, van seats
lear.com

Louisville Bedding Co.

Bed pillows, processed fiber
components loubed.com

Louisville Slugger

Baseball bats slugger.com

Louisville Stoneware

Stone plates, bowls
louisvestoneware.com

Maker's Mark Distillery Inc.

Bourbon
Loretto, KY makersmark.com



Above: Rooibee Red Tea is brewed and bottled in Louisville.

Right: Louisville Stoneware produces hand-painted dinnerware and oven ware.



Mesa Foods

Corn and flour products
mesafds.com

MedVenture Technology

Medical devices
Jeffersonville, IN medventure.com

Nichter's Distillery LLC

Small batch bourbon nichters.com

Multi Packaging Solutions

Printer of home entertainment
products multipkg.com

Paradise Tomato Kitchens

Tomato-based and signature sauces
paradisetomato.com

Peptides International Inc.

Biological products, research supplies
pepnet.com

Philips Lighting Business Unit

Consumer products, healthcare
devices philipsna.com

**PPG Architectural Finishes Inc./
Porter Paints**

Residential paints, stains
ppg.com

Radio Sound Inc.

Sound systems radiosound.com

Raque Food Systems LLC

Food product-packaging machines
raque.com

Ralcorp Frozen Bakery Products Inc.

Frozen biscuits, pancakes, dry mixes
ralcorp frozen.com

Raytheon Co.

Defense weapons systems
raytheon.com

Rev-A-Shelf LLC

Home convenience products
Jeffersontown, KY rev-a-shelf.com

Reynolds Packing Group

Aluminum foil reynoldspkg.com

Rooibee Red Tea

Ready-to-drink tea rooibeeredtea.com

Samtec Inc.

Electronic interconnect products
Mount Washington, KY
samtec.com



Above: Restaurants and other facilities use Grindmaster's food and beverage equipment.

Right: Jim Beam bourbon was founded by a man who settled in Kentucky in 1788.

Below: Raytheon produces Phalanx guns for the U.S. Navy.



Shelby Industries LLC

Towing, trailering, lifting,
leveling equipment
Shelbyville, KY shelbyindustries.com

Steepleton Co.

Billiard tables steepleton.com

Steel Technologies Inc.

Precision flat-rolled products
steeltechnologies.com

Sud-Chemie Inc.

Special chemicals, industrial minerals
sud-chemieinc.com

Sypris Solutions Inc.

Oil, gas, petrochemical products
sypris.com

Tecumseh Power

Cooling products
Salem, IN tecumseh.com

Tower Automotive Bardstown Inc.

Metal, automotive stampings, assemblies
Bardstown, KY
towerinternational.com

Trim Masters Inc.

Automotive door trim, interior parts
Bardstown, KY
trimmasters.com

Tyson Foods Inc.

Poultry deli products
Corydon, IN tyson.com

USWorldMeds LLC

Pharmaceuticals
usworldmeds.com

Westport Axle Corp.

Automotive axles
westportaxle.com

Zeon Chemicals

Elastomers
zeonchemicals.com

Zoeller Pump Co. LLC

Sewage pump systems
zoeller.com



Continued from page 18

systems in Louisville that could benefit Kentucky farmers. Still a theory in food and beverage, the approach is proven in durables goods manufacturing.

"I'll compare it to Ford," Pickett said. "They want the fender to show up from the supplier 10 minutes before it's needed to go onto that car: so it comes in the door, moves over here and, boom, it's on the Escape, and it rolls out the door."

"If we can get the same kind of just-in-time manufacturing from farm to foods manufacturer, and they're utilizing Kentucky farms for their source to make the biscuits or whatever it is, it becomes an opportunity not just for Louisville to have more manufacturing jobs but a way to help farmers sustain into the future. We're starting to have conversations. We haven't had a big hit on that yet, but we think that's an opportunity."

Logistics: Worldport is a magnet

Louisville and logistics have gone together since the city's founding by George Rogers Clark in 1778 on the "falls" of the Ohio River, requiring portage of all floating cargoes. Louisville has always been important to inland U.S. shipping. Its central location and access to other points by land, water and air enhanced its role as the country grew.

Most prominent in the region's logistics sector is the company that uses "That's Logistics" as the focal point of its advertising: **UPS**. The **UPS Worldport** in Louisville is the largest fully automated package handling facility in the world.

The operation turns an average 130 aircraft and 1.5 million packages daily – with a record 2.9 million packages processed its peak day in 2010.

The facility was renamed Worldport after a three-year expansion project in 1999-2002 doubled its size to 4 million s.f. and increased capacity from 215,000 to 304,000 packages per hour. A 2006 expansion brought the facility to 5.2 million s.f. and its capacity to 416,000 packages per hour. And its design allows for future expansion to 500,000 packages per hour.



Mitch Nichols,
President,
UPS Airlines

This makes UPS Worldport an attractive neighbor to other businesses. "We've had about 140 companies relocate in the Louisville area over the last 13 or so years who are here because they want to be close to the end of the UPS runway," Pickett said. "Leveraging that strength is at the core of the logistics cluster plan. We want to be strategic about what we want to be, and we want to drive to higher-wage jobs."

Leverage is also seen in "value-added logistics," Pickett said. "When you think in those terms, it's not so much filling an order as it is adding some sort of value to the order. One of the best examples is **Geek Squad** (Best Buy's U.S. repair facility in Bullitt County). A broken computer comes in, they add value, and a fixed computer goes out the next day or the same day. That's a great example of value-added logistics. The jobs there offer higher wages than for a traditional logistics warehouse job."

Worldport is the world's largest fully automated package handling facility.

Healthcare for the aging

Downtown Louisville is gaining recognition for having the world's largest cluster of businesses in the aging-care sector. In fact, those companies have total annual revenues of \$44 billion and employ early 14,000 people. The sector is a quickly rising star in economic development; it generated 350 new jobs in Kentucky in 2011 and created forward-thinking plans for up to 5,500 more jobs in the next five years.

"Louisville has more headquarters of aging-care companies than anywhere else in the country," Pickett said. "Therefore, if you are in that space, you need to be in Louisville."

Seeds of innovation have been sewn to both grow and attract young companies in the sector to Louisville through

University of Louisville's Nucleus life sciences center and, under its auspices, **Innovate LTC** (aka the International Center for Long Term Care Innovation) – the latter aiming to boost aging-care research and startups while providing a framework for synergies.

In June 2011, **Mayor Greg Fischer** hired **Ted Smith** as the Louisville's first director of innovation to support private growth endeavors such as Innovate LTC and to foster innovation inside government circles. He expanded the sector target list to include healthcare IT companies. In January 2012, Smith became director of the city's renamed Department of Economic Growth and Innovation.

"We are working with GLI and Nucleus," Smith said, "to create an ambassador program that will offer support to this sector for visiting

Continued on page 24



SorbaShock, which relocating its primary offices to Louisville, is a sub-flooring designed to reduce injuries as a result of falls for use in hospitals and a variety of facilities for older people.



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Continued from page 22

companies so that when they come to visit they will be greeted by aging-care experts and ‘get the full Monty’ – all the talking points about this area.”

Outside recruitment is achieving some success, such as flooring company **SorbaShock**. Formerly headquartered in Fort Wayne, Ind., its product has a subsurface that reduces injuries from falls. SorbaShock is relocating its offices but not its manufacturing.

It was attracted by Innovate LTC’s support for back office operations, validation of scalability issues and access to knowledge from others providing quality of life products to aging populations.

Another successful sector recruit is **Vita-care.eu** of Holland, which had developed a therapeutic-motion-simulation product for children with cerebral palsy. In Louisville, that will be adapted to provide older patients pleasurable simulated activities such as horseback riding.

The **Louisville Convention & Visitors Bureau** is working with the players in the lifelong wellness and aging care sector to seek national and international conferences for Louisville.

GLI’s economic development arm is reaching out to various news media and other information distribution placements regarding lifelong wellness and aging care in 2012 through Development Counselors International in New York, an economic development marketing specialist. Mayor Fischer backs this endeavor and adds



Louisville has more headquarters of aging-care companies, including Humana, than anywhere else in the country.



Ben Payne photo

relevancy and credibility in outside markets by emphasizing the city’s world-leader status in his speeches.

“Having the mayor’s support helps us to message that in Louisville and externally,” Pickett said. “He comes at it as a businessman and speaks in media like CNBC about what we are doing to build upon our world leader status. It makes it real.”

To assist in unfolding the expanding plans for the cluster, a new job – economic development director, lifelong wellness and aging care – was created with funding support from GLI’s Health Enterprise Network. **Kelly Armstrong** was hired in fall 2011.

Educated workforce

As always, bringing economic development opportunities to life depends heavily on having an educated workforce. Each sector’s plan includes references to the importance of training programs and creating career pathways for those who further their education.

“Generally, in economic development, if I could do anything to change our fortunes in Louisville and in Kentucky, it would be to change the levels of educational attainment – and that doesn’t mean everybody has to have a bachelor’s degree or a master’s,” Pickett said.

“For every one of these clusters, it’s important to have talent, a human capital strategy. Companies can’t grow without the

The economic development team working to build Louisville’s aging care cluster into a jobs machine includes, from left, Ted Smith, director of Louisville Metro’s Department of Economic Growth and Innovation; John Reinhart, CEO/president of the International Center for Long Term Care (Innovate TLC); and Kelly Armstrong, GLI/Health Enterprises Network economic development director for lifelong wellness and aging care.

talent and human capital that they need, and we certainly can’t attract companies.

“It’s hard to see past our current environment of unemployment and tough times, but the numbers show that over the next 10 to 20 years we don’t have enough people to fill the jobs that we’re going to need,” she said. “We’ve got to educate people at the same rate. We’ve got to raise the levels of educational attainment so we can fill those positions.”

The Louisville region’s strength-based planning not only offers a road map toward desired outcomes, it creates awareness and enthusiasm about where Louisville and the surrounding area are headed.

“It is very exciting,” Pickett said. “It’s nice to have clear outcomes defined, and strategies to move forward to create jobs. We’re trying to facilitate job creation; we don’t create the jobs, the companies do. But ultimately, the best moment for any economic developer is when you run into someone, say at a ribbon-cutting, and you see the people who get the jobs. That’s the cool thing. That’s where it’s really fun.” ●

The Health Enterprises Network (HEN) is a membership-driven organization that works to build a vibrant health-related economy within its 27-county Greater Louisville area. One way this goal is accomplished is through timely and dynamic programming. Check out just a sampling of programs and event from the network's **2011 Year In Review**.

Louisville Healthcare Fellows Opening Reception,
featuring Michael Strickland – *January 20*

Bluegrass ICD-10 Summit partner event with HIMSS – *January 27*

Louisville Healthcare Fellows Alumni Reception - *February 1*

HealthExchange hosted at ZirMed – *February 2*

R.O. (Wellness) I.: Proven Wellness Programs signature event, with speakers from HumanaVitality, SHPS, The Heuser Clinic and Zeon Chemicals – *March 31*

Louisville Family Tree of Health-Related Companies Unveiling Ceremony,
hosted by Nucleus - *April 26*

HealthExchange, hosted by A.Arnold Relocation Services. – *May 18*

**The Worksite Wellness Conference: Making a Healthy
Hometown Happen through Worksite
Wellness** partner event with The Mayor's Healthy Hometown - *June 9*

**Inaugural Healthcare Spotlight Series -
Med Tech: Purchasers, Payors & Politics**
presented by Hall-Render, featuring Jerry Brimmyer with UBS - *June 23*

Where Are We Going? Medical Costs and ACOs signature event, with
speakers from Geisinger Health System, The Heritage Foundation,
and The Urban Institute - *July 26*

**Healthcare Spotlight Series - A Conversation with
and Dr. Keith Knapp and Nancy Rehkamp** – *August 30*

Howard L. Bost Memorial Health Policy Forum
partner event in Somerset KY - *September 13*

Healthcare Spotlight Series featuring Alan Morgan, MPA,
Chief Executive Officer, National Rural Health Association - *October 5*

RE-ENGINEERING, a half-day event with Harvard Business School's Richard
Bohmer, featuring an Innovation Showcase and six breakout sessions - *October 27*

**Healthcare Spotlight Series – Education and
Future Workforce “Mismatch”** with Battelle Memorial
Institute's David Burns - *November 14*

Annual Holiday Reception hosted by Jewish Hospital
and St. Mary's Healthcare – *December 13*



Michael P. Muldoon MPH
Executive Director, HEN



Ralph Gronefeld
Chair, HEN Board of
Directors, President & CEO, ResCare

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[linkedin.com/company/health-enterprises-network](https://www.linkedin.com/company/health-enterprises-network)



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Advanced Manufacturing Super Region

Louisville and Lexington join forces to build an international brand for quality production

KENTUCKY'S two major cities – Louisville and Lexington – are striving to create an advanced-manufacturing “super region” known for skilled labor and high-quality production. The innovative partnership effort was launched publicly in August 2011, with backing by the highly regarded Brookings Institution in Washington, D.C.

Called the **Bluegrass Economic Advancement Movement (BEAM)**, the partnership will aim to develop a global economic reputation for the region – creating strategies that lead to a branding for superior workmanship and productivity, for a work ethic that includes lifelong learning and as an area companies with top-quality products will seek to locate their manufacturing facilities. The region already is home to two Ford plants and a Toyota plant.

Leaders in the 27-county region mention Germany as a model and expect to adopt some of its methods for competing successfully against low-cost countries. The result, if BEAM succeeds, will be more jobs with better pay, a resurgent middle class and a solid, growing tax base that helps support the entire state.

The project is a team effort between the administrations of Mayor **Greg Fischer** of Louisville and Mayor **Jim Gray** of Lexington, both successful businessmen. The mayors convinced **Brookings Institution** to provide the initial expert guidance via the Brookings Metropolitan Planning Project. The noted think tank is committing \$750,000 toward the BEAM effort through the Brookings Rockefeller Project on State and Metro Innovation program, which the Rockefeller Foundation backs.



A kickoff luncheon in 2011 by Leadership Louisville Center included a panel discussion about BEAM by Amy Liu of the Brookings Metropolitan Policy Program, which is providing most of the underwriting for that effort; Lexington Mayor Jim Gray; Louisville Mayor Greg Fischer; and Joe Arnold of WHAS 11 television.

Fischer and Gray also convinced **Jim Host**, the Lexington resident who led efforts to build Louisville's KFC Yum! Center, to serve as chairman of the organization's 21-member board of directors. The board includes the presidents of the University of Kentucky and University of Louisville, top executives from Ford and Toyota and leaders of some of the state's largest private employers, including UPS and Lexmark.

The first step is an inventory of regional commercial and cultural assets, an assessment of how they can be used as foundations for further growth and formulation of a focused, feasible economic development plan with benchmarks for reaching goals. By October 2012, the BEAM project will produce an individualized development plan that plays to the region's strengths.

Substantial market

Louisville and Lexington provide jobs employing many thousands who drive from outlying counties to earn paychecks. Together the cities generate half of Kentucky's GDP and a majority of the state government tax dollars that fund programs across the commonwealth.

Fischer said Louisville and Lexington together are a substantial market of more than 2 million people, making the combined Bluegrass much more economically significant than either metropolitan area alone. With several

hundred supporting supply operations, the region already has a base of 100,000 jobs involved in vehicle manufacturing. Crucially, that also means important skill sets.

“When you think about advanced manufacturing today,” Gray said, “that's all about the processes, the systems, the quality systems, the technologies that are created. It's more than robotics and engineering. It's management systems. It's creating a culture.”

When connected by infrastructure, a region's businesses, suppliers, workers and consumers can create a “spatial efficiency” that benefits all, according to Brookings. Concentrated activity in regional industry clusters creates knowledge spillovers and exchange, enhancing innovation, enabling shared labor and reducing transportation costs.

“In the aftermath of the Great Recession, America needs to move toward a more productive next economy that will be increasingly export-oriented, lower-carbon and innovation-driven – as well as opportunity rich,” Brookings explains on its website. “At the same time, leading U.S. metropolitan areas – which drive the national economy – are mounting increasingly strategic, locally developed and sophisticated initiatives to move in that direction themselves.”

Regional clusters such as the one Louisville and Lexington aim to foster are the front line. ●



Ohio River Bridges Project

\$2.6 billion investment will improve transportation in Kentuckiana

DESPITE being separated by a state border dictated by the mighty Ohio River, Greater Louisville and Southern Indiana are recognized as one region. The region is home of one of the largest transportation projects in the United States, the Ohio River Bridges Project, which was developed to improve highway transportation between Kentucky and Indiana in the Greater Louisville area. In late 2011, officials from the two states reached a consensus on the plan, keeping it on target to begin construction by the end of 2012.

Under an agreement in principle reached by Kentucky Gov. Steve Beshear, Indiana Gov. Mitch Daniels and leaders of the Louisville and Southern Indiana Bridges Authority, each state would take the lead in financing and overseeing construction of one half of the project:

- Kentucky would be responsible for the portion in downtown Louisville, including building a new Interstate 65 bridge alongside the existing one and reconstructing the Kennedy Interchange (often called “Spaghetti Junction”), where I-64, I-65 and I-71 meet.

- Indiana would be responsible for the East End portion of the project: a new bridge near Utica, Ind., and Prospect, Ky., and highway that links the Lee Hamilton Expressway in Indiana and Gene Snyder Freeway (I-265) in Kentucky; this includes a tunnel in eastern Jefferson County.

A cost-savings plan outlined by the two governors and Louisville Mayor Greg Fischer has reduced the project’s estimated construction price tag from \$4.1 billion to



\$2.6 billion – a \$1.5 billion savings from original estimates. Both states plan to use a combination of traditional transportation funds and tolls on the bridges to pay for the project. The Bridges Authority’s financial plan for the project was slated to be completed in early 2012.

Meanwhile, the region has plenty of other good news to report. Here is an overview of activity as reported by One Southern Indiana, which is the combined Economic Development Council and Chamber of Commerce for Clark and Floyd Counties, Ind.:

Photo illustration includes the planned new I-65 bridge that will improve transportation in the region, which includes 300,000 residents of Southern Indiana residents and 1.3 million people in Greater Louisville.

Clark’s Landing/former Colgate property

One of the region’s most popular landmarks is the Colgate Clock at the former Colgate-Palmolive factory in Clarksville, located across from Louisville on the banks of the Ohio River.

The plant closed in 2008, and today the facility is owned by Boston Development Group. One of the group’s partners, Dr. Jayesh (Jay) Sheth, has taken the most active role in development and recruitment and has a variety of ideas on what the property could be. Sheth is a partner with the Midwest Center for Foreign Investment, which uses the EB-5 Visa program to attract foreign investment. EB-5 creates a fast track to citizenship for immigrants – and their family members – who put their money into U.S. businesses.

The Town of Clarksville is making progress on a mixed-use development project called Clark’s Landing. Expected to add energy and life to the Southern Indiana riverfront scene, plans include residential, commercial and retail space with light industrial clientele.

The historic Colgate Clock at the former Colgate-Palmolive factory in Clarksville on the banks of the Ohio River is the centerpiece of development plans.



SOUTHERN INDIANA

Port of Indiana-Jeffersonville

The Ohio River is a tremendous logistical asset for the region, and a major player in Southern Indiana is the Port of Indiana-Jeffersonville, a 1,057-acre facility with 3,200 feet of riverfront, an 11-mile interior rail system and direct access to three interstates. Located on the northern bank of the Ohio across from Louisville, the port is one of three facilities that are part of a quasi-governmental enterprise known as the Ports of Indiana System. The others are in Mount Vernon on the Ohio River on the western edge of the state and a Lake Michigan port in Burns Harbor, east of Chicago.

In 2011, the three ports handled 8.1 million tons of cargo, marking the largest annual tonnage since 2006 and a 5 percent increase in total shipments through Indiana's ports.

"Despite continued economic uncertainties, this was the fourth consecutive year our ports experienced growth," said Ports of Indiana CEO Rich Cooper. "Our 2011 shipments were nearly a million tons higher than the five-year average. We've also seen a significant increase in capital investments by our port companies as they



This aerial shot shows the Port of Indiana-Jeffersonville, which handled 1.4 million tons of cargo in 2011.

Ports of Indiana photo

prepare for future growth. This is a good sign for things to come."

In the past two years, several businesses at the Jeffersonville facility have undergone expansions. Idemitsu Lubricants, which manufactures lubricants for U.S., Japanese and Korean automotive manufacturers, completed a \$20 million expansion and added 28 employees. Steel processing firm Voss Clark underwent a \$5 million expansion.

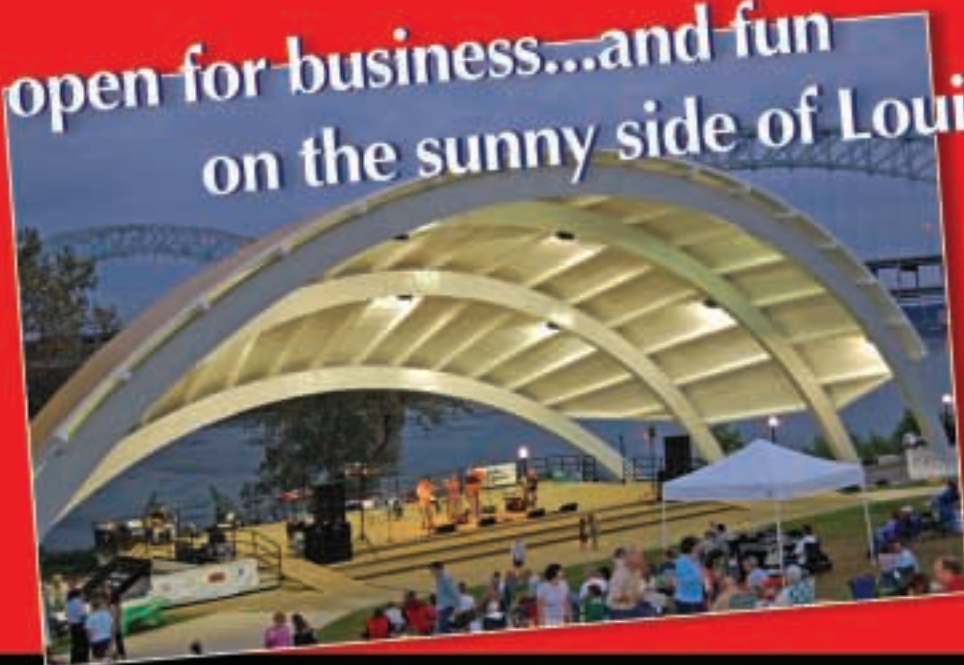
New companies at the port include Revere Plastics Systems, one of the largest custom plastics injection molders in North America, which built a new \$13 million facility that now has 178 employees. Arctic Minerals, meanwhile, has 50 employees in a new \$5 million location.

River Ridge Commerce Center

River Ridge Commerce Center is a 6,000-acre industrial park that stretches along the Ohio River from Jeffersonville to Charlestown, Ind., at the former Indiana Army Ammunition Plant. River Ridge is home to such companies as Clarcor, Pegatron, iDX, Connexions, Goodrich, Caterpillar/Manitowoc, Husky, Olon Industries, US Census Bureau, Nu Yale and Mr. P's Express.

In 2011, River Ridge added Olon Industries, a North American supplier of profile-wrapped door, drawer and accessory moldings, that needed a new, larger location. Olon added \$400,000 in investment and is projecting 11 new employees.

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The years 2011 and 2012 are considered critical in the development of the industrial park as the River Ridge Development Authority makes important investments in infrastructure. These include a \$5 million water system upgrade, \$3.2 million in the creation of new intersections on Highway 62, and \$8 million in utility improvements and road improvement/construction on site.



Located in New Albany, the Purdue Research Park of Southeast Indiana is one of four locations in the Purdue Research Park, which has a \$1.3 billion annual economic impact on the state economy, according to an independent report compiled by Thomas P. Miller and Associates. The 2011 report said the research park, the largest university-affiliated business incubator complex in the country, provides \$48 million in annual tax revenue for Indiana. The average annual wage for employees in park-based companies is \$63,000.

Jeffersonville Towne Center

Jeffersonville is the “other side” of Veteran’s Parkway in Southern Indiana. The Clarksville side to the northwest is going like gangbusters with new retail, and has benefited significantly from activity begun prior to the recession. Meanwhile, the Jeffersonville side had lagged behind with only a couple tenants. In 2011, One Southern Indiana announced a retention/expansion project with ACCENT Marketing Services that allows the company to consolidate support center operations into one facility and have room for more growth.

ACCENT Marketing provides customer-engagement solutions across phone, online and social media channels on behalf of Fortune 1000 clients in telecommunications, cable, manufacturing, retail, insurance and other industries. Its new 34,000-s.f. facility at Towne Center is expected to bring about 400 employees to the site, and is predicted to be a catalyst spurring more development and tenants at the location.



Based in New Albany, Floyd Memorial Hospital in 2011 was rated the Highest Recommended Hospital in the Region by Hospital Consumer Assessment of Healthcare Providers and Systems, a national, standardized, public survey of patients’ hospital care perspectives. Floyd Memorial also was recognized by *U.S. News and World Report* as a Best Regional Hospital for the Louisville Metro area.

Downtown New Albany

By the mid-19th century, New Albany was the largest city in Indiana thanks to its major steamboat production center.

Today, downtown New Albany is undergoing a rebirth, spurred by the 2008 opening of the Floyd County Branch of the YMCA. The area has emerged as a “foodie” destination with the addition of several local, independent restaurants. ●

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Inside the Oval: From the Desk of UofL President James R. Ramsey

WHEN the University of Louisville launched “Charting Our Course” (then a \$750 million capital campaign that has now been extended to \$1 billion by 2014), we did so with clear intent. The Commonwealth of Kentucky mandated we become a premier metropolitan research university by 2020. We are up for the challenge. Our course ahead is multi-faceted, cross-disciplined and dynamically engaged.

Change is everywhere. On hundreds of fronts, the innovation that’s occurring across UofL’s three campuses is having the impact of creating incredible marketplace dynamics in the face of an incredibly challenging economy.

The programs we have launched are reaching milestones at an unprecedented rate, far ahead of schedule in many cases. It’s just the beginning. While we have already made significant progress toward this goal, there is still much to be accomplished.

Teamwork is essential. Academic and research priorities have been established by university leadership and the deans of our 12 schools, colleges, libraries and athletics in direct correlation with the five goals as articulated in our strategic plan, The 2020 Plan: Making It Happen. Philanthropic and other funding will meet the goals of educational excellence; research, scholarship and creative activity; community engagement; diversity, opportunity and social justice; and creative and responsible stewardship.

Our work towards these goals is tangible. We are strengthening the university’s capacity to recruit and retain outstanding faculty critical to the institution’s success in teaching, research and outreach. It focuses our resources on the educational programs and capital expenditures that are vital to ensuring the national competitiveness of our graduates, while developing an environment conducive to living, learning and working.

The entire university is fully invested in this process. We are transforming the University of Louisville into a premier metropolitan research university



James R. Ramsey is president of the University of Louisville, a state-supported research university located in Kentucky’s largest metropolitan area.

every day. Thanks to the unwavering determination of our students, the superior talent and passion of our faculty, the ongoing quest for solutions by our researchers and the pride and fortitude of our community, we can reach our goals. Their voices encourage us to do more, be more and achieve more.

As president of UofL at this most extraordinary time in history, I could not be more excited about our future and the opportunity we have to reach heights that were just a dream a few years ago. We are working towards our 2020 goals and, as a direct result, we will help our city and state thrive economically. We will transform the University of Louisville.

— **James R. Ramsey**, President
University of Louisville



Founded: 1798

Mission statement: The University of Louisville shall be a premier, nationally recognized metropolitan research university with a commitment to the liberal arts and sciences and to the intellectual, cultural, and economic development of our diverse communities and citizens through the pursuit of excellence in five interrelated strategic areas: (1) Educational Experience, (2) Research, Creative, and Scholarly Activity, (3) Accessibility, Diversity, Equity, and Communication, (4) Partnerships and Collaborations, and (5) Institutional Effectiveness of Programs and Services.

Campuses: Belknap Campus, Health Sciences Center (including the UofL Hospital), Shelby Campus

Schools and departments: Arts & Sciences, Business, Dentistry, Education & Human Development, School of Interdisciplinary and Graduate Studies, Kent School of Social Work, Brandeis School of Law, Medicine, Music, Nursing, Public Health & Information Sciences, Speed School of Engineering

2010 Enrollment: 21,761

Website: louisville.edu

Bucks for Brains Yields Huge Return on Investment

THE Kentucky Postsecondary Education Improvement Act of 1997 established the program we now call **Bucks for Brains (or B4B)**, in which private and federal dollars are matched with state contributions to boost research by attracting top academic talent to Kentucky's flagship universities.

"The explicit intention of the legislation was to enhance Kentucky's economic development and the quality of life," said UofL President **James R. Ramsey**. "One validation that this was visionary is the recent national award from the State Science and Technology Institute that designates UofL as a model for technology-based economic development."

And the midterm results are impressive: The overall increase in gross state product over the period FY 1999 to FY 2011 is estimated to be \$840.3 million. This is the total value of goods and services produced by the inflow of non-state funds as a result of B4B at UofL.

"To put this in perspective: It's real jobs and real dollars," Ramsey said. "B4B accounted for 1.6% of the total increase in Kentucky's total gross state product. During the same period, earnings went up by a cumulative \$290.4 million, or 0.9% of the total earnings for the state.



"The inflow of outside money due to B4B has resulted in a steady increase of employment. The multiplier effect has created more than 1,500 full-time equivalent jobs. As an economist, I can state firmly this was landmark legislation that really is helping our state grow and succeed."

During that time, B4B has allowed UofL to create 84 endowed chairs, 15 professorships, 17 graduate fellowship programs and 30 mission-supported projects. This was a direct result of \$230 million in state and gift match funds invested through B4B. The program has also had a snowball effect in attracting a total of \$333.4 million from extramural funding. The project has generated an additional \$19 million in tax revenue for the state, and Louisville has received \$3.6 million in revenue.

"The pure return on investment the program has garnered is impressive, too. In 1998, \$33.3 million was channeled to UofL through B4B's Endowment Match program," Ramsey added. "Subsequent budgets resulted in a total of \$118.1 million in state funds being transferred

Susan Harkema, Ph.D., is a Bucks for Brains faculty member in the UofL Department of Neurosurgery and rehabilitation research director of the Kentucky Spinal Cord Injury Research Center. Dr. Harkema and her team translate scientific advances into actionable rehab treatments. For patient Rob Summers, this means the ability to stand on his own and walk again. Her work with epidural stimulation is internationally renowned and was most recently published in *The Lancet*, Great Britain's prestigious medical journal.

to the university. As required by the program, UofL has aggressively pursued matching this money dollar-for-dollar with non-state funds from corporations, individuals and non-profit agencies."

The results have real-life implications. The public and private funds have been invested and the earnings derived from the investments pay for endowed faculty positions and related programs. The principal remains untouched, generating funds to meet the ultimate goals of B4B: The commercialization of research and the improvement of the standard of living in Louisville and the commonwealth.

The Economic and fiscal impact of Bucks for Brains at the University of Louisville has resulted in:

Attracting
\$390.5 million
in non-state extramural funding

A net economic impact of
\$840.6 million

An increase in earnings of
\$290.4 million

An employment gain of over
1,500 in FY 2010

An increase in tax revenue of
\$19 million
for Kentucky

An increase in tax revenue of
\$3.6 million
for Louisville

Nucleus Promotes Collaboration and Entrepreneurship

At UofL, the economic and fiscal impact of B4B is showcased through enhanced economic development, job creation and revenue generation. Nowhere is this more apparent than at **Nucleus**, an innovation initiative established in 2008 by the University of Louisville Foundation.



Vickie Yates Brown

“True to its name, Nucleus is positioned to become a leader among innovation parks,” said **Vickie Yates Brown**, president and CEO of the organization. “As an entity, Nucleus’ work is integral to the development of the

innovation park currently underway in downtown Louisville. In this role, we have the ability to create a vibrant technology business district along the city’s healthcare-university-riverfront corridor.”

Founded as the cornerstone in UofL’s movement to centralize all the elements essential to innovation success, the initiative coordinates recruitment, incentives, shared community and infrastructure services.

Nucleus Innovation Park-Jefferson Street is home to 26 companies and more than 160 employees. Kentucky’s Nucleus Innovation Center took what previously were common spaces and built out in the 45,000-s.f. facility to make room for start-up companies.

Among the companies at Nucleus is **TNG Pharmaceuticals**, formed by a group of Entrepreneurial MBA students from UofL’s College of Business. The group has developed a business plan to market and distribute **FlyVax**, a vaccine created to reduce the \$1 billion in losses incurred annually due to livestock damage by parasitic horn flies. The group earned the title “Global Champions” at Global Venture Labs Investment Competition (VLIC) at the University of Texas at Austin. TNG won \$135,000 at this “Super Bowl of business plan competitions,” judged by nationally recognized venture capitalists, entrepreneurs, angel investors and business leaders.

The team has licensed the patented vaccine that was developed by Auburn University researchers who happen to be former Kentuckians. The plan to displace ear tags (the industry standard in battling the horn fly) will take place over the next two



years as the team raises \$1.8 million to get through the USDA regulatory process and ultimately market and distribute a product they say is cheaper and more effective.



Charles Moyer

Dean **Charles Moyer**. “Their research achievements have the opportunity to change agriculture globally, while providing wonderful job opportunities for people in our state. In my mind, this is exactly the kind of company we need within the Nucleus mix. The fact that TNG was created by UofL students is a testament to the caliber of brain power our academic programs are attracting. More than that, we are demonstrating that we will support them over the long haul.”

Other companies that have recently announced headquarters at Nucleus include:

- **The International Center for Long Term Care Innovation (InnovateLTC)**, with initial funding from Signature Healthcare and Nucleus InnovateLTC, is an accelerator designed to bring quality of life and quality of care innovations to the expanding community of aging care.

Nucleus Downtown continues to grow. This past fall the UofL Foundation broke ground on the eight-story, 200,000-s.f. Nucleus building. The state-of-the-art research and office building will house Nucleus and the International Center for Long Term Care Innovation, as well as start-up companies launched by research discoveries at UofL.

- **US WorldMeds, LLC**, a closely held, Kentucky-based specialty pharmaceutical company, focused on development, licensing and commercialization of unique and significant specialty pharmaceuticals that address unmet medical needs or overcome limitations of existing products.

- **Kypha, Inc.**, an early-stage biotech company that develops diagnostic and drug delivery technologies for inflammatory disorders.

- **Edumedics**, a chronic-disease management company that combines both the power of education and medicine to deliver high-touch care management solutions, customized to the needs of both employers and their employees.

- **Signature Research Institute, LLC**, a not-for-profit organization that conducts research related to health science and aging, and dedicated to distributing the knowledge in order to accelerate interventions that may improve the quality of life of aging and elderly populations.



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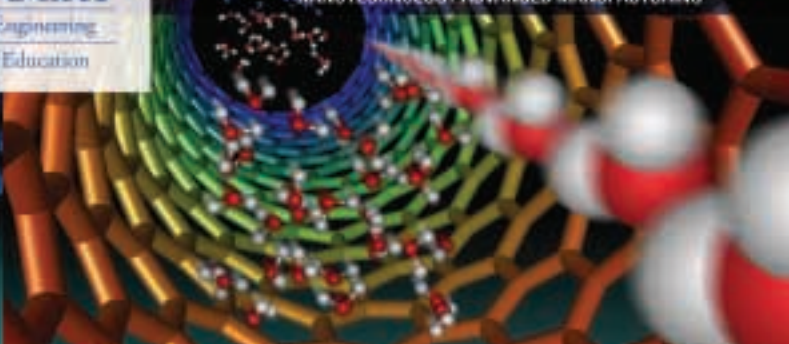
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UofL Belknap Campus is Developing into an Urban Oasis

THE face of the University of Louisville's 287-acre Belknap Campus, located three miles from downtown, is changing for the better. Work is being completed on a new pedestrian gateway and entrance at the corner of Third Street and Eastern Parkway, and a new plaza and sculpture court near the Miller Information Technology Center. The Freedom Park project at Second Street and Cardinal Boulevard also will be completed.

"Belknap Campus has quite a different look and feel for visitors," said Provost **Shirley Willihnganz**. "These enhancements offer dramatic gateways to this beautiful urban oasis."

While they enhance the Belknap appearance, the improvements also are designed to improve student safety and provide more convenient access onto and around campus. The projects will cost almost \$7 million, all funded through federal and state grants or private funding sources. Here are brief descriptions of each project:

Freedom Park

In 2002, the university unveiled a plan to create Freedom Park in the parcel of land bordered by Second and Third Streets and Cardinal Boulevard on the northwest end of Belknap Campus. The park includes city-owned land on which sits a 115-year-old Confederate monument. It will ultimately commemorate Louisville's role in the universal struggle for civil rights, with a planned sculpture to counterbalance the Confederate monument. Displays



are being incorporated into the space, providing exhibits and information about Louisville's role in the Civil War, the civil rights movement and other time periods.

"Freedom Park will serve as a starting point for meaningful dialogue about our history, about the struggle for freedom and about our role in securing and ensuring freedom for generations to come," said UofL President James R. Ramsey.

The park features historic tree plantings, historical markers, outdoor exhibit areas, a plaza around The Playhouse, attractive lighting and a pergola. Seating for a TARC stop has been added on its northern edge. That bus line runs directly to the KFC Yum! Center in downtown for UofL men's and women's basketball games.

New gateways have been constructed at Eastern Parkway and Third Street.

Third and Eastern Parkway Gateway

While not quite the southwestern edge of campus, the corner of Third Street and Eastern Parkway signals to visitors they have arrived at the University of Louisville. That signal is now more obvious, with construction completed on a formal pedestrian gateway. The area includes UofL signage, improved lighting, a large pedestrian area, bicycle racks, steps and a handicapped-accessible ramp for easier access to that corner of campus.

The Cardinal Shuttle bus stop on Third Street located near the entrance



Above: MITC/Trager Plaza features an infinity pool, bench seating and large bronze sculpture.

Left: Freedom Park commemorates Louisville's role in the universal struggle for civil rights.



to the Oval is nearer the new corner to be more convenient for students, faculty and staff headed to the Speed School of Engineering, the Natural Science Building and other facilities in that area. That stop features a new shelter to protect bus riders from inclement weather.

North Entrance Gateway

Visitors to the north side of campus often have a hard time finding the entrance, and even more difficulty navigating the traffic. The entrance gateway is designed to improve safety, slow vehicles and enhance the appearance of that heavily congested area.

It will include a bicycle lane; landscaping and lighting improvements; signage to the planetarium, schools and other buildings in that area; a center turn lane; bus pull-off; and a bicycle pavilion with large racks and lockers.

MITC Plaza

The current area in front of the Miller Information Technology Center has been replaced by a larger, more attractive plaza that features a well-known Louisville landmark: Artist Barney Bright's Truth and Justice sculpture that once stood in front of the Legal Arts Building at Seventh and Market streets. The sculpture is enhanced by a granite infinity pool with trees and concrete benches lining the sides of the plaza. Existing landscaping was replaced with pavers and groundcover.

"The plaza provides a gathering space for students, faculty and staff to enjoy the beauty of the area and the art," said Willihnganz. The sculpture and renovated plaza were donated by Bernard Trager, chairman of Republic Bancorp Inc.

Soccer Complex

Student athletics have traditionally enriched the lives of everyone on

campus. Alumni, donors, friends and supporters join faculty, staff, students and administrators in proudly wearing the UofL colors of red and black.

In 2012, UofL will do so in a new soccer stadium supported by the UofL Foundation. Situated across from Papa John's Cardinal Stadium, home of the UofL football team, this world-class

Once built, the UofL soccer stadium will be the largest standalone soccer complex in the nation.

soccer complex will not only serve to train, support and be home to the Cardinal Soccer teams, it will also attract Big East Championships and other large-scale events from around the region. ●



Located at UofL's Shelby Campus, the four-story 600 North Hurstbourne building will have 125,000 s.f. of space and is expected to be the first multi-tenant office building in Louisville to receive a Leadership in Energy & Environment Design (LEED) designation by the U.S. Green Building Council.

UofL Development Supports Future Growth

THE **UofL Development Company, LLC**, was established to develop and manage UofL Foundation real estate property for the benefit of the university. Currently overseeing the development of 108 acres on UofL's 243-acre **Shelby Campus** located in eastern Jefferson County, this company enjoyed a major milestone in October 2011, when **Churchill Downs Inc. (CDI)** announced it would move its corporate offices into the new 600 North Hurstbourne building on Shelby campus.

Scheduled to open in early 2012, this environmental marvel is a joint venture between the UofL Foundation and NTS Development Co. CDI will lease the entire fourth floor of 600 North Hurstbourne, which will provide 33,172 s.f. of office space for its 120 Louisville-based corporate employees and allow room for an additional 30 future staff members.

Along these same lines, **MetaCyte Business Labs**, a for-profit subsidiary of the Foundation, is working with the UofL Office of Technology Transfer and Nucleus to create a seamless commercialization process that will yield viable operating companies with a combined value in excess of \$1 billion by 2020. Since 2002, MetaCyte staff has secured more than \$16 million in funding for its portfolio companies, creating more than 40 high-paying jobs and returning more than \$11 million to UofL for additional research.

Prescription for Success

Residents to benefit from Kentucky hospital partnerships and mergers

BY ROBERT HADLEY

2012 could be remembered as the year major Kentucky hospitals joined forces to battle disease, boost delivery of care across the state and position themselves for greater economic strength.

University of Kentucky HealthCare in Lexington and **Norton Healthcare** in Louisville in late 2011 unveiled initial details of a collaboration in which they will share resources on stroke treatment and cancer research, establish an educational network to fight obesity and create a specialty clinic in Louisville for organ transplants. Aiming also to produce more physicians, Norton doctors will serve as UK medical school faculty and residents will be able to complete a rotation in Norton's five Louisville hospitals.

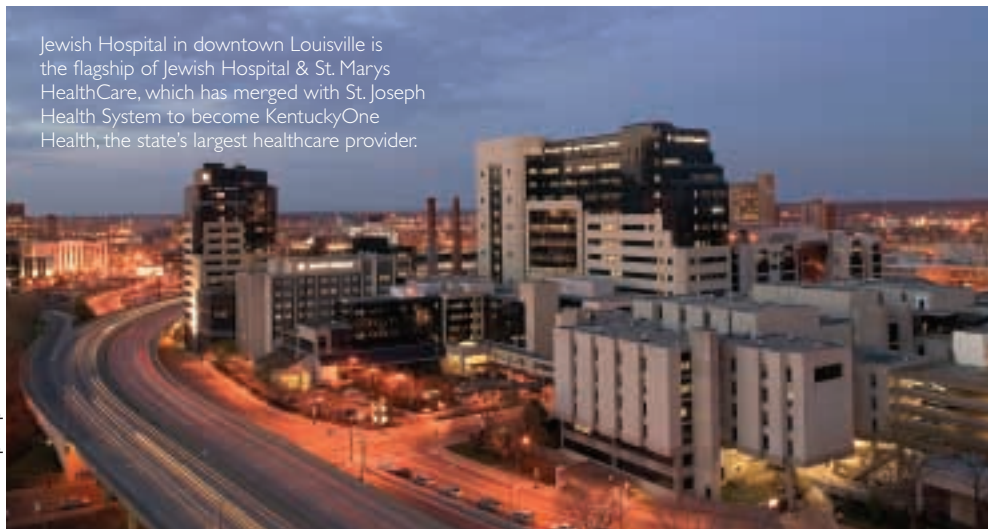
Attracting even more attention is the January 2012 merger that united two of the state's largest hospital systems: Louisville's **Jewish Hospital & St. Mary's HealthCare** (JHSMH) and Lexington-based **St. Joseph Health System** (SJHS). They are now **KentuckyOne Health**, the state's largest healthcare provider with 12 hospitals, 13,600 employees and \$1.8 billion in annual revenues.

The merger originally was to include **University Medical Center** (UMC) at the



Ruth Brinkley,
President/CEO,
KentuckyOne
Health

Jewish Hospital in downtown Louisville is the flagship of Jewish Hospital & St. Mary's HealthCare, which has merged with St. Joseph Health System to become KentuckyOne Health, the state's largest healthcare provider.



Jewish Hospital photo

University of Louisville also, but concerns about that publicly funded institution's operation within a private entity prevented UofL's participation.

The proliferation of merger and collaboration plans comes at a time of increased pressure on facilities to cut costs both as a result of a major recession and sluggish economy since 2009 and anticipation of changes rooted in the Obama administration's Patient Protection and Affordable Care Act, also known as "Obamacare."

Necessity of a merged system

Mergers are seen as strong medicine to confront serious health problems in the commonwealth.

The prevalence of major illness in Kentucky requires a medical system robust enough to treat the 250,000 patients who will qualify for subsidized insurance when the Obama administration's healthcare reform plan goes into effect in 2013, said **David Laird**, president/CEO of the former JHSMH.

Unfortunately, the state also is facing a shortage of doctors, according to a 2007 report commissioned by the Kentucky Institute of Medicine. With 214 active physicians per 100,000 people, Kentucky's physician-to-population ratio ranks 32nd in the country. To meet the national ratio of

268, the number of active commonwealth physicians would have to grow by 2,300, the report found.

To help fill the pipeline of doctors needed to work underserved, rural communities, Dr. **Dan Varga**, chief medical officer at SJHS, said SJHS began seeking an academic partner, such as University Hospital, with ties to a medical school. The **UofL Medical School** has trained more than half of Kentucky's doctors.



Dr. Dan Varga,
Chief Medical
Officer, St.
Joseph Health
System

A cash infusion

What eventually became the KentuckyOne Health merger was initiated by **University Medical Center**, the party left out of the deal, because that hospital's administration foresees a need for capital.

UMC made \$100 million in facilities, equipment and program improvements from 1996 to 2006, said **Jim Taylor**, president and CEO of University Medical Center, but much of its sources of funding have evaporated since.

"No. 1, we have been in the beginning and in the middle of the economic downturn," Taylor said. "The capital markets also changed the way they began to look at healthcare. So our access to the traditional hospital capital markets is very limited at best."



David Laird,
President/CEO,
Jewish Hospital
& St. Mary's
HealthCare



Norton Healthcare photo

Norton Hospital in downtown Louisville is one of five major hospitals in the Norton Healthcare System.

Continued on page 38

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MEDICAL SERVICES

Continued from page 36

Meanwhile, 404-bed UMC was outgrowing its facility, with reported 2010 occupancy averaging 81 percent, said spokesman **David McArthur**. That, combined with inflation and other economic pressures, produced a need for more money to expand.

UMC's board started to look for a partner with deep pockets to help. The facility already had a decades-long collaborative relationship with JHSMH – each filled gaps in the other's services portfolio – and exploratory discussions began more than two years ago.

Talks between UMC and JHSMH drew the interest of Denver-based and deep-pocketed **CHI**, which had entered into a joint operating agreement with JHSMH in 2005 upon the merger of the former Jewish Hospital Healthcare Services with Sts. Mary and Elizabeth Hospital. CHI also was the parent of Lexington-based St. Joseph Health System with six Kentucky hospitals.

"Part of the St. Joe Health System interest in coming together in the merger really is looking at the population of folks that we serve and the assets we were going to need to bring to the table to serve those populations," Varga said. "Unlike Jewish and UofL Hospital, we've been fairly blessed with capital investment. CHI, since the formation of the St. Joe System, has invested about \$560 million in master facility plans in the state."

CHI plans a further \$300 million-plus cash infusion into KentuckyOne Health. Additionally, ongoing investments into the merged healthcare system would

Staff photo



Anthem Blue Cross and Blue Shield of Kentucky, which is based in Louisville, is the state's largest health insurer and has 1,200 employees in the state.

include \$100 million to fund a statewide information network mandated by the Obama administration's reform plan, \$100 million of incremental facility improvements, and \$600 million generated from operations, which would be reinvested in the system, Varga explained.

"So, essentially, you're (talking) close to \$1 billion of capital investment, including IT, over the next five years," Varga said.

Following is a list of major hospitals and healthcare facilities in the region.

KENTUCKY

BRECKENRIDGE COUNTY – HARDINSBURG

Breckinridge Memorial Hospital
breckhealth.org

BULLITT COUNTY – SHEPHERDSVILLE

Jewish Hospital Medical Center South
jhsnmh.org

CARROLL COUNTY – CARROLLTON

Carroll County Memorial Hospital
ccmhosp.com
VA Healthcare Center
louisville.va.gov/visitors/carrollton.asp

GRAYSON COUNTY – LEITCHFIELD

Twin Lakes Regional Medical Center
tlrmc.com

GRAYSON COUNTY – CLARKSON

VA Healthcare Center, Grayson
louisville.va.gov

GREEN COUNTY – GREENSBURG

Jane Todd Crawford Memorial Hospital
(270) 932-4211

HARDIN COUNTY – ELIZABETHTOWN

Hardin Memorial Hospital
hnh.net/HMHWebsite/
HealthSouth Lakeview
Rehabilitation Hospital
healthsouthlakeview.com

JEFFERSON COUNTY – LOUISVILLE

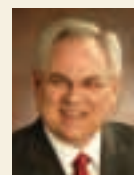
Baptist Hospital East
baptisteast.com
Baptist Eastpoint
baptisteastpoint.com
Frazier Rehab Institute
frazierrehab.org
Jewish Hospital
jhsnmh.org
Jewish Hospital Medical Center East
jhsnmh.org/Locations/Jewish-Hospital-Medical-Center-East.aspx

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The not-for-profit system has five Louisville hospitals, including Kosair Children's Hospital, Kentucky's only full-service, free-standing pediatric hospital; five outpatient centers; 12 Norton Immediate Care Centers; 10,900 employees; nearly 430 employed medical providers; and more than 2,300 physicians.



Stephen A. Williams, President/CEO, Norton Healthcare

Jewish Hospital Medical Center Northeast
jhsnmh.org/Locations/Jewish-Hospital-Medical-Center-Northeast.aspx

Jewish Hospital Medical Center Southwest
jhsnmh.org/Locations/Jewish-Hospital-Medical-Center-Southwest.aspx

Kindred Hospital Louisville
kindredlouisville.com

Kindred Hospital Louisville
at Jewish Hospital

Kosair Children's Hospital
nortonhealthcare.com
Louisville VA Medical Center
louisville.va.gov

VA Healthcare Center, Dupont
louisville.va.gov/visitors/dupont.asp

VA Healthcare Center, Newburg
louisville.va.gov/visitors/newburg.asp

VA Healthcare Center, Shively
louisville.va.gov/visitors/shively.asp

VA Healthcare Center, TRICARE Family Practice

louisville.va.gov/visitors/standifordfield.asp
Norton Hospital

nortonhealthcare.com

Norton Audubon Hospital
nortonhealthcare.com

Norton Brownsboro Hospital
nortonhealthcare.com

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Mark B. Carter, CEO, Passport Health Plan

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Norton Suburban Hospital

nortonhealthcare.com

Our Lady of Peace

jhsmh.org

Saints Mary & Elizabeth Hospital

jhsmh.org

Ten Broeck Hospital – Dupont

tenbroeck.com

Ten Broeck Hospital – KMI

tenbroeck.com

University of Louisville Hospital

uoflhealthcare.org

MARION COUNTY – LEBANON

Spring View Hospital

springviewhospital.com

MEADE COUNTY – BRANDENBURG

Jewish Hospital Health

Center-Meade County

jhsmh.org

NELSON COUNTY – BARDSTOWN

Flaget Memorial Hospital

flaget.com

OLDHAM COUNTY – LA GRANGE

Baptist Hospital Northeast

baptistnortheast.com

SHELBY COUNTY – SHELBYVILLE

Jewish Hospital Shelbyville

jhsmh.org

TAYLOR COUNTY – CAMPBELLSVILLE

Taylor Regional Hospital

tchosp.org

University of Louisville photo



INDIANA

CLARK COUNTY – CHARLESTOWN

St. Catherine Regional Hospital

stchc.com

CLARK COUNTY – JEFFERSONVILLE

Clark Memorial Hospital

clarkmemorial.org

Wellstone Regional Hospital

wellstonehospital.com

FLOYD COUNTY – NEW ALBANY

Floyd Memorial Hospital

and Health Services

floydmemorial.org

Southern Indiana Rehab Hospital

sirh.org

VA Healthcare Center New Albany

louisville.va.gov

HARRISON COUNTY – CORYDON

Harrison County Hospital

hchin.org

JEFFERSON COUNTY – MADISON

King's Daughters Hospital

& Health Services

kingsdaughtershospital.org

SCOTT COUNTY – SCOTTSBURG

Scott Memorial Hospital

scottmemorial.com

VA Healthcare Center, Scottsburg

louisville.va.gov

WASHINGTON COUNTY – SALEM

Washington County Memorial Hospital

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Legal education also has a strong presence in the area. The **University of Louisville** is home to the **Louis D. Brandeis School of Law**, which *preLaw* magazine in 2010 ranked third on the list of the nation's law schools by best value.

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James H. Frazier III, Managing Member, McBrayer McGinnis Leslie & Kirkland, PLLC



Located in downtown Louisville, the Jefferson County Judicial Center is the centerpiece of the Jefferson County Courts Complex.

Brandeis, who was born in Louisville in 1856, was the Supreme Court Justice most responsible for helping the Supreme Court shape the tools it needed to interpret the Constitution in light of the sociological and economic conditions of the 20th century. Brandeis devoted his life to social justice and is considered a progressive and champion of reform.

The Brandeis law school includes the nationally recognized **Samuel L. Greenebaum Public Service Program**, which instill in students the value of public service and the spirit of community. Students are required to perform a minimum of 30 hours of law-related public service prior to graduation. As a result, more than 4,000 hours of law student assistance are donated to local, state and national organizations each year.

The school also partners with Louisville's impressive legal community and alumni across the nation to provide students with the practical skills they will need to meet the demands of their legal careers.

Legal business stabilizes

While the economic downturn has affected Kentucky law firms, by early 2011 they were reporting an uptick in demand and were cautiously optimistic. Several commonwealth firms said the downturn benefited them as large firms in the U.S.

money centers shed lawyers and cut graduate hiring. With talent previously absorbed by the biggest firms available, some Kentucky law firms even increased their numbers of lawyers the past two years.

The legal business stabilized in 2011, although at a level lower than in the years before 2008 when U.S. business spending on outside counsel was growing 7 percent annually, according to the latest annual Client Advisory published by Hilderbrandt Baker Robbins and City Private Bank. The national "demand picture shows no signs of improving anytime soon," according to Client Advisory.

"Kentucky is more conservative," said **John R. Crockett III**, Kentucky chairman of Frost Brown Todd, which is based in Louisville and is the largest firm in Kentucky by number of lawyers with 186. "In our region, we tend to not have as high highs as the money centers do, and consequently we don't have as low lows."

Firms in the commonwealth are having success with a management strategy focusing on improving client service. With business client spending falling or flat, law firm revenue growth

Continued on page 42



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LEGAL SERVICES

FROST BROWN TODD LLC

400 W., Market St., Suite 3200
Louisville, KY 40202
(502) 589-5400
frostbrowntodd.com

We live in unpredictable and uncertain times. One month there are positive and encouraging signs of recovery, but the next month brings global events or ineffectiveness in Washington, D.C., that erode confidence in investments that drive growth. That said, we are seeing more “deal” activity than we did this time last year, and believe that trend will continue. Money has been “sitting on the sidelines” since the early part of the recession, and we are optimistic that the time has come for people and companies to put it to good use.

Our clients turn to us for advice and counsel, and it is a privilege to be trusted with their important legal issues. Their challenges and opportunities are ours. We know and understand our clients’ businesses, respond to their needs and deliver what they ask for at or before the time they ask for it.



John R.
Crockett III,
Chairman,
Frost Brown
Todd LLC

John Nation photo

The former Jefferson County Courthouse, which was completed in 1860, is the home of Louisville Metro Hall, which includes the office of Mayor Greg Fischer.



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comes at the expense of competitors, and client service plays a big role in any gains.

“Client service is more than knowing law and getting it right,” Crockett said. “We make it a point to understand their business and to deliver what they ask for, even before they ask for it.”

Marketing efforts have dovetailed with this client service strategy. Several firms revamped their websites and pursued other business development efforts. One example represents a partnership with Kentucky’s signature Thoroughbred industry. In 2011, Stoll Keenon Ogden, which has an office in Louisville, was the presenting sponsor of the post position draw luncheon for the Breeders’ Cup World Championships. The Breeders’ Cup, Thoroughbred racing’s most prestigious global event, comprised 15 races worth a total of \$26 million that were run at Churchill Downs in Louisville.

Overall, Kentucky firms offer fairly consistent feedback on how various practice sectors have been performing. Real estate remains down. Bankruptcy practice has been strong, with the firms getting work from debtors as well as creditors. Healthcare has been stable. Litigation has been steady, but did not meet general expectations that it would improve. Merger and acquisition work has shown signs of life, resulting in

a belief that ongoing activity could lead to revival in the commercial real estate sector.

Elder law practice has been becoming a hot topic. Baby boomers are moving into their retirement years, and firms are handling more legal issues related to growing older such as estate and long-term-care planning along with disputes involving health and nursing-home care.

Following is a list of major law firms in the area. All are located in Louisville.

Ackerson & Yann PLLC

ackersonlegal.com

Bingham Greenebaum Doll PLLC

bgdlegal.com

Boehl Stopher & Graves LLP

bsg-law.com

Conliffe Sandmann & Sullivan PLLC

cssattorneys.com

Dinsmore & Shohl LLP

dinslaw.com

Frost Brown Todd LLC

frostbrowntodd.com

Fultz Maddox Hovious & Dickens PLC

fmdh.com

Goldberg & Simpson PSC

goldbergsimpson.com/

Gwin Steinmetz & Baird PLLC

gsblegal.com

Landrum & Shouse LLP

landrumshouse.com

Lynch, Cox, Gilman & Goodman PSC

lbgandm.com

McBrayer, McGinnis, Leslie & Kirkland PLLC

mmlk.com

Middleton Reutlinger

middreut.com

Morgan & Pottinger PSC

morganandpottinger.com

O’Byan Brown & Toner PLLC

obtlaw.com

Phillips Parker Orbersen & Moore PLC

ppomlaw.com

Seiller Waterman LLC

derbycitylaw.com

Smith & Helman Law Office

uslawyersdb.com/attorney63981

Stites & Harbison PLLC

stites.com

Stoll Keenon Ogden PLLC

skofirm.com

Ward, Hocker & Thornton PLLC

whtlaw.com

Weber & Rose PSC

weberandrose.com

Wyatt, Tarrant & Combs LLP

wyattfirm.com

Zielke Law Firm PLLC

zielkefirm.com

STITES & HARBISON PLLC

400 W. Market St., Suite 1800
Louisville, KY 40202
(502) 587-3400
stites.com

With offices in Louisville, Lexington and Frankfort, Stites & Harbison serves as counsel to many of the state’s leading businesses and institutions. The firm focuses on sophisticated transactions, difficult litigation and complex regulatory issues. Our goal is to be recognized by our clients as a valued partner in their business success.

Stites & Harbison has more attorneys listed in the Top 50 of the current *Kentucky Super Lawyers* magazine than any other law firm in the state. With offices in six states and Washington, D.C., the firm provides clients the resources to resolve legal issues – locally or nationally.



Ken Sagan,
Chairman
of the Firm,
Stites &
Harbison PLLC

A tradition as a full-service law firm serving top corporations and emerging companies.

Over 400 lawyers focusing on business transactions and litigation.

A commitment to continuing to invest in the communities in which we work.



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Florence
Lexington
Louisville

Ohio
Cincinnati
Columbus
West Chester

Tennessee
Nashville

West Virginia
Charleston

Solid Financial Foundation

Sound practices makes for strong banking, wealth management institutions in Louisville

FOR a community to attract new residents and new businesses, dependable banking services are essential. Louisville and the surrounding area in Kentucky and in Southern Indiana have a variety of financial service providers that work to meet the needs of longtime residents and newcomers.

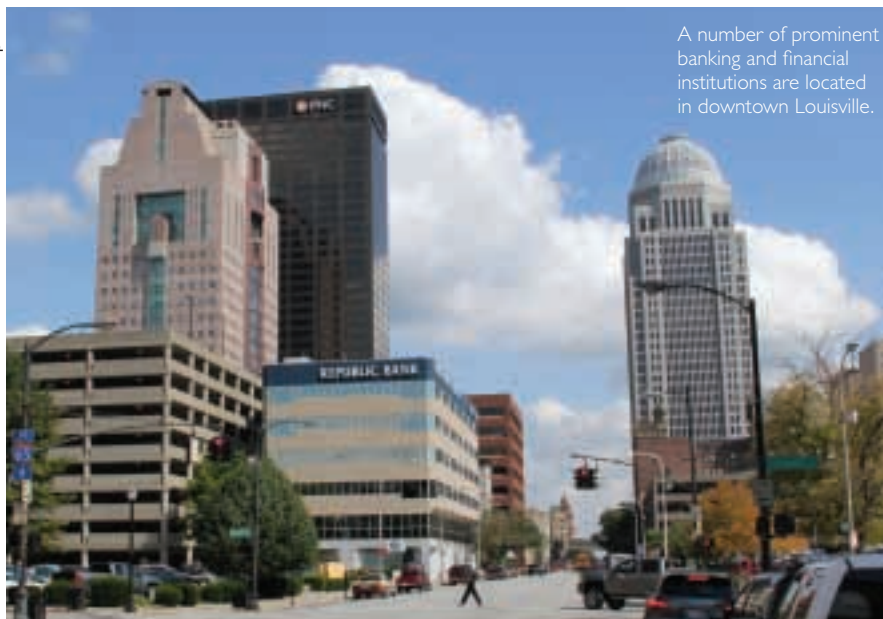
Louisville is home to most of Kentucky's largest banks ranked by market share. Throughout the commonwealth, financial institutions remain stable despite economic hardships, thanks to strong capital positions coupled with sound risk management practices, according to the 2010 annual report of the Kentucky Department of Financial Institutions.

"Kentucky's financial services industry has weathered the storm and remains committed to helping our communities and residents deal with economic uncertainty," said DFI Commissioner Charles Vice.

An agency in the Public Protection Cabinet, the DFI supervises the financial services industry in Kentucky and is responsible for chartering, licensing and registering various financial institutions, securities firms and professionals operating in the commonwealth.

In 2010, Kentucky's 156 state-chartered banks increased total assets to more than \$45 billion, and the state's 26 state-

Staff photo



A number of prominent banking and financial institutions are located in downtown Louisville.

chartered credit unions increased assets to more than \$1.7 billion. Both also increased total loans in 2010, according to the DFI. While profitability measures are below historical levels, the return on average assets for banks and credit unions in Kentucky improved during the past 12 months.

The DFI annual report contains statistical and historical information regarding the financial services industry in Kentucky. It is available at the DFI's Web site at kfi.ky.gov.

In Indiana, the Department of Financial Institutions dates to 1933. The department is responsible for supervising commercial banks, trust companies, private banks, savings banks, building and loan associations, credit unions, and finance companies incorporated under the laws of the state. Its scope of regulatory responsibilities also includes supervision of pawnbrokers, licensees under the Uniform Consumer Credit Code, licensees under the Indiana Small Loan Act, industrial loan and investment companies, money transmitters, check cashers, budget service companies, and rental-purchase agreement companies.

Annuities regain popularity

One segment of the investment market that has benefited from the economic downturn is sales of the boring old annuity. In Kentucky, a top official with

one of the commonwealth's largest financial adviser groups expects 20 percent annuity sales growth in 2012.

Once regarded as an afterthought among investments – mainly during the stock market and real estate boom of the 1990s and early 2000s – annuities today are gaining ground as a go-to vehicle for investors attracted to the tax-deferred savings and guaranteed income stream they provide. Their growing popularity is based in large measure on the security they provide at a time when other investments are seen as too risky, explained Mike Mingus, vice president of Louisville-based Hilliard Lyons' Annuity and Retirement Planning Solutions Group.

"How we position most of our (annuities) nowadays is that we talk about the predictable and sustainable income stream" they offer, Mingus said. "If you go several years back, most of the press would say you weren't very bright if you purchased an annuity. That's no longer the case."

Historically, annuities have earned a less-than-stellar reputation for high fees and restrictions on withdrawals. According to industry website Investopedia.com, fees can include charges for early liquidation, plus various sales and administrative expenses.

FIFTH THIRD BANK

401 S. Fourth St.
Louisville, KY 40202
(502) 562-5215
53.com

Fifth Third Bank serves the Louisville area through 42 full-service locations, including 13 Bank Marts® open seven days a week. We operate four main businesses: Commercial Banking, Branch Banking, Consumer Lending and Investment Advisors.

Our mission is financial empowerment, giving people access to the tools and knowledge needed for success. We strive to empower through education, volunteerism and by financially supporting initiatives that enable people to achieve their goals. We believe that there is no greater satisfaction than helping people reach their highest potential.



Tom Partridge,
President/CEO,
Fifth Third
Bank Kentucky

**We're not waiting
for the economy
to improve.
We've loaned
10 billion dollars
to make it happen.**



If you have an opportunity, we're ready. This is no time to wait. And we're not. In fact, so far this year, we've extended nearly 10 billion dollars in credit to business customers, and we plan to lend another 28 billion dollars in the year to come. In addition to lending, we will keep supporting local businesses with financial solutions and services that can improve productivity and, ultimately, help them succeed. Find out how we can help you drive results at 53.com/drivingresults or call 1-877-804-2091.



Loans subject to credit review and approval. Rates may vary based on credit qualifications. Fifth Third Bank, Member FDIC.  Equal Housing Lender.



Fifth Third Bank photo

Fifth Third Bank traces its origins to 1858.

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Early liquidation penalties can be one of the costliest fees associated with annuities. Also, many annuities have a surrender charge during which withdrawals are assessed a sales fee if withdrawal begins within a relatively short time after purchase. According to the U.S. Securities and Exchange Commission, the surrender periods for variable annuities can last six to eight years and can reduce the investment's value and return.

Mingus argues the fees are a fair trade-off for the lifetime income stream annuities offer. Sales growth indicates customers increasingly agree.

"Certainly there are fees attached to them, but I call that income insurance," Mingus said. "It's insurance on your income, no different than any other insurance, be it homeowner's, be it life, be it your car."

HILLIARD LYONS

500 W. Jefferson St.
Louisville, KY 40202
(502) 588-8400
hilliard.com

Wealthy individuals and families need guidance and comprehensive solutions that consider their unique circumstances and long-term goals. Hilliard Lyons has been providing that kind of insight for every generation since 1854.

When you partner with Hilliard Lyons, you have the comfort of knowing that your financial consultant will help guide you toward a financial strategy that is appropriate for you. From building your assets and protecting them in the here and now, planning for and funding your future retirement, through creating a legacy for generations to come, Hilliard Lyons has the talent, services and products to effectively plan for each.



James Allen,
CEO,
Hilliard Lyons

John L. Gardner, a senior vice president with Wells Fargo Advisors and complex manager of the firm's Bluegrass region, said there are ways to avoid fees and negative impact.

"If the client needs to withdraw money for an illness, storm damage to their house or to cover car repairs, it can have a significant impact on the income benefit the contract would provide," Gardner said. "The expense and liquidity issues are ones we try to manage by making sure there is adequate liquidity outside the annuity contract."

The uptick in demand for annuities – despite their caveats – represents a paradigm shift when it comes to retirement planning, Mingus said. For the last half century, two ideas have dominated the industry: growth and accumulation. Workers accumulate assets and invest them so their value will grow, and they've been invested in high-risk, high-return venues such as real estate and the stock market.

Because the investment period was considered to be not years but decades, conventional thinking told investors they could ride out stock market volatility or dips in the housing market.

Today that model is considered less viable thanks to growing concerns about the long-term sustainability of Social Security and whether market-based 401(k) plans will provide enough income during retirement. These conditions have tended to produce risk-aversion among investors planning for retirement.

The recession that struck in 2008 has had a clear impact on advice from retirement planners and financial consultants.

"With many younger clients, we're discounting what they may in fact receive from Social Security," Gardner said. "There's constant background noise that Social Security benefits will be based on recipients' needs. To some extent, they already are with the taxation of Social Security benefits above a certain income level."

The upswing in annuity sales means there are more offerings in the annuity market and more features brokers can customize for their clients. For any situation, a plethora of choices may be available for owners, but Mingus is clear on the age at which someone should ideally purchase an annuity.

"There's no absolute, but if you have to do some generalization as to some ideal population, mid- to late 50s now is looking like a good time for deferred annuities," he explained. "You need them to stay in force for a period of time before

ERNST & YOUNG LLP

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ey.com

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. The Louisville office of Ernst & Young was established in 1923, making it one of the first offices in our firm. Dave Calzi, a CPA with nearly 30 years of experience, serves as the Louisville Office Managing Partner, and leads more than 80 professionals in serving our clients' needs in the state of Kentucky and beyond.



Dave Calzi,
Louisville
Office
Managing
Partner, Ernst
& Young

you really turn on the income stream. If you look at immediate annuities, you can wait (to buy) until 70, easily."

Following is a list of major banks and accounting firms in the region.

BANKS

Branch Banking & Trust Co. (BB&T)

Louisville – bbandt.com

Central Bank


Louisville – centralbank.com

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Hilliard Lyons, one of the nation's oldest investment firms, has its headquarters in Louisville.

Pride In The Dynamic City We Call Home.



Having once again been honored as one of America's Top Banks¹, Republic Bank consistently attributes this and other similarly high national recognitions to being based in Louisville; to having been an integral part of the River City's past and present; and to having commitments in place which reach far into our city's future. We're here to assist with the financial needs of individuals, families, businesses, and not-for-profit groups-and we're deeply immersed in 'giving back' - our time, our loyalty, and our resources to this amazing city.

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We will be here for you tomorrow.[®]

¹ Ranked 4th Best in the country by ABA Banking Journal, April 2013.

FINANCIAL SERVICES

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Chase

Louisville – chase.com

Citizens Union Bank of Shelbyville

Shelbyville, KY – cubbank.com

REPUBLIC BANK

601 W. Market St.
Louisville, KY 40202
(502) 584-3600
republicbank.com

Here at Louisville-based Republic Bank, we're justifiably proud to have been honored as one of America's Top 4 Banks by the ABA Banking Journal. We realize that we continue to receive national recognition because of our ties to this city, our financial strength and for our commitment to helping individuals, families, businesses and not-for-profit groups achieve their goals and dreams.

Interested in learning more about our bank and how we might help you? Go to republicbank.com or dial 584-3600 – it's a local call!



Steve Trager,
Chairman/CEO,
Republic Bank

Commonwealth Bank & Trust Co.

Louisville – cbandt.com

Eclipse Bank

Louisville – eclipsebank.com

Fifth Third Bank

Louisville – 53.com

First Citizens Bank

Elizabethtown, KY – first-citizens.com

First Capital Bank of Kentucky

Louisville – fcbok.com

First Federal Savings Bank of Elizabethtown

Elizabethtown, KY – ffsbk.com

First Harrison Bank

Corydon, IN – firstharrison.com

First Savings Bank, F.S.B.

Clarksville, IN – fsbbank.net

Forch Bank

Louisville – forchtbank.com

MainSource Bank Southern Indiana

mainsourcebank.com

PBI Bank Inc.

Louisville – pbibank.com

The Peoples Bank of Bullitt County

Shepherdsville, KY – pbofbc.com

PNC Bank

Louisville – pnc.com

Regions

Southern Indiana – regions.com

Republic Bank & Trust Co.

Louisville – republicbank.com

PNC FINANCIAL SERVICES GROUP

101 S. Fifth St.
Louisville, KY 40202
(502) 581-4212
pnc.com

The success of the Louisville economy over the coming years will be credited to the market's diverse industrial base. It hosts a wide array of employers from auto manufacturing to education and professional services. This sustains its ability to weather most economic turbulence and at least to suffer less through downturns. Consumer demand could be tame in the near term if sentiment about the national economy remains unsettled.

Louisville should be able to jump in, head first, to join a stronger national economy once the current, transitory job market limitations have passed. PNC Bank continues to be an active lender to local businesses, helping them position for future growth.



Charles
P. Denny,
Regional Bank
President, PNC
Bank

River City Bank Inc.

Louisville – rivercitybankky.com

Springfield State Bank

Springfield, KY – springfieldstate.com



Your dreams are our business.

At Wells Fargo Advisors, we enjoy getting to know you – your dreams, your passions, your plans for the future. We believe that a great relationship is at the heart of smart investing. You can rely on us. We help you balance the risks and rewards of sound planning to help establish security in your investments. For investment planning to meet your lifestyle, call us today.



Louisville, KY Branch of Wells Fargo Advisors

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Ernst & Young is located in downtown Louisville in the 35-story Aegion Center, the tallest building in Kentucky.

Stock Yards Bank & Trust Co.

Louisville – syb.com

Town & Country Bank and Trust Co.

Bardstown, KY – mytcbt.com

U.S. Bank N.A.

Louisville – usbank.com

Wilson & Muir Bank & Trust Company

Bardstown, KY – wilsonmuirbank.com

Your Community Bank

New Albany, IN – yourcommunitybank.com

New Washington State Bank

New Washington, IN – newwashbank.com

ACCOUNTING FIRMS

BKD LLP

Louisville – bkd.com

Blue & Co. LLC

Louisville – blueandco.com

Crowe Horwath LLP

Louisville – crowehorwath.com

Dean Dorton Allen & Ford PSC

Louisville – ddafcpa.com

Deloitte

Louisville – deloitte.com

Deming Malone Livesay & Ostroff

Louisville – dmlco.com

Ernst & Young LLP

Louisville – ey.com

Jones, Nale Mattingly PLC

Louisville – jnmcpa.com

KPMG LLP

Louisville – kpmg.com

Louis T. Roth & Co. PLLC

Louisville – ltrth.com

McCauley Nicholas & Co., LLC

Jeffersonville, IN – mnccpa.com

Monroe Shine & Co., Inc.

New Albany, IN – monroeshine.com

WELLS FARGO ADVISORS

101 S. 5th St., Suite 3800

Louisville, KY 40202

(502) 561-5000

wellsfargoadvisors.com

With more than \$1.2 trillion in client assets as of March 31, 2011, Wells Fargo's brokerage businesses comprise 15,236 full-service financial advisers and 3,958 licensed bankers. This vast network of advisers, one of the nation's largest, serves clients through offices in all 50 states and the District of Columbia.

Wells Fargo Advisors is the trade name used by two separate registered broker-dealers and non-bank affiliates of Wells Fargo & Company: Wells Fargo Advisors, LLC and Wells Fargo Advisors Financial Network, LLC (members SIPC). Statistics include other broker-dealers of Wells Fargo & Company.



Tony Bennett,
Complex
Manager for
Louisville, Wells
Fargo Advisors

Mountjoy Chilton & Medley LLP

Louisville – mcmcpa.com

PricewaterhouseCoopers LLP

Louisville – pwc.com

Strothman & Co., PSC

Louisville – strothman.com

Welenken CPAs

Louisville – welenken.com ●

If you succeed once
it may be luck.
If you succeed often,
believe us,
it's something else.

Repeated success takes much more than luck. It requires talent, ability and drive. We have years of experience in helping entrepreneurial businesses grow. Find out how we can help you take your business to the next level at ey.com.

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ERNST & YOUNG
Quality In Everything We Do

From Louisville to the World

Transportation by air, river, highway and railroad is logistics grand slam for business

WORLDPORT, United Parcel Service's 300-acre international air express hub at **Louisville International Airport**, offers businesses in the region unparalleled access to the world. The home base of UPS's global air network and UPS Airlines, Worldport sits prominently between the airport's parallel runways and connects Louisville to more than 220 countries and territories around the world in the matter of hours.

Because of Worldport, Louisville International Airport handled almost 4.7 billion pounds of cargo, freight and mail in 2010. Thanks to those numbers, the airport is the 10th-busiest cargo airport in the world and the third-busiest airport in North America.

Louisville International Airport, located on 1,020 acres just 10 minutes from downtown, also handled more than 3.3 million passengers in 2010 and now offers nonstop service to 28 destinations. Nonstop flights to Denver and Washington-Dulles International Airport were added in 2010, further accommodating passengers' travel plans.

Louisville International Airport and nearby **Bowman Field**, one of the longest continuously operating general aviation airports in the United States, are owned, operated and developed by the **Louisville Regional Airport Authority**. Much like a private corporation, the authority is self-funded and derives operating revenue from a variety of user fees. The authority does not receive local or state funding for the routine operations of either airport.

Together, the airports fuel the region's economy by helping retain and attract business, conventions and tourists. The Louisville Regional Airport Authority reports that in 2009 the two airports generated recurring economic impacts of more than 55,600 jobs; nearly \$2 billion in payroll; more than \$5.6 billion in economic activity; and more than \$277 million in state and local taxes.

River of opportunity

The 981-mile **Ohio River** is a transportation superhighway with a significant impact on Southern Indiana, the Greater Louisville area and the entire Midwest. Indeed, the river handles more tonnage than the Panama Canal.



Located on the northern bank of the Ohio River across from Louisville is the **Port of Indiana-Jeffersonville**, one of three facilities that are part of the Ports of Indiana System. (The others are on the Ohio River in Mount Vernon on the western edge of the state and on Lake Michigan in Burns Harbor, east of Chicago.) Jeffersonville's 1,057-acre port has 3,200 feet of riverfront with an 11-mile interior rail system and direct access to three interstates.

Moving goods on a river is a safe, fuel-efficient mode of transportation. Each day, the Port of Jeffersonville generally receives around 185 barges full of such commodities as steel, wire rod, corn, salt, soybeans, salt and liquid asphalt. (A barge typically can hold 1,500 tons.) Annually, almost \$500 million in goods is shipped from the Port of Indiana-Jeffersonville by barge.

Stevedores and steel processing companies within the Jeffersonville port often will work with steel mills in Chicago and Pittsburgh that ship materials to the port for processing and return them within a day. With 14 steel-related businesses, the Port of Indiana-Jeffersonville is often referred to as the "Steel Campus," but its 1.9-million bushel onsite grain storage

Not only is Louisville International Airport the 10th-busiest cargo airport in the world, but it handles thousands of people who fly there commercially and privately to attend the Kentucky Derby on the first Saturday in May.

facility makes it ideal for agricultural-based companies and several are located at the facility. Some of the resident companies handle chemicals and liquids and include Itemitsu Lubricants America Corp., a subsidiary of one of Japan's largest oil and energy companies.

On the road

Louisville is within a day's drive of two-thirds of the United States population via **Interstates, 64, 65 and 71**, and a secondary road network provides convenient ingress and egress to the major interstate highways.

Officials in the region continue to pursue the **Ohio River Bridges Project** to promote safer, smoother interstate travel between Indiana and Kentucky, particularly in downtown Louisville. Meanwhile, a new span across the Ohio River upstream from Louisville has been scheduled for completion in late 2012. That bridge will replace the US 421

TARC's fleet includes hybrid electric buses, which cut down significantly on air pollution, save on energy consumption and costs and provide a smoother ride for passengers.

bridge that crosses the river between Milton, Ky., and Madison, Ind., midway between Louisville and Cincinnati, Ohio.

Because of an innovative construction method, the old bridge is expected to close for a total of only 10 days during construction. Using a method called "truss sliding," a new 3,181-foot-long truss will be moved along steel rails and plates and slide into place atop the existing piers, which will be rehabilitated. The new span is expected to be the fastest modern-day bridge built across the Ohio River.

On the railroad

According to Greater Louisville Inc., the Metro Chamber of Commerce, Greater Louisville is served by three Class I railroads: **Canadian Pacific Railway, CSX** and **Norfolk Southern**. Both CSX and Norfolk Southern railroads provide Louisville with direct rail service to all markets east of the Mississippi River as well as connecting service to the West Coast. The city is also one of four regional hubs for CSX.



TARC photo

In 2011, CSX announced it was investing \$15 million to build a new intermodal terminal in Louisville that will provide inbound and outbound daily train service connecting through the company's Northwest Ohio Intermodal Terminal to markets across CSX's 21,000-route mile network. The terminal is slated to begin operations in early 2012.

Following is a list of airports in the region and companies involved in such businesses as logistics, trucking and warehousing/distribution.

AIRPORTS

Bowman Field

Louisville — flylouisville.com

Clark Regional Airport

Sellersburg, IN — clarkregionalairport.com

Lebanon-Springfield Airport

Springfield, KY — lebanonspringfieldairport.com

Louisville International Airport

flylouisville.com

GENERAL AVIATION

Atlantic Aviation

Louisville International Airport
atlanticaviation.com

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TRANSPORTATION

INTERNATIONAL SHIPPING COMPANIES

DHL

dhl.com

FedEx International

fedex.com

UPS

ups.com

LOGISTICS FIRMS

Advance Distribution Services Inc.

Louisville – advancedistribution.com

AIT Worldwide Logistics Inc.

Louisville – aitworldwide.com

CH Robinson Worldwide Inc.

Louisville – chrobinson.com

Consolidated Terminals & Logistics Co.

Jeffersonville, IN – ctlconline.com

Derby Industries LLC

Louisville – derbyllc.com

Dri-View

Shepherdsville, KY – driview.com

Eagle Steel Products Inc.

Louisville – eaglesteelproducts.com

Expeditors International of Washington Inc.

Louisville – expeditors.com

Kinder Morgan

Jeffersonville, IN – kindermorgan.com

Mallory Alexander International Logistics LLC

Louisville – mallorygroup.com

Mercury Logistics Inc.

Louisville – mercury-logistics.com

Northern Continental Logistics

New Albany, IN – nclworldwide.com

Parker Commercial Storage & Distribution

Louisville – parkerstorage.net

RPM Transport Inc.

Jeffersonville, IN – hoodzrpm.com

Road & Rail Services Inc.

Louisville – roadandrail.com

Seko Global Logistics

Louisville – sekologistics.com

Service by Air

Louisville – servicebyair.com

Summit Logistics & Brokerage LLC

Clarksville, IN – summitlogexp.com

Tanco Clark Maritime

Hammond, IN – wolflakeinc.com

Total Services Inc.

Louisville – totalservicesinc.com

Transport Logistics Group Inc.

Louisville – transport-logistics.net

UPS Supply Chain Solutions

Louisville – ups-scs.com

Walter F. Meuter Custom Brokers Inc.

Louisville – wfmfeuter.com

RAIL

Canadian Pacific Railway

cpr.ca

CSX

csx.com

Norfolk Southern

nscorp.com

TRANSIT SYSTEM

Transit Authority of River City

Louisville – ridetarc.org

TRUCKING COMPANIES

Carnes Trucking Co. Inc.

Louisville – carnestrucking.com

David W. Hood Trucking Inc.

Clarksville, IN – hoodz.com

Eagle Steel Products Inc.

Louisville – eaglesteelproducts.com

Edwards Moving & Rigging Inc.

Shelbyville, KY – edwardsmoving.com

L.J. Rogers Jr. Trucking

Jeffersonville, IN – lj-rogers.com

M&M Cartage Co. Inc.

Louisville – mmcartage.com

Mercer Transportation Co. Inc.

Louisville – mercer-trans.com

Mercury Logistics Inc.

Louisville – mercury-logistics.com

National Distributors Inc.

Sellersburg, IN – ndsin.com

TRANSIT AUTHORITY OF RIVER CITY (TARC)

1000 West Broadway
Louisville, KY 40203
(502) 561-1000
ridetarc.org



J. Barry Barker,
Executive
Director, TARC

Nearly 15 million times a year, TARC connects people in Greater Louisville to the places they need to go. And more than 70 percent of the time, TARC trips are for work or school.

Employers and employees, students and social service organizations all depend on TARC for access to opportunity and what life has to offer. TARC benefits the entire community by reducing traffic congestion, energy use and air pollution.

A strong public transportation network means job growth, a cleaner environment and a better quality of life now and in the future. Public transportation is more important than ever for a competitive and thriving city and region. TARC looks forward to helping make Greater Louisville even greater.

Pavco Trucking Co. Inc.

Clarksville, IN – pavcotrucking.com

Pegasus Transportation Inc.

Louisville – pegasustransportation.com

Summit Trucking

Clarksville, IN – harrayowentrucking.com

Tyme-It Transportation Inc.

Louisville – tymeit.com

USF Holland Inc.

Jeffersonville, IN – usfc.com

Verst Group Logistics

Walton, KY – verstgroup.com

WAREHOUSING/ DISTRIBUTION COMPANIES

Advance Distribution Services Inc.

Louisville – advancedistribution.com

AIT Worldwide Logistics Inc.

Louisville – aitworldwide.com

Derby Industries LLC

Louisville – derbyllc.com

Eagle Steel Products Inc.

Louisville – eaglesteelproducts.com

Elite Warehousing Inc.

Shelbyville, KY – elitewarehousinginc.com

Expeditors International

Louisville – expeditors.com

GSI Commerce Solutions

Louisville – gsicommerce.com

Houston-Johnson Inc.

Louisville – houston-johnson.com

Mercury Logistics Inc.

Louisville – mercury-logistics.com

Parker Commercial


Storage & Distribution Inc.

Louisville – parkerstorage.net

UPS Supply Chain Solutions

Louisville – ups-scs.com ●

The Ohio River is a transportation superhighway with a significant impact on Southern Indiana, the Greater Louisville Area and the entire Midwest.



ARE YOU A FOOT HITTING THE GAS
OR A BUG HITTING THE WINDSHIELD?

The Lane Report

WHERE THE NEWS IS MADE BY THE READERS.

lanereport.com

The economy's picking up speed. Are you ready to respond? Here's to the people who are driven to succeed. Here's to those who don't know the meaning of the word quit. These are the folks who will lead the economic resurgence.

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

Location and Diversity

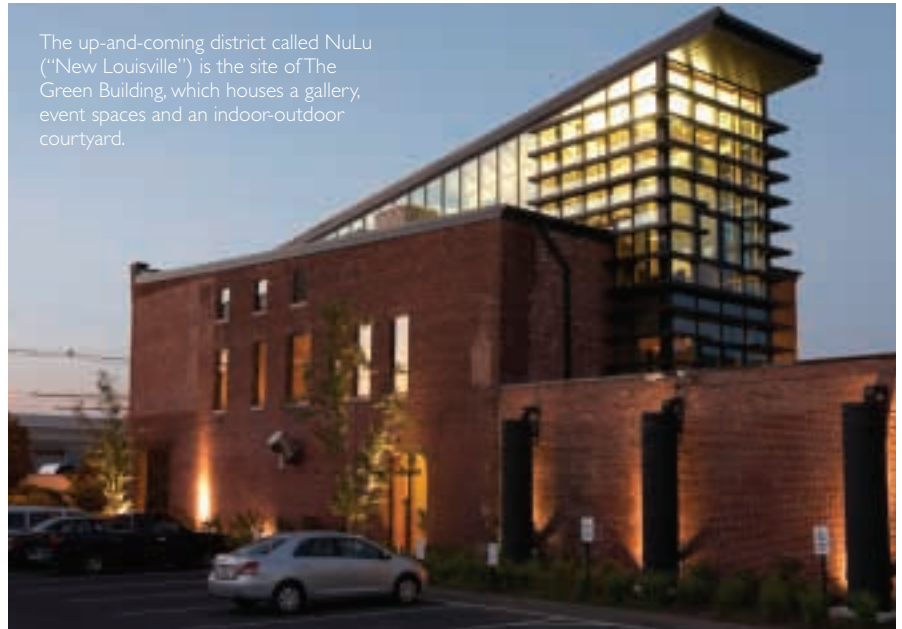
Louisville and the region offer full spectrum of real estate and business expertise

BUSINESSES looking to locate or expand in Greater Louisville and Southern Indiana have a tremendous variety of properties from which to choose. They include historic buildings in downtown districts; locations in diverse neighborhoods and suburban locations; and state-of-the-art developments and office parks. Many locations offer easy access to Louisville International Airport, interstate highways, railroads and the Ohio River.

One of the area's most exciting up-and-coming locales is in downtown Louisville. Called **NuLu** ("New Louisville"), the area in the East Market District is home to more than 15 start-up companies located in renovated buildings.

Meanwhile, the people who live and work in the region enjoy the variety of cultural endeavors; the range of sporting events and recreational activities; and the abundance of natural scenery with gorgeous spring and fall colors. They choose to live in sleek, modern lofts that look out over galleries, restaurants and shops of downtown streets; in new suburban spreads with modern conveniences; in places on the Ohio River that are as easy to reach by boat as automobile; and in sprawling Victorian homes by a park.

The Louisville housing market has shown remarkable stability during the



The up-and-coming district called NuLu ("New Louisville") is the site of The Green Building, which houses a gallery, event spaces and an indoor-outdoor courtyard.

nation's challenging economic times. In 2010, *Forbes* magazine noted that Louisville's "low foreclosure rate – only 1.15 percent of homes are in foreclosure, half the national average – illuminates it as one of the cities least affected by the dramatic housing market collapse of the past three years."

Louisville and Southern Indiana have remained viable in terms of the number of properties available and properties sold. Fortunately a full range of real estate services to help find just the right location are available. These same companies also can help those seeking to sell business and personal property.

Following is a list of some of the companies offering business services in the region. All are based in Louisville unless indicated and/or are available in the Greater Louisville region.

KENTUCKY EMPLOYERS' MUTUAL INSURANCE

250 W. Main St., Suite 900
Lexington, KY 40507
(859) 425-7800
kemi.com

Kentucky Employers' Mutual Insurance (KEMI) is the largest provider of workers' compensation insurance in Kentucky, providing coverage to more than 20,000 policyholders in all 120 counties of the state.

We provide exceptional underwriting, safety education and claims services to our policyholders. This, combined with our competitive pricing, responsible financial management and a focus on innovation makes KEMI the provider of choice for Kentucky businesses.

We are proud to have earned and maintained an "Excellent" rating by A.M. Best.



Roger Fries,
President/CEO,
KEMI

COMMERCIAL PROPERTY MANAGEMENT FIRMS & REAL ESTATE BROKERS (OFFICE/INDUSTRIAL/RETAIL)

The A.J. Schneider Co./
Waterfront Plaza Management
aljsco.com

Bayer Properties LLC
bayerproperties.com

Cassidy Turley
cassidyrturley.com

CB Richard Ellis/Louisville
cbre.com/louisville

Commercial Kentucky Inc.
commercialkentucky.com

Commonwealth Commercial Real Estate
ccre.biz

Cornerstone Group
Jeffersonville, IN watertowersquare.com

Duncan Commercial Real Estate LLC
duncancre.com

Faulkner Real Estate
faulkneronline.com

Fenley Real Estate
fenley.com

Fortis Group LLC
fortiscommercial.com

Fuller Commercial Real Estate
fullerccim.com

Grisanti Group Commercial Real Estate
grisantigroup.com

Hines
hines.com

Hoagland Commercial Realtors
hoaglandcommercial.com

Horizon Commercial Realty
horizoninv.com

The Houston Group
thehoustongroup.net

Jefferson Development Group Inc.
jeffersondevelopmentgroup.com

Louisville Public Warehouse
Jeffersonville, IN – americaplace.com

Marcus & Millichap Real Estate Investment Services Inc.
marcusmillichap.com

M&J Wilkow Properties LLC
nationalcitytower.com

LOUISVILLE DOWNTOWN DEVELOPMENT CORPORATION

401 West Main Street, Suite 1702
Louisville, KY 40202
(502) 584-6000
downtowndevelopmentcorp.org

The Louisville Downtown Development Corporation (LDDC) assists businesses and developers with real estate, financial and regulatory issues to make conducting business downtown as seamless as possible. As a result of its strong relationship with the public sector, LDDC is able to leverage its knowledge of regulatory processes to benefit entities in the private sector. And because of its private sector-driven board, LDDC's agenda is driven by business needs. Further, as the creator and steward of the Louisville Downtown Development Plan, LDDC encourages economic development that strategically benefits the balanced growth of downtown.



Alan DeLisle,
Executive
Director,
Louisville
Downtown
Development
Corporation

**Metts Company Realtors –
Sandy Metts & Associates**
mettscompany.com

NAI Walter Wagner Jr. Company Realtors LLC
walterwagner.com

NTS Development Co.
ntsdevelopment.com

Re/Max 100 Inc.
remax-100louisvilleky.com

The Schroering Co.
schroering.com

Semonin Realtors
semonin.com

SperryVan Ness/Ward Commercial Group
louisville-commercial.com

Stephen C. Gault Co.
scgault.com

**Sun Properties LLC dba
Hoagland Commercial Realtors**
sunprop.net

INSURANCE

AEGON
aegonins.com

Anchor Insurance Agency
anchorinsurancely.com

Anthem Blue Cross/Blue Shield of Kentucky
anthem.com

Arison Insurance Services Inc.
arisoninc.com

BB&T Insurance Services
bbandt.com

Bluegrass Family Health
bgfh.com

Delta Dental of Kentucky Inc.
deltadentalky.com



Staff photo

The Louisville housing market has shown remarkable stability during challenging economic times.

The Hartfield Company

New Albany, IN
hartfieldco.com

Humana-Kentucky
humana.com

Kentucky Employers' Mutual Insurance
kemi.com

Neace Lukins
neacelukens.com

UnitedHealthcare of Kentucky Ltd.
uhc.com

Wells Fargo Insurance Services of Kentucky
wellsfargo.com/wfis

Zinser Benefit Service Inc.
zinserbeneitservice.com ●



The **Louisville** Downtown Development Corporation drives economic growth Downtown for the benefit of the entire region, because the economic engine of any great city starts with Downtown.

Something different every day. *Downtown!*
Louisville



Targeting All Demographics

A full range of traditional, online and social media serves the Greater Louisville region

BUSINESSES seeking to reach residents of Greater Louisville and Southern Indiana have a multitude of opportunities, thanks to many news, entertainment and information outlets on paper, on the Internet and over the airwaves. Whether they concentrate on the latest events or on business or lifestyle niches, these outlets enable companies to target their desired audience.

Louisville is home to major television stations, including network affiliates, that cover much of the region, and to the Pulitzer Prize-winning **The Courier-Journal**, a major daily newspaper that has a comprehensive website. Dozens of radio stations represent corporate-owned and locally independent ventures both in Louisville and throughout the area, where a number of communities publish weekly newspapers and have websites.

In Louisville, weekly papers range from **The Voice-Tribune**, eastern Louisville's version of a hometown paper; to the **Louisville Defender**, longtime voice of the African-American community; to the **Louisville Eccentric Observer (LEO)**, a quirky, free alternative paper with a devoted readership. LEO publishes a pair of annuals: BOOM, about the resurging downtown, and UR Here, a funny and opinionated guide to the city. Other periodicals include **BG Magazine - A Way of Life**, which is geared toward young professionals; the glossy **Louisville Magazine**; **Underwired**, an arty paper aimed

Staff photo



at women; and **K Composite**, a celebrity magazine focused on ordinary people.

Louisville also has bloggers that discuss everything from news and media, to access for the disabled, to every flavor of local music. Websites are devoted to advocating for local artists, to analyzing the local sports scene. LouisvilleMojo.com is a local online community with more than a quarter-million unique visitors a month.

These many outlets give businesses a range of advertising and marketing options to sell their products and services. A full range of marketing agencies is available to advise and assist in the creation of advertising campaigns and marketing strategies to take advantage of everything from traditional outlets to the latest in social media.

Following are the area's major media outlets and prominent marketing agencies that include advertising and public relations firms.

A great deal of media from across the Greater Louisville and Southern Indiana region provided news coverage of Ford Motor Co.'s major financial investment in Louisville.

PUBLISHERS PRINTING COMPANY

100 Frank E. Simon Ave.
Shepherdsville, KY 40165
(800) 627-5801
pubpress.com

Publishers Printing Company is a family-owned printing company dedicated to providing exceptional services. For 145 years we've been a pioneer in the magazine printing industry. We also print posters, training manuals, newsletters, variable data, brochures, labels & packaging, and more. Whatever your printing needs, Publishers Printing Company will deliver a quality product with personalized service.



Nick Simon,
President,
Publishers
Printing

KENTUCKY MEDIA OUTLETS

ADAIR COUNTY

Adair County Community Voice
accvonline.com

Adair Progress
adairprogress.com

Columbia News

BRECKINRIDGE COUNTY

The Herald-News Inc.

BULLITT COUNTY

The Pioneer News
pioneernews.net

CARROLL COUNTY

Carrollton News Democrat
mycarrolltonnews.com

Continued on page 58

Your Hometown Printer also Prints Labels!

fast



colorful



innovative



trusted



Since 1866, Publishers Printing Company has been a pioneer in the magazine printing industry. We also print posters, stationery, business cards, direct mailers, programs, menus and more. Now, we're bringing our passion for printing to labels and packaging. Publishers Label-Pak produces long-run, prime and specialty work including embossing, cold foiling and one to two-sided label printing.

We're your hometown printer, providing quality commercial and publication printing for Kentucky as well as nationwide.

For more information:

Publishers Printing Company - Bill Bisig - 1.800.214.1064

Publishers Label-Pak - Cortney Etherton - 1.800.214.1073

Publishers Press - Dave Russo - 1.800.214.1041



www.pubprint.com

info@pubpress.com
502.955.6526

www.pubpress.com

WHAS photo



Affiliates of all major television networks in the Louisville area include WHAS, which began broadcasting in 1950.

Continued from page 56

GRAYSON COUNTY

Grayson County News Gazette
gcnewsgazette.com

GREEN COUNTY

Greensburg Record-Herald
record-herald.com

HARDIN COUNTY

Hardin County Independent
The News-Enterprise
thenewsenterprise.com

Kentucky Educational TV
WKZT-TV (Channel 23)
ket.org

HENRY COUNTY

Henry County Local
hclocal.com

JEFFERSON COUNTY

Aging Well
American Baptist Newspaper
American Classifieds
Bargain Mart

BG MAGAZINE – A WAY OF LIFE

201 E. Main St., 14th Floor
Lexington, KY 40507
(859) 244-3500
lanereport.com/bg

BG Magazine – A Way of Life is a lifestyle and career magazine geared toward young professionals age 21 to 49 in Greater Louisville. Our editorial goal is to entertain and inform our readers about the high-quality lifestyles offered in the area.

With an exceptionally creative and highly educated workforce, Greater Louisville is consistently ranked as one of the nation's best places in the country to work, start a business or raise a family. *BG Magazine* showcases exceptional young adults living in the region and the many ways available to plug into a wide range of social, cultural and professional scenes.



Stephanie Apple, Editor; BG Magazine – A Way of Life

BG Magazine

lanereport.com/bg

Business First

bizjournals.com/louisville

Community

The Concord

theconcordonline.com

The Courier-Journal

courier-journal.com

Food & Dining Magazine

foodanddine.com

K Composite

kcomposite.com

Kentucky Living

kentuckyliving.com

LEO

leoweekly.com

The Lane Report

lanereport.com

The Louisville Cardinal

louisvillecardinal.com

Louisville Daily Sports

Louisville Defender

Louisville Magazine

loumag.com

The Record

Seminary Times

lpts.edu/Campus-Community/
Seminary_Times.asp

Southeast Outlook

southeastoutlook.org

Towers

news.sbts.edu

Underwired

uwmag.com

The Voice Tribune

voice-tribune.com

Television Stations

Kentucky Educational TV

WKPC-TV (Channel 15)

WKMJ-TV (Channel 68)

ket.org

WAVE-TV (Channel 3)

wave3.com

WBKI-TV (Channel 34)

WBNA-TV (Channel 21)

WDRB-TV (Channel 41)

fox41.com

WHAS-TV (Channel 11)

whas11.com

WLKY-TV (Channel 32)

wlky.com

WYCS-TV (Channel 24)

THE LANE REPORT

201 E. Main St., 14th Floor
Lexington, KY 40507
(859) 244-3500
lanereport.com

The Lane Report is Kentucky's only statewide business news medium, keeping readers abreast of all the important trends, deals and issues affecting the commonwealth's economy. The monthly magazine celebrates its 27th anniversary in 2012.

Circulation in all 120 counties is directed to top corporate managers, professionals, entrepreneurs, business owners, civic and political leaders. Two-thirds have incomes over \$100,000 and 96 percent rate *The Lane Report* a valuable source of statewide business information. *Market Review of Greater Louisville and Southern Indiana* is one of our many specialty publications.



Mark Green, Editorial Director; The Lane Report

LARUE COUNTY

LaRue County Herald News
laruecountyherald.com

MARION COUNTY

The Lebanon Enterprise
lebanonenterprise.com

MEADE COUNTY

Meade County Messenger
meadecountymessenger.com

NELSON COUNTY

The Kentucky Standard
kystandard.com

OLDHAM COUNTY

The Oldham Era
oldhamera.com

SHELBY COUNTY

Sentinel-News
sentinelnews.com

SPENCER COUNTY

The Spencer Magnet
spencermagnet.com

TAYLOR COUNTY

Campus Times (Campbellsville University)
campbellsville.edu
Central Kentucky News-Journal
cknj.com

TRIMBLE COUNTY

Madison Courier
madisoncourier.com
Trimble Banner
mytrimblenews.com

WASHINGTON COUNTY

The Springfield Sun
thespringfieldsun.com

Continued on page 60



red⑦e

Member American Advertising Federation

MEDIA & MARKETING SERVICES

Continued from page 58

INDIANA MEDIA OUTLETS

CLARK COUNTY

Jeffersonville Evening News
newsandtribune.com

Television Stations

WJYL-TV (Channel 45)

wjyl.org

WVHF-TV (Channel 9 WNDA)

indiana9.com

FLOYD COUNTY

The Tribune

newsandtribune.com

Television Stations

WBXV-TV (Channel 13)

WVHF-TV (Channel 9 WNDA)

indiana9.com

HARRISON COUNTY

Corydon Democrat

corydondemocrat.com

JEFFERSON COUNTY

Madison Courier

madisoncourier.com

SCOTT COUNTY

The Austin Chronicle

The Giveaway

gbpnews.com

The Scott County Journal

WASHINGTON COUNTY

Washington County Edition

gbpnews.com

MARKETING AGENCIES

(All in Louisville unless indicated.)

Adhawks Advertising & Public Relations Inc.

adhawks.com

**Alexander + Hughes Advertising
and Marketing Inc.**

ahaadvertising.com

Ashton Advertising

ashtonadvertising.com

Bandy Carroll Hellige

bch.com

Bisig Impact Group

bisigimpactgroup.com

Creative Alliance Inc.

cre8.com

RED7E

637 W. Main St.
Louisville, KY 40202
(502) 585-3403
red7e.com

We are blessed with a diversity of clients, and are seeing strength across the board. An optimism prevails among business leaders and it affects hiring, marketing, and investment in a positive way. Productivity gains of recent years may grow profits in a broadly resurgent economy.



Dan
Barbercheck,
President,
Red7e

Kentucky's largest newspaper is *The Courier-Journal*, the Pulitzer Prize-winning daily newspaper based in Louisville.

CurrentMarketing Inc.
currentmarketing.com

Doe Anderson Inc.
doeanderson.com

Estes Public Relations Inc.
estespr.com

Finelight
finelight.com

Guthrie/Mayes Public Relations
guthriemayes.com

Heartland Communications Consultants Inc.
Elizabethtown, KY
heartlandcommunicate.com

Ideology Marketing & Design
New Albany, IN
ideology.biz

InGrid Design LLC
ingriddesign.com

New West LLC
newwestagency.com

Ott Communications LLC
ottcom.com

Peritus Public Relations LLC
perituspr.com

Power Creative
powercreative.com

PriceWeber Marketing Communications Inc.
priceweber.com

Pro Communications
prprocom.com

Quantum Communications
quantumcom.com

Red7e
red7e.com

Sheehy & Associates Inc.
sheehy1.com

NEW WEST AGENCY LLC

950 Breckenridge Lane, Suite 140
Louisville, KY 40207
(502) 891-2500
newwestagency.com

New West provides all the services you expect from a full-service agency and then some. Our advertising and creative services group designs everything from award-winning advertising campaigns to Web-based marketing platforms. Our public relations group is consistently ranked among the top in the U.S. Our special events group coordinates community events for thousands as well as gatherings for a few. Healthcare, tourism and branding campaigns are particular strengths.



Tom Howell,
President
New West

Stewart & Associates Inc.

designthatthinks.com

StrADegy LLC

yourstradegy.com

Vest Advertising Marketing and Public Relations
vestadvertising.com

The Vimarc Group Inc.
vimarc.com ●





Here's to a second decade that's as productive as the first.

Major branding initiatives. Giant trade shows and events. Carefully timed public relations launches. Crisis communications. High-profile public service campaigns. Attention-grabbing broadcast production. Leading-edge print and Web design. Our first decade as New West has been filled with more great work and more satisfied clients than we could have ever imagined. As we begin our next decade, we're looking forward to another exciting 10 years.

new!west
PUBLIC RELATIONS • ADVERTISING • MARKETING

TO LEARN MORE CALL (502) 891-2500 OR VISIT NEWWESTAGENCY.COM

Cost-Efficient and High Quality

Utilities change with the times to serve Greater Louisville businesses and residents



Workers placed a concrete lining inside the bedrock tunnel in Louisville Water Co.'s Riverbank Filtration Project, making the utility the first in the world to combine a gravity tunnel with wells as a source for drinking water.

MORE than 230 years after Louisville was founded, innovation continues along the banks of the Ohio River. **Louisville Water Co.**, which provides water to about 850,000 people in Louisville Metro and parts of Bullitt, Nelson, Oldham, Shelby and Spencer Counties, is the world's first utility to combine a gravity tunnel with wells as a source for drinking water, thanks to the **Riverbank Filtration Project** at its B.E. Payne Treatment Plant.

Riverbank filtration is a "green supply" using the sand and gravel in the earth as a natural filter. To collect ground water, Louisville Water designed and constructed a 1½-mile-long tunnel in bedrock, 150 feet below the ground surface and parallel to the Ohio River. Above the tunnel, four wells collect the filtered water then send the water to the tunnel. An above-ground pump station pulls the water to the surface to the treatment plant. Louisville Water can pump up to 70 million gallons of water a day with the riverbank filtration project.

Louisville is the headquarters for LG&E and KU, a diversified energy services company.



Contact Information for Major Utilities in Greater Louisville

Atmos Energy Corp.
atmosenergy.com

Blue Grass Energy
bgenenergy.com

East Kentucky Power Cooperative
ekpc.com

LG&E and KU Energy
lge-ku.com

Farmers RECC
farmersrecc.com

Louisville Water Co.
louisvilleky.gov/LWVC

Meade County RECC
mcrecc.coop

Nolin RECC
nolinrecc.com

Salt River Electric
srelectric.com

Shelby Energy Cooperative
shelbyenergy.com

Taylor County RECC
tcrecc.com

Contact Information for Major Utilities in Southern Indiana

Dubois County REC
duboisrec.com

Duke Energy
dukeenergy.com

Clark County REMC
theremc.com

Harrison REMC
harrisonremc.com

Indiana American Water Co.
amwater.com

Indiana Natural Gas Corp.
indiananatural.com

Vectren Energy Delivery
vectren.com



Fort Knox, located in the region, has made \$190 million in energy efficiency upgrades to building and infrastructure and has cut its power usage more than any military base in the United States.

Because the water is naturally filtered, it requires less treatment. The process eliminates taste and odor issues, provides an additional barrier for pathogen removal and creates a stable water temperature of around 55 degrees, resulting in fewer main breaks in the distribution system.

In 2011, the American Society of Civil Engineers honored Louisville Water Co. with its Outstanding Civil Engineering Achievement Award for the project. The award honors projects that best illustrate superior civil engineering skills and represent a significant contribution to civil engineering progress and society.

The riverbank filtration project was one of five engineering feats nominated. The others were the Dallas Cowboys Stadium, the Incheon Bridge Project in

the Republic of Korea, the Taum Sauk Upper Reservoir Rebuild Project in Missouri and the Washington Dulles International Airport Main Terminal Station in Washington, D.C. This is the second time the American Society of Civil Engineers has honored Louisville Water.

Louisville Water, which has produced water since 1860, is recognized as one of the premier systems in the country and receives high praise from consumers for taste and quality. In 1996, the company began branding its water supply as Pure Tap and opened its own bottling line. Louisville Water now offers sturdier reusable 22-ounce plastic bottles and steel bottles with the **Pure Tap** brand. Those attending civic and community events find compostable Pure Tap cups instead of plastic bottles as part of "Pure Tap to GO" fill stations.

Energy acquisition

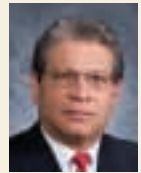
Meanwhile in other Kentucky utilities, the commonwealth is known for having some of the lowest electricity rates in the nation and natural gas costs that generally are below the national average. The better-than-average rates can be attributed to several factors such as the abundance of a local supply of coal, which puts Kentucky third in the nation in coal production; the good history with coal-fired generating plants, which generate more than nine-tenths of the electricity produced in the state; and careful regulation of rates and services by the **Kentucky Public Service Commission**.

Kentucky's natural gas costs are competitive for both the industrial and commercial sectors, particularly within the Midwest and Southeast. A large majority of consumed volume is obtained from the interstate pipeline system between the Gulf states and the Northeast, which passes directly through Kentucky, thus ensuring a competitive

LOUISVILLE GAS AND ELECTRIC COMPANY

220 W. Main St.
Louisville, KY 40202
(800) 331-7370 (LG&E)
(800) 981-0600 (KU)
lge-ku.com

Louisville Gas and Electric Company and Kentucky Utilities Company are part of the PPL Corporation (NYSE: PPL). Known for award-winning customer service and affordable energy, the regulated utilities serve approximately 1.2 million customers. LG&E serves 319,000 natural gas and 410,000 electric customers in Louisville and 16 surrounding counties. Kentucky Utilities serves 548,000 customers in 77 Kentucky counties and five counties in Virginia.



Vic Staffieri,
Chairman/
CEO/President,
LG&E and
KU Energy

and readily available supply of natural gas. The remainder of the natural gas used in the state is produced by wells in the Kentucky coalfields.

The commonwealth has five major natural gas distribution companies: Atmos Energy, Columbia Gas of Kentucky Inc., Delta Natural Gas Co. Inc., LG&E (Louisville Gas and Electric Co.) and Duke Energy Kentucky Inc. Together the five companies serve more than 750,000 customers in Kentucky and deliver about 176 billion cubic feet of gas annually.

In 2010, E.ON U.S., the Louisville-based parent company of **LG&E and Kentucky Utilities Co. (KU)**, was sold to PPL Corp., headquartered in Allentown, Pa. As a result, E.ON U.S. now is a subsidiary of PPL, with LG&E and KU remaining as distinct operating entities.

At the time of the sale, PPL announced it would keep the LG&E and KU headquarters in Louisville and Lexington, respectively, for 15 years and would not eliminate any jobs as a result of the transaction. PPL also pledged that the management team would remain intact and the company's community investment levels and support of economic development would continue.

In Kentucky, the state's Public Service Commission has under its jurisdiction more than 1,500 gas, water, sewer, electric and telecommunication utilities. In Indiana, the **Indiana Utility Regulatory Commission** works to ensure competitive rates and adequate and reliable service for businesses and residents alike. ●

LOUISVILLE WATER COMPANY

550 South Third St.
Louisville, KY 40202
(502) 569-3600
louisvillewater.com

The regional economy is beginning to show signs of recovery that will lead to growth in 2012. Manufacturing investments by Ford Motor Co. and General Electric in Louisville and economic development along the I-65 corridor through Bullitt and Hardin counties provide the opportunity for job creation and growth for Louisville Water.

Our abundant, high-quality and affordable supply of drinking water is a key component in attracting new business to the region.



Greg Heitzman,
President/CEO,
Louisville Water
Company

Well-Educated Workforce

Universities and colleges offer many post-secondary and graduate opportunities



The University of Louisville is known especially for teaching, research and service to its community.

BY SUSAN GOSSELIN

WHAT if a business school thought more like a business?

That was the central question University of Louisville President James Ramsey, Business School Dean Charlie Moyer and many others from the local business community asked in the mid-1990s. Now nearly 20 years later, the results have made the UofL College of Business the No. 1 business school in Kentucky (according to *U.S. News and World Report*, 2011) and UofL's MBA students No. 1 in the world in the elite Global Venture Labs Investment Competition.

According to most ranking services, UofL lands in the top 7 percent of all business programs in the U.S.

"Not bad, considering that when I came here in 1984, we had a building

2010 Enrollment Figures

ATA College	50
Bellarmine University	3,040
Brown Mackie College	1,050
Campbellsville University	1,530
Daymar College	469
Devry University	34
Elizabethtown Community & Technical College	5,000
Embry-Riddle Aeronautical University	150
Galen College of Nursing	800
Hanover College	975
Indiana University Southeast	6,482
Indiana Wesleyan University	772
ITT Technical Institute	751
Ivy Tech Community College of Indiana	4,346
Jefferson Community & Technical College	14,412
Louisville Bible College	165
Louisville Presbyterian Theological Seminary	206
McKendree University	448
National College	636
Northwood University	70
Ottawa University-Indiana	211
Purdue University College of Technology at New Albany	215
Simmons College of Kentucky	50
Southern Baptist Theological Seminary	3,702
Spalding University	1,712
Spencerian College	1,202
St. Catharine College	700
Strayer University	500
Sullivan University	3,493
University of Louisville	21,761
University of Phoenix	416
Webster University	245
TOTAL	75,593

Source: Greater Louisville Inc.

University of Louisville photo

that was pretty long in the tooth and a reputation as just a commuter school,” Moyer said. “But you can’t have a vibrant, growing city without a vibrant, world-class business school.

“Many people have really stepped up to make this happen – individual and corporate donors, the university itself, and the faculty and staff. It’s been a nonstop evolution, but we’ve done it. We’ve turned ourselves from being a school of convenience to a nationally important school of choice.”

Beating the competition

Nowhere is that more evident than in the UofL’s recent spate of victories in international business plan competitions. Once the bastion of the world’s elite colleges, business plan competitions offer the chance for MBA students to develop and research their idea for a new company, build a start-up and growth plan, and win money and services to help get it off the ground.

In a worldwide system of feeder competitions that Moyer likened to the NCAA, teams work their way up through a maze of qualifiers to reach the

Other MBA Programs in the Region

Indiana University Southeast

At Indiana University Southeast, both the MBA and the MSSF graduate programs are designed primarily for working professionals who seek a high-quality, part-time graduate business academic experience. The MBA degree program is designed for students interested in continuing their education in the field of business. Through the program, business professionals can increase their breadth of knowledge, enhance their ability to analyze business alternatives more thoroughly and increase their opportunities for more challenging, responsible, and productive careers in the business community.

Sullivan University

Since 1997, Sullivan University’s Graduate School has enabled business professionals to enhance their capabilities and achieve higher measures of success. MBA and MSMT courses are taught by terminally degreed faculty members with a wealth of real-world experience, teaching skills and academic credentials. The blend of theory and application and peer-to-peer interaction create an learning environment that equips students to solve business problems quickly, accurately, collaboratively and ethically.

Sullivan offers options to the traditional MBA and various electives for the MSMT degree. Options in the MBA program include Management Skills, Human Resource Management, Leadership, Management Information Systems and Dispute Resolution.

Bellarmino University

Since 1975, around 2,000 alumni have received a master of business administration degree from Bellarmine University, at a pace of 16 months to five years. The MBA program holds premier business accreditation from AACSB International and has been recognized by Princeton Review as a top program.

Some of the new elective offerings are applied consulting, marketing and society; a seminar in technology and innovation, and visual analysis and problem solving. Bellarmine MBA grads have a knowledge of core business functions, work effectively in teams, have a strong ethical foundation and communication skills, and understand the real issues of globalization.

Spalding University

Spalding’s version of a postgraduate business degree is the Master of Science in business communication (MSBC), the first interdisciplinary program of its kind in the commonwealth. Offered since 2004, the MSBC attracts students of all ages, most of whom are working adults seeking additional skills in leadership, oral and written communication, and interpersonal skills.

Students may choose from these areas of concentration: organizational leadership, healthcare management, project management and nonprofit administration. The MSBC program can be completed in 18 months by taking one class per six-week session.

**The IU M.B.A.
designed for
working
professionals.**



**INDIANA UNIVERSITY
SOUTHEAST**

SCHOOL OF BUSINESS

ius.edu/graduatebusiness | (812) 941-2364



EDUCATION

top worldwide competition: the Global Championships at the Venture Labs Investment Competition.

After several years of top 10 performances, the competition in May 2010 brought Louisville the global championship and more than \$800,000 in cash and consulting services, over the season, to UofL's winning team. The team – consisting of MBA students **Jenny Corbin, Larry Horn, Max Brudner, Cory Long** and **Terry Tate** – created a very real company called TNG Pharmaceuticals. TNG manufactures a vaccine, FlyVax, which makes animals immune to the effects of the hornfly, an insect that has caused cattle farmers in the meat and dairy industries worldwide to incur losses totaling upwards of \$1 billion.

“Our teams have beat out some of the toughest schools – Harvard, MIT, the University of Michigan,” said **Robert Nixon**, associate dean for master's programs for the UofL Business School. “We had two teams in the top four. It's not a fluke. It has to do with the way we teach.”

Nixon said the entrepreneurial MBA program, in particular, teaches students to see opportunity in every situation.

“While most programs have one class or a small concentration in



The TNG Pharmaceuticals team from the UofL rang the opening bell at the NASDAQ OMX Stock Market.

University of Louisville photo

entrepreneurial issues, we teach an entrepreneurial method of thinking in every single class,” he said. “It's a process that consists of opportunity discovery and systematic search that has been developed and researched here.”

New programs

While improvements to the business school have been gradual and continuing over the last 15 years, the last academic year

brought a brand new offering: the full-time MBA program. In this innovative program, students earn their MBAs in just 13 months, going to school two nights a week and on Friday afternoons while also working approximately 35 hours a week in an internship. The internships, set up through the school at Louisville-area companies, are real jobs paying approximately \$25,000 for the year. With most MBA programs at UofL costing about \$31,000, that means a student's costs for the program could be nearly completely underwritten.

“You come out of the program with an education and a resume,” Nixon said. “It's very attractive to people who have just graduated with their undergraduate, or those who have been in the workforce a couple of years. There is no other school that is doing a full-time MBA the way we are.”

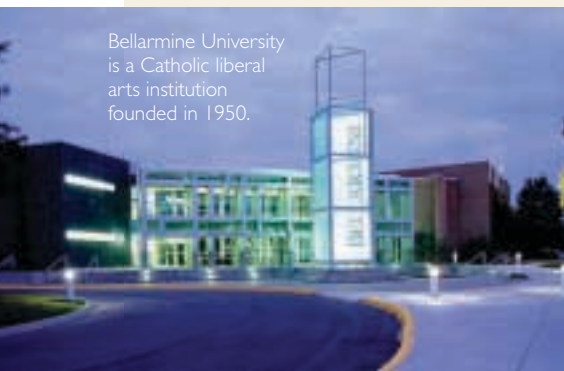
Nixon stressed, however, that the full-time MBA program is an elite and selective program that only admits 25 students a year for the internship program. Students in the program go through an extensive interviewing process. Most of them, Moyer said, have a 600 GMAT or higher, and a 3.4 undergraduate average. Many have management experience, too.

Once in the program, students are required to get at least a 3.0 grade average or face academic probation, and possible dismissal.

The business school is also offering a brand new add-on concentration in healthcare management that will be available to most MBA students, if they choose. The program requires students to take all their electives from a list of healthcare-oriented classes.

Bellarmino Seeks Higher Profile

Bellarmino University is a Catholic liberal arts institution founded in 1950.



SAYING Louisville needs a preeminent private university, Bellarmine University has launched the public phase of a \$100 million capital campaign to increase the school's endowment, enlarge the annual fund and launch the most ambitious construction project in the university's 61-year history.

The campaign is an outgrowth of Bellarmine's Vision 2020, adopted in 2005, which calls for the school of 3,249 students just southeast of downtown Louisville to become the premier independent Catholic university in the South.

“Every prosperous region of the country shares a common denominator for success – a thriving private university of significant size and stature, in addition to successful public institutions,” said Dr. Joseph J. McGowan, Bellarmine's president. “What Notre Dame has done for Indiana, Emory for Atlanta, Duke for North Carolina, and Vanderbilt for Nashville, Bellarmine can do for Louisville and this region.”

McGowan said the campaign, which supports the city's 55,000 Degrees program and the Kentucky Council on Postsecondary Education's Stronger by Degrees initiative, will help the region attract and keep more young, educated and innovative thinkers. It will also enrich the area's culture, character and personality.

The campaign includes \$45 million for new facilities, including Bellarmine Centro, the largest construction project in the university's history. The plan adds three buildings with 69,900 s.f. of new space in front of Horrigan Hall, which will be renovated.

The project includes new classroom and office space, a Welcome Center, a new Graduate School of Management, a new home for the Thomas Merton Center, one-stop shopping for student services, a new green space and a green roof.

Dubbed the 100 Million Dollar Question, the campaign (100milliondollarquestion.org) asks Louisvillians to consider Bellarmine's growing impact on the community as it continues to emerge as a leading private university. Makers Mark chairman emeritus and Bellarmine trustee Bill Samuels Jr. is chairman of the campaign.



Spalding University in downtown Louisville is building a new residence facility, Spalding Suites.

“There are so many healthcare companies growing up in this area: healthcare management, law, facilities, elder care, insurance companies, companies making products for the aging segment ... not to mention the people looking to start up healthcare companies,” Nixon said. “We feel this program will be really valued by employers.”

New for 2012 is a new weekend MBA option that will allow students to take classes on Friday nights and Saturday mornings/early afternoons. The terms allow students to have two weekends on, two weekends off. This enables students to finish in 20 months, instead of the traditional 24, while keeping their classroom hours in reasonable balance with work and family responsibilities.

Entrepreneurial MBA

Perhaps none of the newer programs in the business school is more ballyhooed and culturally important to the school than the Entrepreneurial MBA. This 20-month weekend program teaches students how to identify opportunities, secure funds, evaluate success and build innovation into a company's culture. Students are required to create a business plan in their first year, and potentially

compete with that plan the second year. Students from this year's first graduating class saw a world title.

The university has even started hosting the Cardinal Challenge, one of several dozen “feeder” competitions that attract business plan competitors from around the U.S., sending the winners up the system to eventually compete at the Global Venture Labs competition.

“Data tells us that about 15 percent of our MBA graduates will end up starting a business of their own,” said **Van G.H. Clouse**, director of the Forcht Center for Entrepreneurship and the Cobb Family Endowed Professor of Entrepreneurship. “But the skills they learn here are invaluable to employers, too.”

Following is a list of major colleges, universities, and career and technical colleges in the area.

ATA College

Louisville – ata.edu

Bellarmine University

Louisville – bellarmine.edu

Brown Mackie College

Louisville – brownmackie.edu

Campbellsville University

Campbellsville – campbellsville.edu
Campbellsville University-Louisville Center

Daymar College

Louisville – daymarcollege.edu

Embry-Riddle Aeronautical University

Louisville – erau.edu

Galen College of Nursing

Louisville – galencollege.edu

Hanover College

Hanover, IN – hanover.edu

Indiana Tech

Campuses in Louisville and New Albany, IN
indianatech.edu

Indiana University Southeast

New Albany, IN – ius.edu

Indiana Wesleyan University

Louisville – indwes.edu

ITT Technical Institute

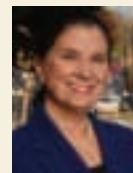
Louisville – itt-tech.edu

INDIANA UNIVERSITY SOUTHEAST

4201 Grant Line Road
New Albany, IN 47150
(812) 941-2000
ius.edu

The beautiful 180-acre campus of Indiana University Southeast is located at the foot of the knobs in New Albany, Ind., just five miles from downtown Louisville. The university offers more than 50 degree programs in nursing, business, education, and the arts and sciences. Plus, in-state tuition is available to many Kentucky residents.

It's easy to see why more than 7,200 students chose IU Southeast as the place to earn their powerful IU degree.



Sandra R. Patterson-Randles, Chancellor; Indiana University Southeast

Ivy Tech Community College of Indiana

Sellersburg, IN – ivytech.edu

Jefferson Community and Technical College

Campuses in Carrollton, KY; Louisville
Shelbyville, KY; Shepherdsville, KY
jefferson.kctcs.edu

Lindsey Wilson College

Columbia, KY – lindsey.edu

Louisville Bible College

louisvillebiblecollege.org

Louisville Presbyterian Theological Seminary

lpts.edu

McKendree University

Campuses in Louisville and Radcliff, KY
ky.mckendree.edu

National College

Louisville – national-college.edu

Northwood University

Louisville – northwood.edu

Ottawa University-Indiana

Jeffersonville, IN – ottawa.edu

Purdue University College of Technology at New Albany

New Albany, IN – purdue.edu/tech/newalbany

Simmons College of Kentucky

Louisville – simmonscollegeky.edu

Southern Baptist Theological Seminary

Louisville – sbts.edu

Spalding University

Louisville – spalding.edu

Spencerian College

Louisville – spencerian.edu

St. Catharine College

St. Catharine – sccky.edu

Strayer University

Louisville – strayer.edu

Sullivan University

Campuses in Fort Knox, KY; Louisville – sullivan.edu

University of Louisville

louisville.edu

University of Phoenix

Louisville – phoenix.edu/louisville

Webster University

Campuses in Louisville, Radcliff-Fort Knox, KY – webster.edu/louisville ●

INDIANA TECH

11855 Commonwealth Dr.
Louisville, KY 40299
(502) 708-2363
IndianaTech.edu/CPS

Indiana Tech's College of Professional Studies in Louisville offers career-focused practical education for adult learners who already have workplace experience or previous college experience. Accelerated degree programs focus on business fields.



Todd Nichols, Enrollment Manager; Indiana Tech

Alive With Creative Energy

A diverse offering of arts and cultural events enrich region's quality of life

THANKS to its dynamic and diverse arts and culture communities, Louisville is alive with creative energy, new ideas and world-class talent. In fact, Louisville is one of only 12 cities in the United States that boasts all five major types of professional arts organizations: ballet, orchestra, opera, theater and children's theater.

In Louisville, the **Kentucky Center for the Performing Arts** is home to many of the city's major arts organizations, including the Louisville Orchestra, Kentucky Opera, Louisville Ballet, Stage One and PNC Bank Broadway Across America-Louisville. The center's three theaters, along with its sister facility, the elegant W. L. Lyons Brown Theatre, are showcases for the performing arts. Stages overflow with entertainment – from Broadway to ballet, from blues to bluegrass, from Big Bands to Beethoven.

As a city built on America's first frontier, Louisville has a proud tradition of artisanal crafts, including glass and ceramic arts, wood and metal work and decorative domestic crafting with an original Louisville twist. Art lovers also are encouraged to visit **The Speed Art Museum**, Louisville's premier destination for the visual arts. The museum's collection spans 6,000 years.

The Speed Art Museum, located adjacent to the University of Louisville, will undergo a three-year, \$50 million expansion. The museum will be closed



Estes PR photo

during the project, which includes a new 60,000 s.f. North Building that will help create one of the finest experiential art museums in the country and will double the overall square footage and nearly triple the gallery space from the existing wing. The expansion also will create a state-of-the-art space for larger special exhibitions, new contemporary art galleries, a family education welcome center, indoor/outdoor cafe, museum shop and a multifunctional pavilion for performances, lectures and entertaining.

The **Arts & Cultural Attractions Council**, part of Greater Louisville Inc., is working to serve the people of Louisville

Art in Louisville celebrates variety of subjects, including Thoroughbred racing great Zenyatta.

and Southern Indiana through a diversity of arts and cultural attractions “that inspire, challenge, entertain, educate and contribute to a thriving economy and a high quality of life for everyone.” The council is a membership network of decision-makers who represent these arts and cultural attractions and are able to work together to identify common goals and pursue projects and events that accomplish their common objectives. Its website at greaterlouisville.com/acanet/



Above: The 85-year-old Speed Museum is undertaking a three-phase \$50 million expansion. In October 2012, it will close to the public for three years while the work takes place.

Left: The Kentucky Center for the Performing Arts in downtown Louisville is home to many of the city's major arts organizations.



Above: Proceeds from a specialty license plate goes to the Kentucky Foundation for the Arts Inc. to enhance the stability of Kentucky's arts organizations and to ensure Kentuckians have access to the arts.

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

offers an interactive map of its member arts and cultural attractions.

The entire region features something for all interests and includes these activities.

Actors Theatre of Louisville
actorstheatre.org

Blue Apple Players
Louisville – blueappleplayers.org

Carnegie Center for Art & History
New Albany, IN – carnegiecenter.org

Centerstage at the Jewish Community Center
Louisville – jccoflouisville.org

Central Kentucky Community Theatre
Springfield – centralkytheatre.com/

Clarksville Little Theatre
Clarksville, IN – clarksvillemittletheatre.org

Stage One Children's Theatre
Louisville – stageone.org

Derby Dinner Playhouse
Clarksville, IN – derbydinner.com

The Filson Historical Society
Louisville – filsonhistorical.org



Glassworks

Louisville – louisvilleglassworks.com

The Hadley Pottery Co.

Louisville – hadleypottery.com

Hidden Hill Nursery & Sculpture Garden

Louisville – hiddenhillnursery.com

Humana Festival of New American Plays

Actors Theatre of Louisville
actorstheatre.org/humana-festival

Iroquois Amphitheater

Louisville – iroquoisamphitheater.com

Juneteenth Legacy Theatre

Louisville – juneteenthlegacytheatre.com

The Kentucky Center for the Performing Arts

Louisville – kentuckycenter.org

Kentucky Opera

Louisville – kyopera.org

Kentucky Shakespeare Festival

Louisville – kyshakes.org

Louisville Ballet

louisvilleballet.org

The Louisville Chorus

louisvillechorus.org

Louisville Visual Art Association

louisvillevisualart.org

Louisville Memorial Auditorium

louisvillememorialauditorium.com

Louisville Orchestra

louisvilleorchestra.org

Louisville Stoneware Company, Inc.

louisvillestoneware.com

Louisville Theatrical Association

ltastages.org

Louisville Youth Choir

louyouthchoir.org

Mellwood Art Center

Louisville – mellwoodartcenter.com

Music Theatre Louisville

musictheatrelouisville.com

New Albany Riverfront Amphitheater

New Albany, IN
cityofnewalbany.com/departments/
riverfront-amphitheater

Paul W. Ogle Cultural & Community Center

New Albany, IN – oglecenter.ius.edu

PNC Broadway Across America

Louisville
broadwayacrossamerica.com/Louisville



St. James Court Art Festival photo

Founded in 1957, the St. James Court Art Show is a juried fine arts and fine craft show held each October in Old Louisville.

Pyro Gallery

Louisville – pyrogallery.com

River City Drum Corp Cultural Arts Institute

Louisville
worknotes.com/ky/louisville/therivercitydrumcorp/

The Speed Art Museum

Louisville – speedmuseum.org

Stephen Foster – The Musical

Bardstown, KY – stephenfoster.com

St. James Court Art Show

Louisville – stjamescourtartshow.com

21c Museum

Louisville – 21cmuseum.org

University of Louisville Department of Theatre Arts

louisville.edu/a-s/ta/

Walden Theatre

Louisville – waldentheatre.org

W.L. Brown Theatre

Louisville – kentuckycenter.org ●



Louisville Convention & Visitors Bureau photo

Achievements and dedication to the production of new plays have resulted in the Actors Theatre receiving the three most prestigious awards given to regional theatres.

Louisville is the City of Parks

The Parklands project is the latest addition to a rich system of public parks

A 20-minute drive from the urban core of Kentucky's most populous city is not exactly where one would expect to paddle a canoe down a classic Kentucky stream, or to find 200-year-old beech trees and rare species of freshwater mussels. But that's just what you'd find at **The Parklands of Floyds Fork** – the new system of public parks now under development in Louisville.

Amassing roughly 4,000 acres of green space and representing more than \$113 million in private and public investment, The Parklands (theparklands.org) is one of the five largest and most ambitious metropolitan parks projects in the country and will fast become an attraction for hikers, mountain bikers, paddlers, naturalists and outdoor enthusiasts from across Kentucky and beyond.

21st Century Parks is the private nonprofit managing the fundraising, design, construction and management of the new parks system. Humana co-founder **David Jones Sr.**, and his son, **Dan Jones**, established the organization in 2004. Dan Jones now serves as the chief executive officer.



21st Century Parks photo

The Parklands of Floyds Fork will enable nature lovers to paddle a canoe down a classic Kentucky stream just 20 minutes from Louisville's urban core.

"We set out to create green infrastructure that would help shape the development of the city for generations to come, much like **Frederick Law Olmsted's** vision for Louisville's original parks system, or even Central Park in New York," Dan Jones said.

Louisville's original Olmsted-designed parks, including Cherokee, Iroquois and Shawnee parks, are among the community's most loved and highly used public assets, with some of the city's most livable and stable neighborhoods having grown up around the parks.

"Access to parks, trails, walking and biking paths has become a key factor employers look for today in determining where they want to locate, so we believe The Parklands not only provide recreational benefits, but also become an economic-development asset for Kentucky," Jones added.

The Parklands will stretch for more than 20 miles along Floyds Fork, an urban stream that runs through Louisville's southeastern edge. The park system's acreage represents some of the last undeveloped portions of the city and is now protected in perpetuity as parkland for the benefit of the public.

Like Louisville's Olmsted parks, The Parklands are intentionally designed

as a cohesive system of multiple parks, connected by a number of parkways, trails and walkways. It will also include 20 miles of the Louisville Loop, an ambitious 100-mile multi-use cycling and pedestrian paved path that will encircle Louisville. Four primary parks will comprise The Parklands, each named for the tributaries of Floyds Fork: Beckley Creek Park, Pope Lick Park, Turkey Run Park and Broad Run Park.

With the vision of creating "world-class" parks, 21st Century Parks contracted with the noted landscape-architecture firm Wallace Roberts & Todd of Philadelphia, as well as Louisville-based Bravura, known for its architecture work for the city's Waterfront Park.

When complete, The Parklands will include:

- 100 miles of new trails for hiking, cycling and horseback riding;
- children's playgrounds, walking paths, bark parks;
- numerous facilities for family picnics and community events;
- accessible fishing holes, canoe launches, ball fields.



Parks are among the community's most loved and highly used public assets.



Egg Lawn is a 23-acre expanse to be completed in the next two years with the entire system opening by 2015.

The Parklands will preserve and enhance nearly 80 percent of the land for natural landscape resulting in environmental benefits, including improved air and water quality and increased wildlife habitat. This land will

include 2,000 acres of forestland, 400 acres of restored native meadows, 50 acres of restored wetlands and seven miles of restored stream banks, along with incredible natural vistas, waterfalls and rare plant species.

To date, close to \$110 million of the project's \$113 million goal has been raised, including more than \$60 million through private contributions of individuals, corporations and foundations. The additional funds include a \$38.5 million federal transportation appropriation secured by Sen. Mitch McConnell, \$10 million in transportation-enhancement funds from the Commonwealth of Kentucky and \$1.5 million from Louisville Metro Government.

A demonstration project, the Creekside Playground and Sprayground, opened last summer and construction on the rest of The Parklands is underway. The first phases of construction – including a 23-acre expanse known as The Egg Lawn, an indoor/outdoor event center called the Gheens Foundation Lodge, and the PNC Achievement Center for Education and Interpretation – are expected to be complete in the next two years, with the entire system opening by 2015. ●

Notable Louisville Parks

As the co-designer of Central Park in New York City, Frederick Law Olmsted is widely credited as being the founder of landscape architecture. In Louisville, Olmsted designed such parks as Cherokee, Iroquois and Shawnee parks, which today are among the community's most loved and highly used public assets and the centerpieces of some of the city's most livable and stable neighborhoods.

Louisville's more than 100 parks include these well-known regional and specialty parks:

- Central Park
- Charlie Vettiner
- Cherokee
- Chickasaw
- Creason
- Iroquois
- Jefferson Memorial Forest
- Locust Grove
- Long Run
- Louisville Extreme Skate Park
- Louisville Champions
- McNeely Lake
- Riverside, the Farnsley-Moreman Landing
- Seneca
- Shawnee
- Sun Valley
- Waterfront Park

More information is available at louisvilleky.gov/MetroParks/parks/. You can download a mobile app for the City of Louisville called "Louisville Mobile" that includes a Park Finder.



21st Century Parks photo

Humana co-founder David Jones Sr., right, and his son, Dan Jones, established 21st Century Parks, the private nonprofit managing the fundraising, design, construction and management of the new parks system.

A Perfect Place to Convene

Region hosts small meetings to vast conventions with an array of facilities and attractions

SINCE opening in October 2010, the \$238 million KFC Yum! Center in downtown Louisville has attracted some of the biggest names in entertainment and has strengthened the region's position as a popular destination for all types of events. The 721,762-s.f. foot facility boasts 22,000-plus seats, seven levels, 72 suites, 62 premium boxes, six lounges, four meeting rooms and a 1 ½-acre landscaped entry plaza. The state-of-the-art arena is the official home of the University of Louisville men's and women's basketball teams and is considered one of the best college sports facility in the country.

The Kentucky State Fair Board, an agency of the Kentucky Tourism, Arts and Heritage Cabinet, manages the KFC Yum! Center, as well as the Kentucky International Convention Center and the Kentucky Exposition Center. Adjacent to the Louisville International Airport, the Kentucky Exposition Center is the nation's seventh-largest public facility of its kind with 1.3 million s.f. of total exhibit space and includes two arenas: Freedom Hall and the Broadbent Arena.

Louisville, which hosts 10 of the top 25 trade shows in the country, is a seasoned professional in handling guests at major hotels and convention centers and at unique meeting venues such as galleries, museums and sports stadiums.

Following are some of the area's most popular meeting and convention facilities, along with a list of major attractions and events.

MEETING & CONVENTION FACILITIES

The Brown Hotel

Louisville – brownhotel.com

Churchill Downs

Louisville – churchilldowns.com

Crowne Plaza Louisville Airport

cploouisville.com

Fern Valley Hotel & Conference Center

Louisville – fernvalleyhotel.com

Galt House Hotel & Suites

Louisville – galthouse.com

The Grand

New Albany, IN – 8129498888.com

Hilton Garden Inn Louisville Airport

louisvilleairport.stayhgi.com



Holiday Inn Hurstbourne

Louisville – hihurstbourne.com

Holiday Inn Louisville North

Clarksville, IN – holiday-inn.com

Horseshoe Southern Indiana

Elizabeth, IN – horseshoe.com

Huber's Plantation Hall

Starlight, IN – huberwinery.com

Hyatt Regency Louisville

louisville.hyatt.com

Kentucky Center

Louisville – kentuckycenter.org

Kentucky Derby Museum

Louisville – derbymuseum.org

Kentucky Exposition Center

Louisville – kyexpo.org

Kentucky International Convention Center

Louisville – kyconvention.org

KFC Yum! Center

Louisville – kfcyumcenter.com

Louisville Marriott Downtown

marriott.com

Louisville Palace

louisvillepalace.com

Louisville Slugger Museum & Factory

Louisville – sluggermuseum.org

Papa John's Cardinal Stadium and Brown & Williamson Club

Louisville – louisville.edu/athletics/papajohns

Paroquet Springs Conference Center

Shepherdsville, KY – paroquetsprings.org

The state-of-the-art KFC Yum! Center is a recent addition to the region's variety of locations for meetings, conventions and other gatherings.

Plantation Hall at Huber's Orchard & Winery

Starlight, IN – plantationhall.com

Pritchard Community Center

Elizabethtown, KY –
tourtown.com/visitors/parksrecreation/
pritchardcommunitycenter.aspx

Rufing's Stone Rest Banquet Hall

Greenville, IN – stonerest.com

The Seelbach Hilton

Louisville – seelbachhilton.com

Sheraton Louisville Riverside Hotel

Jeffersonville, IN – sheratonlouisvilleriverside.com

21c Museum Hotel

Louisville – 21cmuseumhotel.com

W.L. Lyons Brown Theatre

Louisville – kca.org

Wooded Glen Retreat and Conference Center

Henryville, IN – woodedglen.com

ATTRACTIONS & EVENTS

Abbey Road on the River

World's largest Beatles festival
Louisville – abbeyroadontheriver.com

Abraham Lincoln Birthplace National Historic Site

Symbolic cabin of Lincoln's birth
Hodgenville, KY – nps.gov/abli

Continued on page 74

PUT YOUR BUSINESS MEETING IN A GREAT SPACE.



With so many facilities in one city, it's easy to position your group for success. Downtown, you'll find a convention center covering two entire city blocks and a new 22,000-seat arena. Near the airport, you'll have access to a sprawling exposition center complete with two arenas of its own. Look at our track record and you'll see a lot of other reasons to stick your group here. Call 1-800-618-5151 for more information.

KENTUCKY INT'L
CONVENTION
CENTER

KFC YUM!
CENTER

BROADBENT
ARENA

FREEDOM
HALL

KENTUCKY
EXPOSITION
CENTER

LOUISVILLE, KENTUCKY

WWW.KYEXPO.ORG ■ WWW.KFCYUMCENTER.ORG ■ WWW.KYCONVENTION.ORG

MEETINGS, CONVENTIONS & ATTRACTIONS

Continued from page 72

American Printing House for the Blind

Factory and museum
Louisville – aph.org/museum

Beck's Mill

Restored late 1800s mill
Salem, IN – friendsofbecksmill.org

Belle of Louisville/Spirit of Jefferson

Steamboats
Louisville – belleoflouisville.org

Bernheim Arboretum and Research Forest

Nature preserve
Clermont, KY – bernheim.org

Blackacre State Nature Preserve and Historic Homestead

Home dates to 1785
Louisville – blackacreconservancy.org

The Brennan House

Historic home and gardens
Louisville – thebrennanhouse.org

Bullitt County History Museum

In old courthouse
Shepherdsville, KY – bullittcountyhistory.org

Carnegie Center for Art & History

Includes multimedia experience
New Albany, IN – carnegiecenter.org

Cathedral Gardens

Fountains, lakes, statuary
Henryville, IN – cathedralgardens.com

Cave Hill Cemetery

Louisville – cavehillcemetery.com

Churchill Downs

Home of the Kentucky Derby
Louisville – churchilldowns.com

Conrad-Coldwell Museum

Home celebrates Edwardian Age
Louisville – conradcoldwell.org

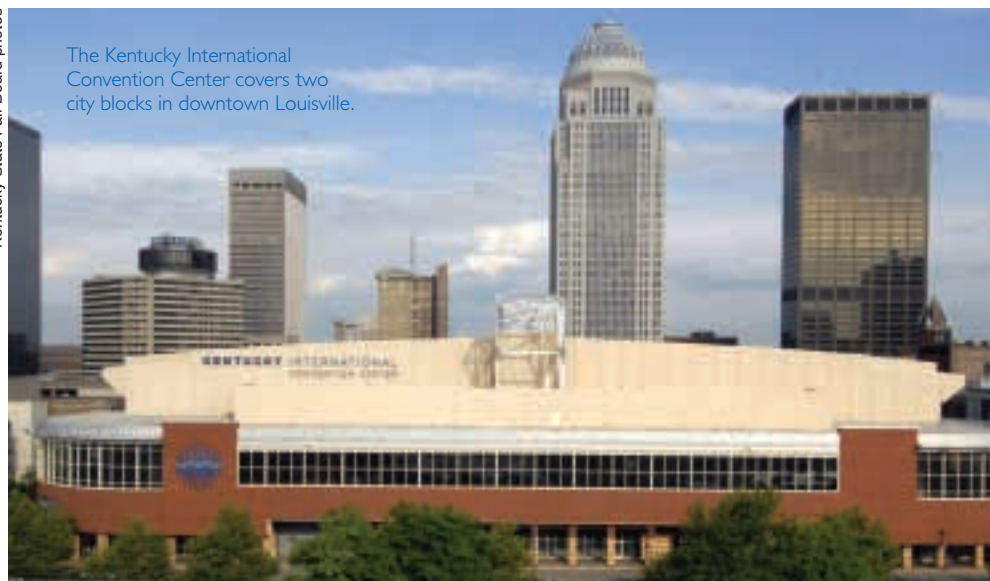
Corydon Capital State Historic Site

Indiana's first state capital
Corydon, IN – indianamuseum.org/sites/cory.html

Culbertson Mansion State Historic Site

Built by Indiana's wealthiest man in 1867
New Albany, IN – indianamuseum.org

Kentucky State Fair Board photos



The Kentucky International Convention Center covers two city blocks in downtown Louisville.

Falls of the Ohio Foundation

Ancient fossil beds
Clarksville, IN – fallsottheohio.org

Farmington Historic Plantation

Home to Speed Family
Louisville – historichomes.org/Farmington/Welcome/tabid/1367/Default.aspx

Flame Run Glass Studio and Gallery

Glassblowing studio
Louisville – flamerun.com

Forecastle Festival

Music, art, activism
Louisville – forecastlefestival.com

Fort Duffield

Union stronghold during Civil War
West Point, KY

Fourth Street Live!

Downtown dining, entertainment, shopping
Louisville – 4thstlive.com

Frazier International History Museum

Arms and related artifacts
Louisville – frazierarmsmuseum.com

General George Patton Museum

Cavalry and armor history
Fort Knox, KY – generalpatton.org

George Rogers Clark Homesite

Replica of cabin built in 1803
Clarksville, IN – fallsottheohio.org

Gheens Science Hall & Rauch Planetarium

At the University of Louisville
louisville.edu/planetarium

Harvest Homecoming Festival

Family-oriented activities
New Albany, IN – harvesthomecoming.com

Heaven Hill Distilleries

Bourbon Heritage Center
Bardstown, KY – bourbonheritagecenter.com

Historic Old Louisville

Neighborhood of Victorian architecture

Horseshoe Southern Indiana

Only casino in Greater Louisville
Elizabeth, IN – horseshoe.com

Howard Steamboat Museum

Located in mansion built in 1894
Jeffersonville, IN – steamboatmuseum.org

Huber's Orchard, Winery & Vineyards

Starlight, IN – huberwinery.com

Ironman Louisville triathlon

ironmanlouisville.com

Jim Beam American Outpost

World's largest bourbon distiller
Clermont, KY – jimbeam.com

John Hay Center

Washington County, IN, history
Salem, IN – johnhaycenter.org

Joe Huber Family Farm & Restaurant

Taste of the farm
Starlight, IN – joehubers.com

Kentucky Bourbon Festival

Celebration of Kentucky spirit
Bardstown, KY – kybourbonfestival.com

Kentucky Bourbon Trail

Tour region's historic distilleries
bourbontrail.com

Kentucky Center for African American Heritage

History, heritage, cultural contributions
Louisville – kcaah.org



The Kentucky Exposition Center is near the Louisville International Airport.

KENTUCKY STATE FAIR BOARD

937 Phillips Lane
Louisville, KY 40209
(502) 367-5160
ksfb.ky.gov

Louisville is a welcoming city with 4,000-plus hotel rooms downtown within six blocks of the 300,000-s.f. Kentucky International Convention Center. The adjoining 700,000-plus s.f. KFC Yum! Center on Louisville's picturesque waterfront has an arena that seats 22,000 people; a large lobby for hosting multiple functions; meeting and social event rooms; and sports bars and restaurants that overlook the Ohio River.

The Kentucky State Fair Board also manages the 1.3 million-s.f. Kentucky Exposition Center. In 2011, over 3.5 million people attended events at all three of our properties.



Linda Edwards,
Vice President,
Sales and
Marketing,
Kentucky State
Fair Board

Kentucky State Fair Board photo



Kentucky Crossroads Harvest Festival

Springfield, KY – kyharvestfestival.com/

Kentucky Derby Festival

Two-week community celebration
Louisville – kdf.org

Kentucky Derby Museum

Churchill Downs, Louisville
derbymuseum.org

Kentucky Museum of Art and Craft

Promotes traditional arts
Louisville – kentuckyarts.org

Kentucky Railway Museum

22-mile train excursion
New Haven, KY – kyrail.org

Kentuckyshow!

Ashley Judd narrates
Louisville – kentuckyshow.com

Kentucky State Fair

Kentucky Exposition Center
Louisville – kystatefair.org

Lanier Mansion

Greek Revival showplace
Madison, IN – indianamuseum.org/sites/lanier.html

Lebowski Fest

For fans of "The Big Lebowski"
Louisville – lebowskifest.com

Light Up Louisville

Downtown holiday activities

Lincoln Heritage Trail

Sites connected to U.S. President
kylincolntrail.com

Lincoln Heritage Scenic Highway

Explore Kentucky history
byways.org/explore/byways/2348

The Kentucky State Fair is an 11-day celebration of the history, heritage and culture of the Bluegrass State.

Lincoln Homestead State Park

Site of Lincoln's parents' marriage
Springfield, KY – stateparks.com/lincoln_homestead.html

Locust Grove

National Historic Landmark
Louisville – locustgrove.org

Louisville Bats

Triple A affiliate of the Cincinnati Reds
louisville.bats.milb.com/index.jsp?sid=t416

Louisville Mega Cavern

100 acres of underground passageways
louisvillemegacavern.com

Louisville Palace

Concert venue opened in 1928
louisvillepalace.com

Louisville Science Center

Hands-on science center
louisvillescience.org

Louisville Slugger Museum & Factory

Interactive baseball exhibits
sluggermuseum.org

Louisville Zoo

Home to more than 1,300 animals
louisvillezoo.org

Madison Regatta

Boat race on Ohio River
Madison, IN – madisonregatta.com

Maker's Mark Distillery

Tour historic bourbon distillery
Loretto, KY – makersmark.com

Maple Hill Manor

Built in 1851
maplehillmanor.com
Springfield, KY

Marengo Cave

U.S. National Natural Landmark
Marengo, IN – marengocave.com

Marion County Country Ham Days

43-year-old festival
Lebanon, KY – hamdays.com

The exploits of explorers Meriwether Lewis and William Clark are celebrated at the Falls of the Ohio Interpretive Center in Clarksville, Ind.

Clark-Floyd Counties Convention & Tourism Bureau photo



MEETINGS, CONVENTIONS & ATTRACTIONS

Louisville Convention & Visitors Bureau photo



Above: The Louisville Convention & Visitors Bureau offers an iPod City Walking Tour that explores 28 downtown stops.

Left: A statue of 2006 Kentucky Derby winner Barbaro is outside the Kentucky Derby Museum at Churchill Downs.

Mt. Zion Covered Bridge

Built in 1871
Springfield, KY

Muhammad Ali Center

International education center
Louisville – alicenter.org

Museum Row on Main

Nine downtown attractions
Louisville – museumrowonmain.com

My Old Kentucky Dinner Train

2-hour train excursion
Bardstown, KY – kydinnertrain.com

My Old Kentucky Home State Park

Bardstown, KY –
parks.ky.gov/findparks/recparks/mol/

Oscar Getz Museum

Whiskey and Bardstown history
Bardstown, KY – whiskeymuseum.com

Patriots Peace Memorial

Honors fallen servicemen/women
Louisville – patriotspeace memorial.org

Ribberfest

Barbecue & blues music
Madison, IN – madisonribberfest.com

Schimpff's Confectionery

Look at candy making, packaging, advertising
Jeffersonville, IN – schimpffs.com

Scribner House

Built in 1814
New Albany, IN –
countyhistory.com/scribnerhouse

Squire Boone Caverns

Cavern tours, village crafts
Mauckport, IN – squireboonecaverns.com

Thomas Edison House

Inventions on display
Louisville – historichomes.org

Thomas Merton Center

Writings of famous monk
Louisville – mertoncenter.org

Thunder Over Louisville

Part of Kentucky Derby Festival
thunderoverlouisville.org

Urban Bourbon Trail

Visit Louisville's best bourbon bars
bourboncountry.com/urban-bourbon

Veterans Memorial Park

Green space/military equipment
Jeffersonstown, KY –
jeffersontownky.com/parks.html

Whitehall House & Gardens

Victorian mansion
Louisville – edisonhouse.org

Wickland

Home of 3 governors
Bardstown, KY – visitbardstown.com

Yew Dell Gardens

Botanical garden
Crestwood, KY – yewdellgardens.org

Zachary Taylor National Cemetery

Burial site of 12th U.S. President
Louisville ●



The Louisville Zoo is one of Kentucky's top attractions.



AIM HIGH!

Target your company's marketing message to the new generation of Kentucky's business owners, professionals, political leaders, corporate managers, creatives and entrepreneurs.

Advertise in *BG Magazine*. *BG* publishes Louisville and Lexington editions that are edited to showcase the high quality of lifestyles and the interesting, innovative and successful young professionals in each city.



Published by
Lane Report

JEFFERSON COUNTY, KY.



Mayor
Greg Fischer

LOUISVILLE METRO GOVERNMENT

Greg Fischer, Mayor
527 W. Jefferson St.
Louisville, KY 40202
(502) 574-2003
louisvilleky.gov

LOUISVILLE METRO COUNCIL

Jim King, President
(District 10 Council Member)
601 W. Jefferson St.
Louisville, KY 40202
(502) 574-1110
louisville.gov/MetroCouncil

DEPARTMENT OF ECONOMIC GROWTH AND INNOVATION

Ted Smith, Director
444 S. 5th St., Suite 600
Louisville, KY 40202
(502) 574-4140
louisvilleky.gov/economicdevelopment

OFFICE FOR GLOBALIZATION

Metro Hall
527 W. Jefferson St.
Louisville, KY 40202
(502) 574-2003
louisvilleky.gov/International

GREATER LOUISVILLE INC. METRO CHAMBER OF COMMERCE

614 W. Main St.
Louisville, KY 40202
(502) 625-0000
greaterlouisville.com

LOUISVILLE DOWNTOWN DEVELOPMENT CORPORATION

Alan DeLisle, Executive Director
One Riverfront Plaza
401 W. Main St., Suite 1702
Louisville, KY 40202
(502) 584-6000
downtowndev.org

2010 POPULATION: 741,096

NO. OF HOUSEHOLDS: 295,134

MEDIAN HOUSEHOLD INCOME: \$44,516

Louisville Convention & Visitors Bureau photos



With a merged city and county government, Louisville is the 16th-largest city in the United States.

Businesses and Residents Thrive in Scenic and Progressive Louisville

LOUISVILLE'S stunning skyline on the banks of the Ohio River projects the stature and success of a major metropolitan area, and Louisville has the goods to back it up. The city has a revitalized downtown that caters to business, sports, conventions, government, entertainment, tourism and more. Its eclectic neighborhoods have their own rich and diverse histories and contribute to the unique fabric of Louisville, where South meets Midwest and the world is welcomed.

Founded by Revolutionary War hero George Rogers Clark in 1778, Louisville is the county seat of Jefferson County, the most populous county in Kentucky. In 2003, Louisville and Jefferson County merged city and county governments, resulting in an environment that facilitates business growth and development.

The city is a haven for business of all sizes and is home of the corporate headquarters of such giants as Humana, Papa John's, Yum!, UPS Worldport, GE Appliance Park and Brown-Forman. Meanwhile, smaller, locally owned businesses are celebrated and supported for their individuality and contributions to the community as residents pledge to "Keep Louisville Weird."

Business Facilities magazine in 2010 gave Louisville high marks for economic growth potential, alternative-energy strategies and affordability. The publication, which is geared toward companies looking to grow or relocate, ranked Louisville No. 10 on its list "Economic Growth Potential"; No. 8 on its list "Alternative Energy Industry Leaders"; and No. 7 on its list "Top 10 Metro Best Cost of Living." *Forbes* magazine's recent 13th annual list of the "Best Places for Businesses and Careers" ranked Louisville No. 14.

One key in helping Louisville grow business is its quality of life, which has attracted and retained a highly educated workforce. Amenities include:

- One of the nation's oldest park systems. Louisville has more parkland, per capita, than any other U.S. city.



In downtown Louisville, a statue of Thomas Jefferson by noted sculptor Moses Ezekiel greets visitors to Louisville Metro Hall.

- Attractions that include museums, art galleries, concerts, opera, theater, ballet, a zoo and nationally recognized festivals.

- A vibrant, independent restaurant scene that is second only to New York in the number of locally owned restaurants.

- Numerous educational opportunities.

- A world-class medical community that includes the UofL's research department.

- A variety of sports, including the Kentucky Derby. The nationally ranked UofL men's basketball team draws crowds of 22,000 people to the new KFC Yum! Center, one of the most technologically advanced facility in all of sports.

Thanks to these features and more, Louisville is the vibrant and progressive hub of a diverse region with unlimited business opportunities. Greater Louisville Inc., the Metro Chamber of Commerce, promotes Louisville as a city of possibilities, "where big-thinking businesses and imaginative individuals can see their ideas take root and grow." ●

Louisville Metro Government

louisvilleky.gov • MetroCall: 311 or (502) 574-5000 • E-mail: metrocall@louisvilleky.gov



Attica Scott
District 1
Council Member



Barbara Shanklin
District 2
Council Member



Mary C. Woolridge
District 3
Council Member



David Tandy
District 4
Council Member



Cheri Bryant Hamilton
District 5
Council Member



David James
District 6
Council Member



Ken Fleming
District 7
Council Member



Tom Owen
District 8
Council Member



Tina Ward-Pugh
District 9
Council Member



Jim King
District 10
Council Member



Kevin Kramer
District 11
Council Member



Rick Blackwell
District 12
Council Member



Vicky Aubrey Welch
District 13
Council Member



Robert Henderson
District 14
Council Member



Marianne Butler
District 15
Council Member



Kelly Downard
District 16
Council Member



Glen Stuckel
District 17
Council Member



Jon Ackerson
District 18
Council Member



Jerry Miller
District 19
Council Member



Stuart Benson
District 20
Council Member



Dan Johnson
District 21
Council Member



Robin Engel
District 22
Council Member



James Peden
District 23
Council Member



Madonna Flood
District 24
Council Member



David Yates
District 25
Council Member



Brent Ackerson
District 26
Council Member



Bryan Mathews
Judge-Executive



Ishmon Burks
Louisville Metro Police
Interim Chief



Gregory Frederick
Louisville Metro
Fire Chief



William Summers IV
Chief Administrative
Officer

THE COUNTIES OF GREATER LOUISVILLE

ADAIR COUNTY, KY.

2010 Population: 18,656

Number of households: 6,717

Median household income: \$29,200

Projected 2015 population: 19,391

Chamber of Commerce:

Sue Stivers, Executive Director
columbia-adaircounty.com/
chamber.shtml

County Seat: Columbia

Mark Harris, Mayor
cityofcolumbia.com

Judge-Executive: Ann Melton

columbia-adaircounty.com

BRECKENRIDGE COUNTY, KY.

2010 Population: 20,059

Number of households: 7,309

Median household income: \$37,074

Projected 2015 population: 20,819

Chamber of Commerce:

Sherry Stith, Executive Director
breckinridgecountychamberky.com

Breckinridge County

United Economic Development:

breckinridgeunitedky.com

County Seat: Hardinsburg

Wayne Macy, Mayor
hardinsburgky.com

Judge-Executive: Maurice Lucas

breckinridgecountyky.com

BULLITT COUNTY, KY.

2010 Population: 74,319

Number of households: 27,584

Median household income: \$48,344

Projected 2015 population: 81,358

Chamber of Commerce:

Freida J. Howe, Executive Director
bullittchamber.org

Bullitt County Economic

Development Authority:

Bob Fouts, Executive Director
bullittchamber.org

County Seat: Shepherdsville

Sherman Tinnell, Mayor
shepherdsville.net

Judge-Executive: Melanie Roberts

bullittcountyky.gov

Shelbyville/Shelby County Visitors Bureau photo



American Saddlebreds, known for their proud carriage and athleticism, were developed in the 1800s in Shelby County, Ky., the "Saddlebred Capital of the World."

CARROLL COUNTY, KY.

2010 Population: 10,811

Number of households: 4,085

Median household income: \$43,862

Projected 2015 population: 11,140

Chamber of Commerce:

Mark Smith, President
carrollcountyky.com/chamber/info.html

Carroll County Community

Development Corporation:

Greg Goff, President
carrollcountyky.com/develop/index.html

County Seat: Carrollton

Gene McMurry, Mayor
carrolltonky.net

Judge-Executive: Harold Tomlinson

carrollcountygov.us

CLARK COUNTY, IND.

2010 Population: 110,232

Number of households: 43,745

Median household income: \$48,284

Projected 2015 population: 109,024

One Southern Indiana:

Jody Wassmer, President/CEO
1si.org

River Hills Economic Development & Regional Planning Commission:

Jill Saegesser, Executive Director
riverhills.cc

County Seat: Jeffersonville

Mike Moore, Mayor
cityofjeff.net

County Commissioners: Ed Meyer,

John Perkins, Les Young
co.clark.in.us

CRAWFORD COUNTY, IND.

2010 Population: 10,713

Number of households: 4,304

Median household income: \$36,811

Projected 2015 population: 12,120

Chamber of Commerce:

Gary Wiseman, President
crawfordcountychamber.com

Crawford County

Economic Development:

Don DuBois, Executive Director
selectcrawfordcounty.com

County Seat: English

County Commissioners: Larry Bye,

Randy Gilmore, Jim Schultz
selectcrawfordcounty.com/
government.html

FLOYD COUNTY, IND.

2010 Population: 74,578

Number of households: 28,672

Median household income: \$51,812

Projected 2015 population: 72,830

One Southern Indiana:

Jody Wassmer, President/CEO
1si.org

River Hills Economic Development & Regional Planning Commission:

Jill Saegesser, Executive Director
riverhills.cc

County Seat: New Albany

Jeff Gahan, Mayor
cityofnewalbany.com

County Commissioners: Stephen Bush,

Charles A. Freiburger, Mark Seabrook
floydcounty.in.gov

GRAYSON COUNTY, KY

2010 Population: 25,746

Number of households: 9,648

Median household income: \$31,936

Projected 2015 population: 26,476

Chamber of Commerce:

Dr. Brett Abney, President
graysoncountychamber.com

**Leitchfield-Grayson County
Industrial Development
Corporation Inc.:**

Dudley Cooper, Executive Director
growgrayson.com

County Seat: Leitchfield

William Thomason, Mayor
leitchfield.ky.gov

Judge-Executive: Gary Logsdon
graysoncounty.ky.gov

GREEN COUNTY, KY.

2010 Population: 11,258

Number of households: 4,604

Median household income: \$31,189

Projected 2015 population: 11,217

Chamber of Commerce:

Joe DeSpain, President
greensburgonline.com

Green Economic Team Inc.:

Jackie Bennett, Co-President/CEO
Finis W. Durrett, Co-President/CEO
greensburgonline.com

County Seat: Greensburg

George Cheatham II, Mayor
greensburgonline.com

Judge-Executive: Misty Edwards
greencounty.ky.gov

HARDIN COUNTY, KY.

2010 Population: 105,543

Number of households: 38,149

Median household income: \$45,358

Projected 2015 population: 111,225

Chamber of Commerce:

Brad Richardson, President
etownchamber.org

**Elizabethtown/Hardin County
Industrial Foundation Inc.:**

Richard A. Games, President/COO
eifky.org

County Seat: Elizabethtown

Tim C. Walker, Mayor
etownky.org

Judge-Executive: Harry Berry
hcky.org

HARRISON COUNTY, IND.

2010 Population: 39,364

Number of households: 13,433

Median household income: \$48,028

Projected 2015 population: 40,297

Chamber of Commerce:

Lisa Long, President
harrisonchamber.org

Economic Development Corporation:

Darrell Voelker, Director
hcedcindiana.org

**River Hills Economic Development
& Regional Planning Commission:**

riverhills.cc

County Seat: Corydon

County Commissioners: James
Goldman, Jim Klintiver, Buck Mathes
harrisoncounty.in.gov

HENRY COUNTY, KY.

2010 Population: 15,416

Number of households: 6,265

Median household income: \$42,733

Projected 2015 population: 15,706

Chamber of Commerce:

Pat Wallace, Executive Director
chamber.henrycountyky.com

**New Castle-Henry County
Economic Development
Commission:**

nchcedc.org

County Seat: New Castle

Dennis Benham, Mayor
newcastleky.com

Judge-Executive: John Brent
henrycountyky.com

JEFFERSON COUNTY, IND.

2010 Population: 32,428

Number of households: 12,621

Median household income: \$42,204

Projected 2015 population: 33,570

Chamber of Commerce:

Kevin Watkins, President
madisonchamber.org

Economic Development Partners:

Corey Murphy, Executive Director
locateinmadison.com

County Seat: Madison

Damon Welch, Mayor
madison-in.gov

County Commissioners:

Julie Berry, Mark Cash,
Tom Pietrykowski
madisonchamber.org

LARUE COUNTY, KY.

2010 Population: 14,193

Number of households: 5,148

Median household income: \$40,679

Projected 2015 population: 14,596

Chamber of Commerce:

Jessica Davis, Executive Director
laruecountychamber.org

**Lincoln Trail Area
Development District:**

Wendell Lawrence, Executive Director
ltadd.org

County Seat: Hodgenville

Terry L. Cruse, Mayor
hodgenvillekentucky.org

Judge-Executive: Tommy Turner
laruecounty.org

MARION COUNTY, KY.

2010 Population: 19,820

Number of households: 6,735

Median household income: \$35,609

Projected 2015 population: 20,637

Chamber of Commerce:

Stacy Mattingly, Executive Director
marioncountkychamber.com

**Marion County
Industrial Foundation:**

Tom Lund, Manager
marioncountyky.com

County Seat: Lebanon

Gary Crenshaw, Mayor
lebanon.ky.org

Judge-Executive: John Mattingly
marioncounty.ky.gov

MEADE COUNTY, KY.

2010 Population: 28,602

Number of households: 9,768

Median household income: \$42,922

Projected 2015 population: 29,819

Chamber of Commerce:

Russ Powell, Executive Director
meade.k12.ky.us/chamber

**Meade County-Brandenburg
Industrial Development Authority:**

David W. Pace, Chairman
meadecountyky.com

County Seat: Brandenburg

David W. Pace, Mayor
brandenburgky.org

Judge-Executive: Gerry Lynn

THE COUNTIES OF GREATER LOUISVILLE

NELSON COUNTY, KY.

2010 Population: 43,437
Number of households: 16,234
Median household income: \$43,498
Projected 2015 population: 46,791
Chamber of Commerce:
 Dorothy White, President
 bardstownchamber.com
Nelson County Economic Development Agency:
 Kimberly M. Huston, President
 nceda.net
County Seat: Bardstown
 Bill Sheckles, Mayor
 cityofbardstown.org
Judge-Executive: Dean Watts
 nelsoncountyky.com

OLDHAM COUNTY, KY.

2010 Population: 60,316
Number of households: 19,144
Median household income: \$79,353
Projected 2015 population: 67,412
Chamber of Commerce:
 Deana Epperly-Karem,
 Executive Director
 oldhamcountychamber.com
Economic Development Authority:
 Deanna Epperly-Karem,
 Interim Director
 oceda.com
County Seat: La Grange
 Bill Lammlein, Mayor
 lagrangeky.net
Judge-Executive: David Voegele
 oldhamcounty.net

SCOTT COUNTY, IND.

2010 Population: 24,181
Number of households: 9,624
Median household income: \$38,812
Projected 2015 population: 25,375
Chamber of Commerce:
 Keith Colbert, Executive Director
 scottchamber.org
Economic Development Corp.:
 Robert Peacock, Executive Director
 scottcountyin.com
River Hills Economic Development & Regional Planning Commission:
 riverhills.cc
County Seat: Scottsburg
 William Graham, Mayor
County Commissioners: Larry Blevins, Mark Hays, Robert Tobias

SHELBY COUNTY, KY.

2010 Population: 42,074
Number of households: 14,844
Median household income: \$51,439
Projected 2015 population: 46,838
Chamber of Commerce:
 Shelley Goodwin, Executive Director
 shelbycountykychamber.com
Shelby County Industrial & Development Foundation:
 Libby Adams, Executive Director
 shelbycountyindustrialfoundation.com
County Seat: Shelbyville
 Thomas L. Hardesty, Mayor
 shelbyvillekentucky.com
Judge-Executive:
 Rob Rothenburger
 shelbycountykentucky.com

SPENCER COUNTY, KY.

2010 Population: 17,061
Number of households: 5,998
Median household income: \$63,218
Projected 2015 population: 20,157
Chamber of Commerce:
 spencercountykychamber.com
Taylorsville-Spencer County Economic Development Authority Inc.:
 Annette King, Director
 spencercountyky.gov/econdev.html
County Seat: Taylorsville
 Don Pay, Mayor
 spencercountyky.gov
Judge-Executive: Bill Karrer
 spencercountyky.gov

TAYLOR COUNTY, KY.

2010 Population: 24,512
Number of households: 9,507
Median household income: \$33,601
Projected 2015 population: 25,336
Chamber of Commerce:
 Judy Cox, Executive Director
 campbellsvillechamber.com
Team Taylor County Economic Development Authority:
 Ron McMahan, Executive Director
 teamtaylorcounty.com
County Seat: Campbellsville
 Tony Young, Mayor
 campbellsville.com
Judge-Executive: Eddie Rogers
 taylorcounty.us

TRIMBLE COUNTY, KY.

2010 Population: 8,809
Number of households: 3,103
Median household income: \$45,767
Projected 2015 population: 9,172
County Seat: Bedford
 Russell Clifton, Mayor
 trimblecounty.com
Judge-Executive: Randy Stevens

WASHINGTON COUNTY, IND.

2010 Population: 28,262
Number of households: 10,828
Median household income: \$40,419
Projected 2015 population: 29,413
Chamber of Commerce:
 washingtoncountychamber.org
Economic Growth Partnership Inc.:
 Lana Sullivan, Executive Director
 wcegp.org
River Hills Economic Development & Regional Planning Commission:
 riverhills.cc
County Seat: Salem
 John Cecconi, Mayor
 cityofsalemin.com
County Commissioners:
 David Brown, John Mishler

WASHINGTON COUNTY, KY.

2010 Population: 11,717
Number of households: 4,117
Median household income: \$39,742
Projected 2015 population: 12,121
Chamber of Commerce:
 Christina Lewis, Executive Director
 springfieldkychamber.com
Springfield/Washington County Economic Development Authority:
 Hal B. Goode, Executive Director
 sweda.org
County Seat: Springfield
 John Cecconi, Mayor
Judge-Executive: John A. Settles

Sources: U.S. Census Bureau (census.gov),
 Kentucky State Data Center (ksdc.louisville.edu)
 STATS Indiana (stats.indiana.edu/topic/population.asp).

Where Excitement is a Sure Bet

Louisville is home to a variety of world-class athletic venues and sporting events



Reed Palmer Photography/Churchill Downs photo

Above: Animal Kingdom won the 2011 Kentucky Derby, which has been run each year at Churchill Downs since 1875.
Right: Papa John's Cardinal Stadium can handle 55,000 to watch the University of Louisville football team.



University of Louisville photo



Louisville Convention & Visitors Bureau photo



Montana Pritchard/PGA of America photo

Above: Louisville's Valhalla Golf Club held the 2008 Ryder Cup.

Left: The Louisville Bats, the Triple A affiliate of the Cincinnati Reds, play at Louisville Slugger Field.



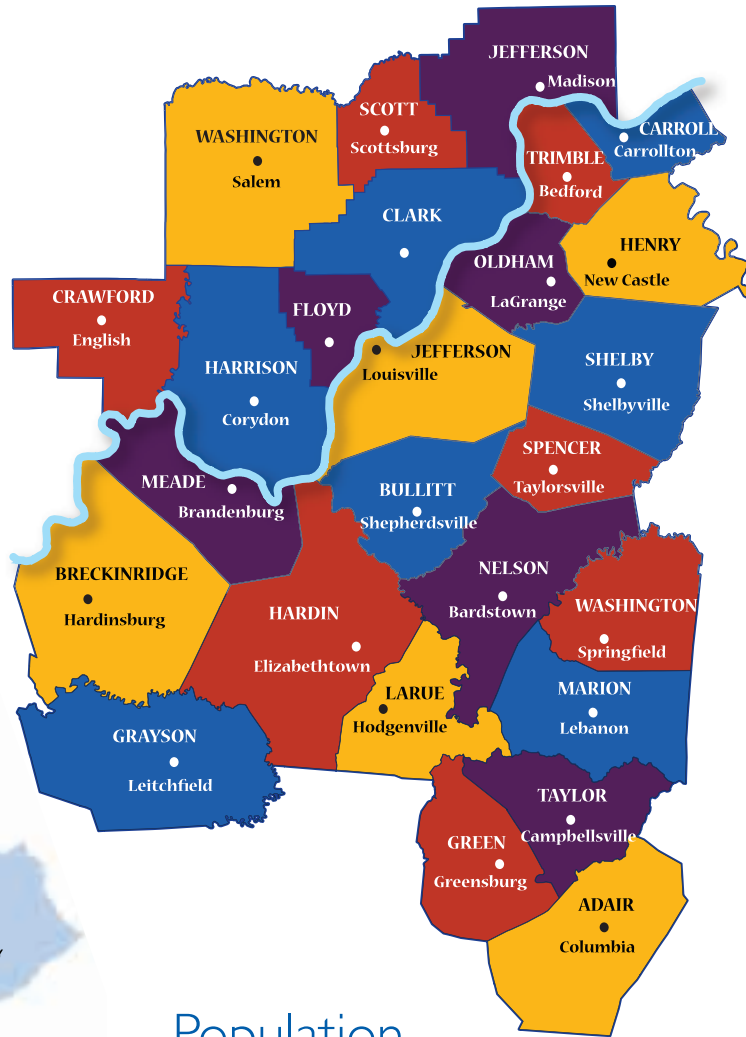
University of Louisville photos



Above and left: The head coach of the UofL men's basketball team, which plays at the KFC Yum! Center, is Rick Pitino, assisted by his son Richard.

DEMOGRAPHICS

Greater
Louisville
Counties &
Principal Cities
Served by
the Regional
Leadership
Coalition



Population

	Actual					Estimates		
	1970	1980	1990	2000	2010	2015	2020	2025
Adair (Ky.)	13,037	15,233	15,360	17,244	18,656	19,391	20,052	20,622
Breckinridge (Ky.)	14,789	16,861	16,312	18,648	20,059	20,819	21,489	22,065
Bullitt (Ky.)	26,090	43,346	47,567	61,236	74,319	81,358	88,508	95,623
Carroll (Ky.)	8,523	9,270	9,292	10,155	10,811	11,140	11,440	11,691
Clark (Ind.)	75,876	88,838	87,777	96,472	110,232	109,024	111,310	112,783
Crawford (Ind.)	8,033	9,820	9,914	10,743	10,713	12,120	12,366	12,467
Floyd (Ind.)	55,622	61,205	64,404	70,823	74,578	72,830	73,569	74,173
Grayson (Ky.)	16,445	20,854	21,050	24,053	25,746	26,476	27,048	27,465
Green (Ky.)	10,350	11,043	10,371	11,518	11,258	11,217	11,112	10,943
Hardin (Ky.)	78,421	88,917	89,240	94,174	105,543	111,225	116,612	121,541
Harrison (Ind.)	20,423	27,276	29,890	34,325	39,364	40,297	41,185	41,694
Henry (Ky.)	10,910	12,740	12,823	15,060	15,416	15,706	15,915	16,037
Jefferson (Ind.)	27,006	30,419	29,797	31,705	32,428	33,570	34,209	34,842
Jefferson (Ky.)	695,055	685,004	665,123	693,604	741,096	768,000	793,817	817,427
Larue (Ky.)	10,672	11,922	11,679	13,373	14,193	14,596	14,961	15,265
Marion (Ky.)	16,714	17,910	16,499	18,212	19,820	20,637	21,424	22,152
Meade (Ky.)	18,796	22,854	24,170	26,349	28,602	29,819	30,901	31,801
Nelson (Ky.)	23,477	27,584	29,710	37,477	43,437	46,791	50,119	53,337
Oldham (Ky.)	14,687	27,795	33,263	46,178	60,316	67,412	74,990	82,306
Scott (Ind.)	17,144	20,422	20,991	22,960	24,181	25,375	25,850	26,216
Shelby (Ky.)	18,999	23,328	24,824	33,337	42,074	46,838	51,944	56,950
Spencer (Ky.)	5,488	5,929	6,801	11,766	17,061	20,157	23,655	27,189
Taylor (Ky.)	17,138	21,178	21,146	22,927	24,512	25,336	26,079	26,716
Trimble (Ky.)	5,349	6,253	6,090	8,125	8,809	9,172	9,514	9,807
Washington (Ind.)	19,278	21,932	23,717	27,223	28,262	29,413	30,015	30,436
Washington (Ky.)	10,728	10,721	10,441	10,916	11,717	12,121	12,577	12,989
Totals	1,239,050	1,338,654	1,338,251	1,468,603	1,613,203	1,680,840	1,750,661	1,814,537

Sources: Kentucky State Data Center, University of Louisville, September 2011; STATS Indiana-Population Projections; U.S. Census Bureau: State and County QuickFacts

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