

MARKET REVIEW

of Greater Louisville and Southern Indiana 2013



Healthcare Energizes
Louisville's Economy

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MARKET REVIEW

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A thriving downtown, an abundance of parks and recreational areas, rich arts and cultural amenities, and an affordable cost of living are some of the reasons the Louisville region is a great place to live and play.

gotolouisville.com photo

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On the Cover: Louisville's role in Kentucky's vibrant healthcare sector is gaining notice internationally.



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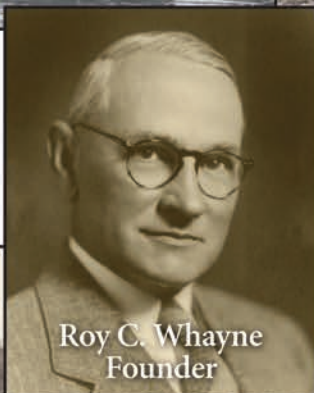
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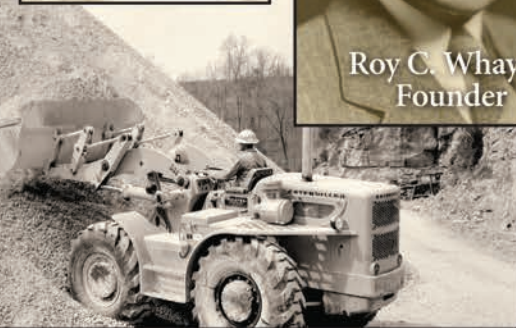


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Greater Louisville and Southern Indiana region is one of America's hottest metro areas



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Above: How to pronounce Louisville is a popular topic of conversation among residents and visitors.



Bardstown-Nelson County Tourist & Convention Commission photo

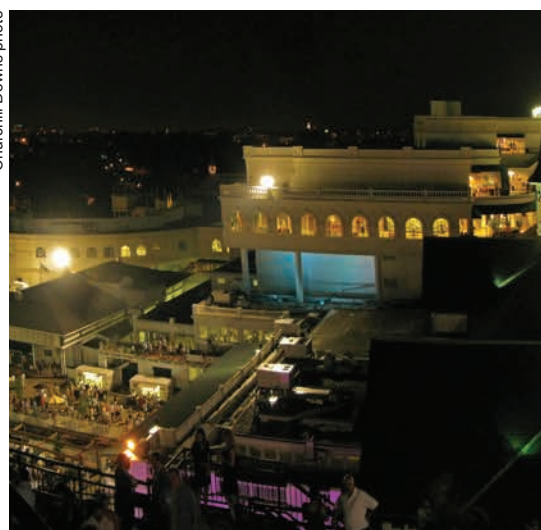


Ralph Homan photo

Above: Bardstown in Nelson County, Ky., has been recognized as the Most Beautiful Small Town in America.

Left: A 380-million-year-old fossil bed that was uncovered when a dam was built is part of the Falls of Ohio State Park.

Churchill Downs photo





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Churchill Downs photo



Churchill Downs photo

Churchill Downs Inc. is a multistate, publicly traded company with tracks, casinos and an online wagering company in its growing portfolio of successful businesses. Thoroughbred racing has no greater stage than Churchill Downs, where fans of all ages learn about the track's famous race at the Kentucky Derby Museum (above left). In May 2012, I'll Have Another (above) won the \$2 million Kentucky Derby Presented by Yum! Brands before a record crowd of 165,307. Churchill's night racing programs (below) also are popular: In November 2012 (left), fans were treated to an appearance by four Kentucky-based winners of Breeders' Cup races.



PEOPLE & PLACES



University of Louisville photo

Under coach Rick Pitino (left), the University of Louisville men's basketball team plays before 22,000 fans at the state-of-the-art KFC Yum! Center in downtown Louisville.



University of Louisville photo

Right: The first commercial building in Louisville to have a LEED platinum certification is The Green Building, located in the heart of an arts district called NuLu ("New Louisville").

Below: Shelby County, Ky., bills itself as the "Saddlebred Capital of the World" because of the importance of the industry that revolves around American Saddlebreds, a popular breed of show horses.



Kentucky Tourism.com photo



Kentucky Tourism.com photo

Above: The Abraham Lincoln Birthplace National Historical Park in Hodgenville, Ky., is among the sites in the region that celebrate the president's life.

A six-story-tall replica of Babe Ruth's bat leans against the Louisville Slugger Museum & Factory.



University of Louisville photo



Above: More than 22,000 students attend the University of Louisville, one of the region's many public and private institutions of higher learning.

Kentucky Derby Festival photo



Left: The Great Balloon Glow is a popular event during the Kentucky Derby Festival, which has an estimated economic impact of nearly \$128 million.

Below: Founded in 1937, the Louisville Orchestra performs concerts and provides educational programming in Kentucky and Southern Indiana.



Left: Louisville is home to historic parks designed by famed landscape architect Frederick Law Olmsted and a new system of parks being planned.

PEOPLE & PLACES

gotolouisville.com photo



Kentucky State Fair Board photo



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

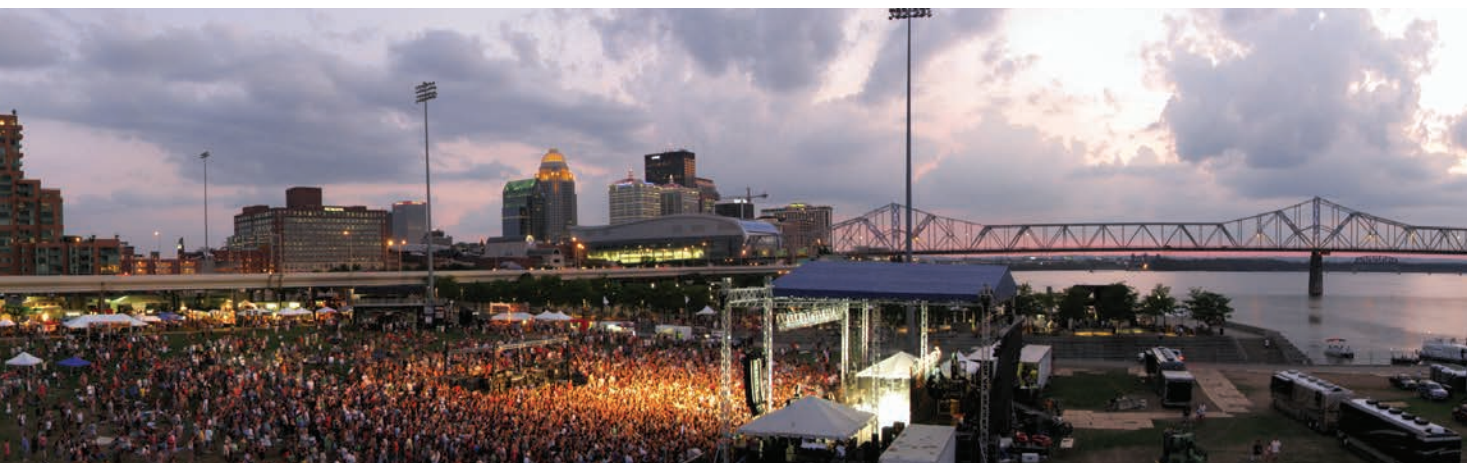
Left: The refurbished Louisville Clock, a local treasure often called the Derby Clock, is in Louisville's Theater Square.



Above: Fourth Street Live! is a popular dining, entertainment and retail destination in downtown Louisville.

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

Estes PR photo



Willie MacLean/BirdseyeFoto photo

The Forecastle Festival is one of the country's premier multiday summer festival destinations focusing on music, art and environmental activism.

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Leading Transformation in Kentucky-Indiana

GLI's new President/CEO, Craig Richard, discusses building on region's authentic strengths

“INNOVATION is what distinguishes between a leader and a follower,” said the late Steve Jobs, co-founder, chairman and CEO of Apple. By committing to innovation and celebrating ideas, Louisville is establishing itself as a leader ready to compete in the 21st century economy.



Craig J. Richard,
President/CEO

We are living in extraordinary times that require extraordinary thinking, planning and action. While some cities were content to wait out the economic downturn, Louisville has businesses and community leaders who worked harder than ever to attract new jobs and help companies grow. In fact, the Brookings Institution recently put Louisville's economy as the fourth fastest-growing in the U.S. as measured by per capita GDP.

At **Greater Louisville Inc. – The Metro Chamber of Commerce (GLI)**, our top priority is to create a vibrant, entrepreneurial economy that creates jobs and prosperity. One way we accomplish this goal is by building on the authentic strengths our region has to offer.

Through our central geographic location; plentiful air, road, water and rail access; and the UPS Worldport, we have grown a **Value-Added Logistics** industry that has attracted more than 150 logistics companies

in 10 years. Worldport currently processes an average of 1.5 million packages via 130 aircraft daily, allowing unparalleled access to the world for regional headquarters from Amgen to Zappos.

Greater Louisville's leading role in the **Lifelong Wellness and Aging Care** sector has resulted in the region being home to the most headquarters in the field globally while employing more than 18,000 professionals. This prominence creates national attention and attracts top-tier talent, researchers and thought leaders who are focused on developing innovative approaches to care for a growing demographic.

Ford, GE, their respective supply chains, and a robust defense industry have long been valuable corporate citizens and a traditional strength for the region. Focus on further development of this **Advanced Manufacturing** sector has resulted in 3,500 new jobs in 2012 alone, and is proving that U.S. manufacturing is alive and well.

Our **Food and Beverage** industry sector has a global reach. From distilling 95 percent of the world's bourbon to the successful food franchises of Yum! Brands, Texas Roadhouse and Papa John's, Louisville products are feeding the masses. The region is also leading the way in the locally source, farm-to-table movement.

By nurturing those with bold ideas, we are strengthening our **entrepreneurial environment** and driving more robust start-up activity. Fast growth companies are the greatest source of



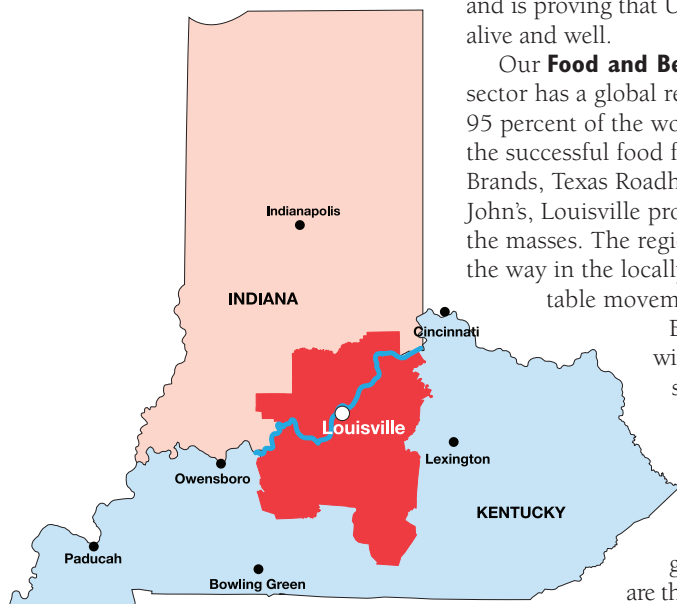
new jobs and Louisville is consistently ranked as one of the best places to start a business. In

2012, GLI assisted 34 companies in raising nearly \$9 million in new investment.

Human capital is the foundation of our economic prosperity because a diverse and educated workforce is a necessity when it comes to economic development success. Through initiatives such as **55,000 Degrees**, **Close the Deal** and **Degrees at Work**, we are partnering to attract, retain and grow new-economy jobs.

Louisville is a welcoming and vibrant city, offering an enviable quality of life that sets us apart. In 2012, the city was ranked as the “Most Livable City in America” (large-city category) by the **U.S. Conference of Mayors** and a “Top 10 Best Cities for Families” by **Parenting** magazine.

At GLI, we're leading the way in transforming our community through the power of innovation. We look forward to 2013 and beyond as an exciting time – a time to capitalize on the momentum taking place in Louisville and realize our dream of being a region where ideas abound. ●



KIX Delivers a Competitive Advantage

Kentucky Indiana Exchange represents a two-state, 26-county region

THE **Kentucky Indiana Exchange** (KIX) strives to create a regional climate where businesses, organizations and individuals collaborate and succeed together. KIX, the former Regional Leadership Coalition, is governed by a board of directors and three managing partners: **One Southern Indiana, Greater Louisville Inc.** and the **Hardin County Chamber of Commerce**. KIX represents two states, 26 counties, two metro areas, 196 towns and villages, 31 institutions of higher education, more than 3,000 community organizations and more than 1 million talented individuals.

KIX's work over the past decade focused largely on advocacy for the **Ohio River Bridges Project**. KIX is now examining how the region can best capitalize on the opportunities the bridges will bring and

other critical regional initiatives. KIX is focusing on three key areas:

- **Infrastructure:** Identify the top infrastructure challenges affecting sustained economic development while encouraging solutions to achieve successful and sustainable economies.

- **Transportation and Mobility:** Encourage the growth of a multi-modal transportation regional system that includes walking, bicycling, transit (bus and rail) and roadways.

- **Workforce Development:** Encourage a comprehensive system of talent development, where employers and educators work together to forecast and meet the region's current and future workforce needs.

KIX sees the region uniquely suited to attract and employ military veterans. A strong National Guard in both states, Indiana's nearby military assets and the Army's human capital experts at **Fort Knox**

serve as the centerpiece of a regional effort KIX is undertaking to become a national model for attracting, employing and retaining veteran talent.

"It provides our region with a competitive advantage," said **Beth Avey**, KIX's executive director. "When employers hire veterans, they are choosing highly skilled individuals who are reliable, disciplined and possess strong leadership skills."

KIX helped coordinate a regional asset mapping, funded by the **Lincoln Trail Workforce Investment Board**, which cataloged the resources available to veterans seeking employment and education. The result is a powerful online tool and comprehensive database known as the "Veterans Resource Center" on KIX.com.

"If you're an employer, educator, veteran or individual interested in being a part of the KIX effort, please visit KIX.com and let us know that you want to be involved," Avey said. ●



Beth Avey,
Executive
Director

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Healthcare Energizes Louisville's Economy

Innovation in care delivery, health logistics and wellness powers a vast economic engine

BY MICHAEL P. MULDOON, MPH

KENTUCKY'S vibrant healthcare sector is a national leader in front-line care delivery, innovation and healthcare logistics, and Louisville's role is increasingly gaining notice even internationally. The **Health Enterprises Network (HEN)**, based in Louisville, serves a 27-county region and constitutes a sort of commercial connective tissue within this vast, dynamic economic engine.

Diverse in nature, health-related organizations within HEN take on many forms, from CPA firms providing medical practice CPT consultation, to subacute hospitals, to manufacturers of medical devices, to national leading health law firms, to weight loss clinics. HEN works to build a lively health economy and foster a culture of health. Entrepreneurs find the region an exciting laboratory for new wellness initiatives.



Michael P. Muldoon, MPH, Executive Director, Health Enterprises Network

Companies want to locate where services such as retail and healthcare are readily available, and healthcare is an infrastructure industry that attracts and supports other industry. The innovation within the healthcare sector itself spurs economic development.



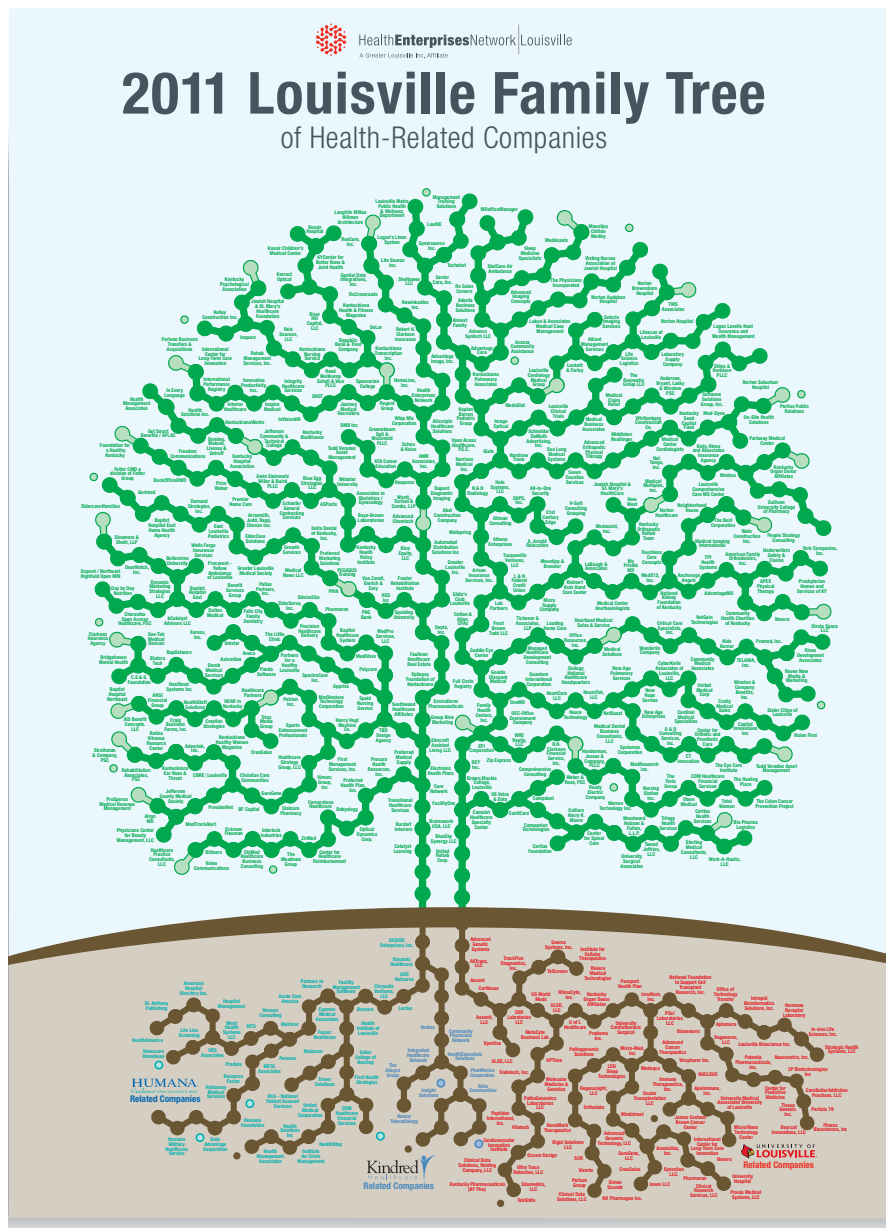
Ralph Gronefeld, President/CEO, ResCare, and Chair, Health Enterprises Network

Louisville is heralded as the area's largest healthcare employer. In 2012, of the 25 largest Louisville employers, 12 are health-related (in 2007 the number was 10). Of the six Kentucky **Fortune 500** companies, three are in healthcare, and two – **Humana** and **Kindred Healthcare** – are headquartered in Louisville.

In 2011, Humana revenue increased to \$37 billion, and Kindred revenue was up to \$5.5 billion.

Workforce

Some 62,000 work for the top 12 healthcare employers in Louisville alone. **KentuckianaWorks**, which administers federal, state and local workforce



development funding for the region, has identified 16 rival cities that the Louisville area competes against. Louisville showed strength particularly in the long-term care industry, placing second in both revenues per capita as well as payroll per capita.

Since 2000, Louisville has landed the headquarters of **PharMerica Corp.**, an institutional pharmacy services company, and other health-related corporations, including **Recover-Care**, **Healthland** and **Achieve**. **Humana's** Louisville employment jumped from 4,000 to well over 11,000 since 2000. Employment

The 2011 Family Tree of Health-Related Companies presents a visual of more than 500 locally founded health-related companies and depicts relations each might share with a handful of "parent" companies such as Humana, Kindred or the University of Louisville.

has surged at **Norton**, Louisville's largest healthcare provider, from 5,000 more than a decade earlier.

Zirmed, whose software helps providers get paid quickly and accurately, has grown from 30 employees in 2004 to over 300 today. The company moved into a new 12-story headquarters downtown in 2009.

Health's Economic Impact

Twelve of the largest private-sector employers in Greater Louisville and Southern Indiana are health-related (as ranked by number of local employees), representing a significant share of resources and talent.

EMPLOYER	RANK	TOTAL EMPLOYEES
UPS Inc. (healthcare logistics)	1	20,117
Humana Inc.	2	11,000
Norton Healthcare Inc.	3	9,658
KentuckyOne Health Inc.	5	5,898
Baptist Health	7	4,219
University of Louisville Hospital	9	2,331
Kindred Healthcare Inc.	10	2,252
Floyd Memorial Hospital & Health Services	12	1,612
Clark Memorial Hospital	28	1,216
Seven Counties Services Inc.	19	1,215
Anthem Blue Cross & Blue Shield Kentucky	22	1,122
ResCare Inc.	24	1,070

Source: Business First

In Southern Indiana – part of the HEN service area – an increase in healthcare jobs was the only significant positive change from data gathered between 2008 and 2009. All other business sectors were flat or decreased; healthcare gained 692 jobs while manufacturing lost 4,558 jobs.

Also the state tax climate (corporate income, individual income, sales, and property and unemployment insurance taxes) has improved, moving up 14 spots from 34th best in the nation to 20th.

Merge, merge, merge

“Merge” is certainly not a new healthcare procedure and certainly not new to Kentucky. For example, in the 1990s, Sts. Mary & Elizabeth formerly operated as part of Caritas Health Services, whose Nelson County-based parent, the Sisters of Charity of Nazareth Health System, became part of the Denver-based Catholic Health Initiatives. Jewish Hospital HealthCare Services merged with Caritas in 2005, leaving Jewish with 25 percent ownership.

But “merger” has taken on a new face due to additional market demands. “Population health management” – the latest vogue in innovative healthcare

delivery – aims to improve the health outcomes of an entire population, largely using intervention and prevention strategies that are not something an individual hospital can tackle. As physicians and hospitals prepare to take on more responsibility and risk, they soon take ownership of the population health management traditionally led by payers, aka the insurers.

This is one big reason healthcare organizations are forming alliances and clinical relationships covering widening geographies. True, the federal **Patient Protection and Affordable Care Act (ACA)** will lead to more patients having insurance. Medicaid and Medicare provider payments will be reduced, while disproportionate share funds (DISH) payments will sunset and – even with the ACA in place – many will remain uninsured. Reimbursement is declining, and more emphasis will be placed on keeping people healthy, not just treating them when they are sick.

In January 2012, **Catholic Health Initiative (CHI)** merged **Saint Joseph**



Janet Lively Heberly,
Chair, Health Enterprises
Network Member
Engagement
Committee

Health System with **Jewish Hospital & St. Mary's HealthCare** to form **KentuckyOne Health**, claiming the title of the largest healthcare system in the state. CHI brings strong capital investment. Since the formation of the St. Joseph system, CHI has invested \$560 million. Most recently, the joint-operating agreement

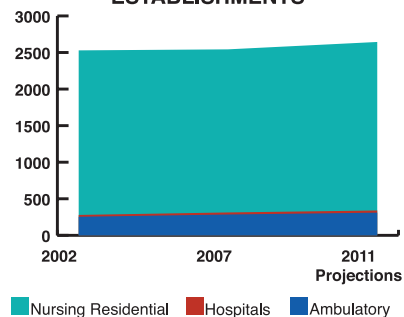
among the **University of Louisville, University Medical Center** and **KentuckyOne** announced in December 2012 will result in a \$1.39 billion investment.

KentuckyOne now operates in nearly 200 locations statewide.

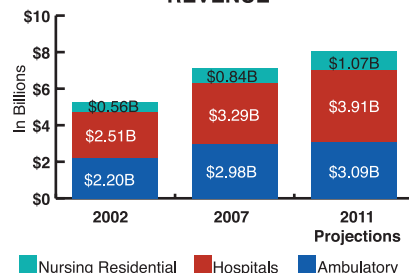
Meanwhile, **UK HealthCare** at the University of Kentucky in Lexington has formed alliances all over the state by

Louisville Healthcare Delivery

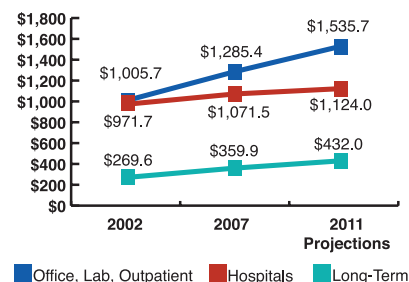
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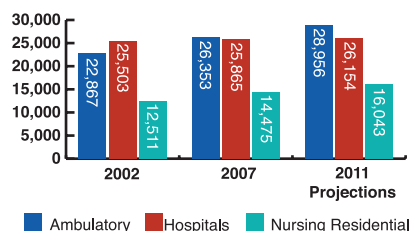
REVENUE



PAYROLL



JOBS



Source: HEN Report

Based in Louisville, Anthem Blue Cross and Blue Shield is the state's largest health insurer.



Staff photo

expanding advanced subspecialty care and improving the availability of quality care to rural hospitals and clinic sites. Two years ago UK entered into a large partnership with **Norton HealthCare** of Louisville that formalized the two organizations' ongoing alliance in clinical programs, workforce, education and research.

Improving access to capital, upgrading services and saving money are also motivating factors for conjoined efforts. Louisville-based **Baptist Health** acquired **Pattie A. Clay Regional Medical Center** in Richmond and **Regional Medical Center**

in Madisonville, the latter the 410-bed flagship of the Trover Health System. Trover's management said its decision to enter "the partnership is directly driven by health reform and changes in medicine." Baptist Health now owns eight hospitals and manages two, with the result that one of every six inpatients in Kentucky receive care at some Baptist hospital.

In November 2012, Norton and Southern Indiana's **Clark Memorial Hospital** started their strategic partnership. **Kindred**, which owns and operates major hospitals outside Kentucky, has fully integrated the business of **RehabCare Group**. In September 2012, Kindred bought **IntegraCare Holdings**, a home-health and hospice services provider. Also, **Hosparus** has grown substantially, becoming one of the largest hospices in the region.

Not only have hospitals merged, but KentuckyOne is a majority owner of a surgery center, with the downtown **Premier Surgery Center of Louisville** and Dupont's **SurgeCenter of Louisville** – owned by local physicians and managed by **Surgical Care Affiliates** of Birmingham, Ala. Recently, **University of Louisville Physicians (ULP)** joined researchers and teachers into the largest, multispecialty physician practice in Louisville, covering more than 78 specialties.

And with the many mergers, new construction continues unabated. In late 2012, Norton Healthcare broke ground on the future home of its **Norton's Women's**



Jewish Hospital photo

Hospital and Kosair Children's Hospital.

Before that, Norton opened the new **Norton Brownsboro Hospital**. Norton is planning new doctors' buildings in Okolona in southern Louisville Metro and in Shepherdsville in Bullitt County.

Baptist opened three **Baptist Express Care** clinics in Walmart stores. Jewish opened large medical centers in Dupont, Shepherdsville and more recently in northeast Louisville. UofL **Nucleus**, which focuses on life science business development, will open its first \$18 million building this year to merge and leverage area talent at what eventually is to be a nine-acre research park.

Not only have institutions merged, but the merging of clinical functions – such as behavioral with physical health – has become key, and Kentucky is leading the way nationally. Again, cost pressures have forced such clinical collaboration. One example occurred in August 2012 when Norton Healthcare acquired **LIFESCAN Louisville**, an outpatient diagnostic imaging center.

Kentucky also is a national leader in **accountable care organization (ACO)** development. Norton Healthcare and Humana are one of only five national ACO pilot sites and the only one in Kentucky to study the ACO model through the **Brookings-Dartmouth** pilot project. Humana has worked with Brookings-Dartmouth since 2008, exploring ACO and bundled payment models. Providers are realizing that to stay competitive, they need to have a hand in healthcare delivery and healthcare financing – possibly through launching their own insurance plan. Baptist Health has long had **Bluegrass Family Health**, which is based in Lexington.

Health benefit companies now being a direct provider of primary care head the continuing list of mergers. The **Humana-CareSource** alliance was established in early 2012 to directly serve both the Medicare and Medicaid populations. In late

Jewish Hospital in downtown Louisville is part of KentuckyOne Health, a regional network with more than 70 facilities.

2012, Humana agreed to purchase Florida-based **Metropolitan Health Networks** and **MCCI** holdings, benefit coordinators for both Medicare Advantage and Medicaid. Earlier in 2012, Humana purchased the San Jose, Calif.-based **Certify Data Systems**, a health information exchanged technology firm. In 2010, Humana paid \$805 million for Texas-based **Concentra**, which has more than 300 front-line care medical care centers in 42 states. And **Wellpoint** (Anthem) closed its \$4.46 billion acquisition of the managed care company **Amerigroup** in December 2012.

On the state-public side of the equation, the merger of all Medicaid programs into managed care has been a strong, innovative approach to better manage tax dollars. For well over a decade, Louisville-based **Passport** has been a strikingly successful, nationally recognized model of Medicaid managed care and one of the few provider-owned plans in the United States.

The state's need to truly "manage the care" for Medicaid now has been replicated throughout the state. In 2011, additional new contractors were added: Humana, **WellCare** and **Coventry**. (Centene entered the state but left.) These new large national contractors for managed care have brought numerous high-level jobs to Kentucky. And as ACA implementation is predicted to expand Medicaid roles, especially in Kentucky where 14.4 percent are uninsured, boom times are here for data management companies. Kentucky has been approved for \$60 million in federal grants to implement Medicaid and exchange systems. So the money is here to seek technology and expertise.

KENTUCKYONE HEALTH

225 Abraham Flexner Way
Louisville, KY 40202
KentuckyOneHealth.org



Ruth Brinkley,
CEO,
KentuckyOne
Health

KentuckyOne Health was formed when two major Kentucky healthcare organizations came together in early 2012. KentuckyOne Health combines the Jewish and Catholic heritages of the two former systems: Jewish Hospital & St. Mary's HealthCare and Saint Joseph Health System. In late 2012, the organization formed a partnership with the University of Louisville Hospital/James Graham Brown Cancer Center.

The nonprofit system is committed to improving the health of Kentuckians by integrating medical research, education, technology and healthcare services wherever patients receive care. KentuckyOne Health has more than 200 locations, including hospitals, physician groups, clinics, primary care centers, specialty institutes and home health agencies, with nearly 15,000 employees across Kentucky and Southern Indiana. KentuckyOne Health is the largest health system in Kentucky and has more than 3,100 licensed beds.

Continued on page 18

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At Norton Healthcare, we believe a healthy community starts with healthy families. For more than 125 years, we've worked to improve the health of our community one family at a time. Whether it's improving access to more specialists so you don't have to leave the community for care, providing free classes and screenings at convenient locations around town or working with community organizations to improve the lives of our neighbors, we're at the heart of your family's health – our community's health.

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Continued from page 16

Entrepreneurship and jobs

Innovation and the entrepreneur are what will continue to drive the healthcare economy. In the past, the frequent absence of market pressure – and innovation – reduced the pressure for cost savings in healthcare. But times are different. The nationwide 2011 **State of Entrepreneurship Index**, a ranking that measures how states stack up with business formation and innovation, puts Kentucky at No. 24, which is up from No. 50 in 2008. Kentucky was among the top states for new startups formed in 2011. Overall from 2001 to 2010, Kentucky ranked fifth among all 50 states.

Kentucky is moving from an economy shaped largely by “foundation” industries to one based on the DNA of entrepreneurial enterprises. It is now a given that Louisville is a major entrepreneurial center; the verdict is in. And financially, the Louisville angel and venture capital scene looks healthy, with far more money available than five years ago despite a dismal national economy. Seed funds and private investment firms also are numerous.

Louisville’s Nucleus **iHub** space is reflective on the new co-working trend, allowing workers to access files from any place with an Internet connection. This entrepreneurial life sciences networking facility encourages more freelancing and more flexible working arrangements.

Today, **Dataseam** computers bring powerful computing capacity to the **UofL James Graham Brown Cancer Center** downtown, which boasts the nation’s largest pipeline of patient cancer drugs.

SCOTT MEMORIAL HOSPITAL

1451 N. Gardner
Scottsburg, IN 47170
(866) 802-8686
ScottMemorial.com



Jerry Dooley,
Interim Chief
Executive
Officer, Scott
Memorial
Hospital

Scott Memorial Hospital is a 25-bed, critical access hospital serving the Scottsburg, Ind., community for more than 50 years. In 2009, a \$6.5 million state-of-the-art surgical services wing opened, adding 20,000 s.f. and two operating rooms. The Everitt Women’s Pavilion delivers more than 200 babies each year. In late 2012, Scott Memorial was acquired by the Norton Healthcare and LifePoint Hospitals partnership. The alignment with the region’s clinical quality leader and a national hospital company provides the hospital with the resources and experience to grow and thrive.

Scott Memorial Hospital photo



Scott Memorial Hospital in Scottsburg, Ind., was acquired by the Norton Healthcare and LifePoint Hospitals partnership in 2012.

The two largest biotech companies in the world – **Amgen** and **Genentech** (a subsidiary of **Roche Group**) – are well represented in Louisville. And thousands attend **Idea Festival**, the yearly gathering visionary intellectuals from around the globe to present, meet and share.

This kind of energy has lured companies to Louisville to incorporate technology into the senior market, for example. Meanwhile, UofL’s **Entrepreneurship MBA** has been ranked first in the nation. Another excellent example of innovation is **MedVenture Technology** (now **Helix Medical**), which continues its leading strong growth with medical device manufacturing.

Wellness: innovation counts

With Kentucky known for challenges in the personal health arena, the state has become a laboratory for new initiatives whether through volunteer programs, community outreach, employer sponsored or hospital wellness programs. Nationally, only 48 percent of employers incentivized the “at risk” to modify behavior; in Louisville, 62 percent do this.

In January 2012, Louisville was honored for strong efforts to combat youth obesity when it was one of six cities awarded the first **Childhood Obesity Prevention Award** at the U.S. Conference of Mayors. UofL was one of six nationwide recipients of the **Oracle** award for creating software to enable providers, patients and insurers regarding patient’s health status in a user-friendly format. In 2010, Louisville was awarded at \$7.9 million prevention grant to promote healthy eating.

Sometimes innovation does not have to be elaborate to have an impact. **Walmart** introduced a Great for You icon to help customers quickly identify healthier food options in its supermarket sections. As part of the new arrangement, members of the **HumanaVitality** wellness program receive a 5 percent discount.

Institutional innovation has been strong. In July 2012, UK’s **Chandler Medical Center** was ranked the No. 1 hospital in Kentucky and was listed by *US News & World Report* as “high performing” in 10 specialty areas. UK physicians implanted one of the first total artificial hearts in Kentucky; fewer than 30 medical centers in the country are certified for such. Most striking, this hospital does not look or sound like a traditional hospital, seeking a “healing environment” through color, lighting, noise reduction and artwork.

And, the **National Institutes of Health Nanomedicine Center**, one of only eight such centers in the U.S., is moving to UK. In late 2011, UK became home to the new **Center for Pharmaceutical Research and Innovation** to better prepare UK to partner with the pharmaceutical industry.

In January 2012, the comprehensive **Breast Cancer Center** at the **UK Markey Cancer Center** commenced offering digital tomosynthesis, becoming the only medical center in Kentucky with the capability to 3D X-ray breast images for cancer screening.

From Kentucky’s first heart transplant and implanting the **AbioCor artificial heart**, UofL researchers continue to be on heart disease’s front lines. **Dr. Roberto Bolli**’s team continues to conduct NIH-funded stem cell research to regenerate dead heart muscle after a heart attack.

In December 2012, UK surgeons performed the first combined heart-lung transplant in Kentucky in 15 years.

There’s even innovation on the healthcare-social service side. Louisville’s very successful **Supplies Over Seas (SOS)** is one of only 15 medical surplus recycling organizations in the U.S.

\$44 billion aging-care “cluster”

As a 78-million-strong generation heads into retirement, aging baby boomers are flooding the senior care market, creating a

Continued on page 20

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Growing the Region's Health-Related Economy

The Health Enterprises Network exists to build a vibrant, health-related economy within its 27-county service area. In its thirteenth year, HEN fosters a “culture of health” for our region through membership networking opportunities, communication, leadership programs, education and strategic partnerships. Current membership is composed of 188 companies with 1,200 individual representatives.



HealthEnterprisesNetwork

A Greater Louisville Inc. Affiliate

614 W. Main Street, Suite 6000, Louisville, KY 40202
502.625.0179 | info@healthenterprisesnetwork.com
www.healthenterprisesnetwork.com



Sara Thompson, discussion recorder, from the network's HARVEST dinner of business professionals to promote the economic issue of wellness and food-driven solutions

Continued from page 18

“silver tsunami” of demand for everything from assisted-living centers to devices that monitor vital signs remotely. In 2006, in part as a result of a detailed study by HEN, city leaders noticed Louisville could become an aging-care hub.

Louisville’s push to become a senior care leader is based on the economic theory called “clustering,” which occurs when a concentration of organizations that operate in the same sector in the same region enjoy competitive advantages, leading to more innovations and an environment that fosters startups. For the entire state, the senior population is expected to rise and level off by mid-century. In 2010, Kentucky had 552,674 residents who were 65 and older; the prediction for 2050: more than 1 million.

In 2010, cooperating with Nucleus, **Signature HealthCARE** founded the **International Center for Long-Term Care Innovation**, a Louisville think tank and business accelerator for long-term care clients and that encourages access to research, startup funding and the ability to network with key players. Other local community efforts have included identifying aging-related research in universities and better indexing for companies seeking to collaborate with and learn from local researchers.

Wellness and aging-care companies in Louisville have total annual revenue of \$44 billion and employ over 14,000

Baptist Healthcare System, founded in 1924, announced its new name as Baptist Health in 2012 in a move that unifies the family of hospitals and health-related entities and helps to better align medical expertise, services and resources to provide a continuum of care throughout Kentucky.



people. They constitute the largest such concentration of aging-care business in the world: **Almost Family; Atria Senior Living Group**; giant Humana and Anthem with their Medicare products; Fortune 500 subacute care operator Kindred; PharMerica; **Elmcroft Senior Living; Trilogy Health Services; ResCare; Christian Care Communities**; and Signature (which runs long-term care centers in seven states and moved its headquarters to Louisville from Florida two years ago).

These additional post-acute care companies have a presence in HEN’s service area: **Genesis HealthCare; Brookdale Senior Living; Sun Healthcare Group; Sunrise Senior Living; RehabCare Group; Regency Hospital Co.**; and **Advocat**. Another is **Arcadia Communities**, a diverse real estate company that owns and manages senior care facilities.

Because of this agglomeration of providers, payers, suppliers, non-profit organizations, educational/research institutions and benefit administrators, the region boasts top-tier talent and experience.

Also, Medicaid for long-term care is remarkably strong in Kentucky. A comparison of 50-state Medicaid spending (Kaiser, 2009) for all type of long-term care services shows Kentucky spends a higher percentage on nursing facilities than only three other states.

In November 2013, Louisville will host its first national innovation conference on aging care. And the **Louisville Convention & Visitors Bureau** continues to seek national and international aging care-related conferences. Geriatrics is a strong program at local schools. UofL’s vice chair for geriatric, Christian Davis Furman M.D., is the only Kentuckian selected to serve on CMS’ innovation advisors program.

UK’s **Sanders-Brown Center on Aging**, opened in 1979, continues as one of the nation’s 10 original Alzheimer’s Disease Centers.

Logistics and the healthcare impact

The striking growth of **UPS Worldport** at Louisville International Airport has been a catalyst for jobs in logistics and health-related enterprises such as medication or medical device handling. Many companies that flocked around UPS started with only a few employees then added more. That was the case with Genentech’s distribution center, which started with a staff of six in 2006. Later the site expanded to be the main U.S. distribution center for its parent company, Roche.

Education and diversity

Experts say the key to growth, the key to leadership and the key to economic prosperity is an educated workforce. An increase of over 8,000 young adults with bachelor’s degrees or higher between 2000 and 2010 propelled Louisville into first place in the rate of improvement among its peer cities. For the first time, Louisville produced and attracted similar numbers of educated young adults as perennial top-tier cities Charlotte, N.C., and Columbus, Ohio – a substantial accomplishment. Also statewide enrollment in Kentucky graduate programs increased steadily from 27,963 in 2009, to 29,016 in 2010.

At UofL, the fourth fastest-growing research university in the nation, \$1.3 billion has been invested in campus and facility improvements since 2001. Aging is one of the university’s most prominent cross-disciplinary fields. UofL boasts over 120 researchers focused on healthcare, and eight of its schools have some emphasis on aging. In 1998, UofL filed for 151 patents; in 2012, 1,346 were filed. Also, public-private partnerships grow, with UofL’s School of Nursing, Trilogy, Elmcroft and Signature providing dollars to train nurse practitioners with the geriatric population.

Finally, in late 2011, the Louisville Metro was ranked No. 7 in the top 10 fastest-growing Hispanic markets in the U.S., with 186% increase in 10 years. ●

NORTON HEALTHCARE

P.O. Box 35070
Louisville, KY 40232-5070
(502) 629-1234
NortonHealthcare.com



Stephen A. Williams, President/CEO, Norton Healthcare

For more than 125 years, Norton Healthcare’s faith heritage has guided its mission to provide quality healthcare to all those it serves. Today, Norton Healthcare is a leader in serving adult and pediatric patients throughout Greater Louisville, Southern Indiana, Kentucky and beyond. The hospital and healthcare system is the Louisville area’s third-largest private employer, providing care at more than 144 locations throughout Greater Louisville and Southern Indiana.

The not-for-profit system has five Louisville hospitals, including Kosair Children’s Hospital, Kentucky’s only full-service, free-standing pediatric hospital; 10 outpatient centers; 12 Norton Immediate Care Centers; 12,000 employees; nearly 630 employed medical providers; and more than 2,000 physicians.

A Brighter Future

for Healthcare in the Region

In a time of change and uncertainty in healthcare, it's critical for the industry's leaders to come together to ensure access to excellent care in communities of all shapes and sizes. Norton Healthcare - the region's clinical and quality leader; and LifePoint Hospitals - a leading hospital company with 57 campuses in 19 states, have joined together in acquiring Scott Memorial Hospital in the community of Scottsburg, Indiana.

The Norton and LifePoint Partnership is committed to providing their community hospital partners with the capital resources, physician recruitment and technological capabilities to continue to compete and thrive in the healthcare environment of today and into the future.

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Bourbon Returns Home to Louisville

Renewed popularity means jobs, economic development, tourists and interest in preservation

BY LORIE HAILEY

Bourbon is making a huge comeback in the commonwealth's largest city, where it formerly had a strong presence. Kentucky's native spirit played a huge role in Louisville's early days. **Evan Williams**, Kentucky's first commercial distiller, rolled the first barrel of bourbon out of his Louisville distillery in 1783, just five years after the community was settled.

Distillers move back downtown

The city became a hub for distilling activity and distribution, and until the 1920s, as many as 50 distilleries were located on a portion of Main Street dubbed "Whiskey Row."

Over the past 10 to 15 years, bourbon has re-emerged as a much sought-after spirit in the U.S. and globally. It is soaring to new heights of popularity, sales are up across the board, premium brands are flying off the shelf, and the industry is in its largest expansion phase since Prohibition ended.

Interest in bourbon heritage is drawing thousands of visitors from all over the world to Kentucky, where 95 percent of bourbon is produced. More than half a million people visited a **Kentucky Bourbon Trail** distillery in 2012.



The facade of The Evan Williams Bourbon Experience, set to open in September 2013 in downtown Louisville, features a five-story-high pouring bottle of Evan Williams bourbon.



A bartender performs at the Galt House Hotel's Jockey Silks Bourbon Bar, which offers more than 150 bourbons and is a stop on the Urban Bourbon Trail.

In short, bourbon is a big deal.

Louisville is embracing its bourbon history and its location as an "entryway to the Kentucky Bourbon Trail." A few years ago the city launched the **Urban Bourbon Trail**, a modern-day experience for the next generation of bourbon bar lovers, and has had great success so far.

Several major distilleries are located in the Louisville Metro area, including **Early Times** and **Heaven Hill's Bernheim Distillery** (where **Old Fitzgerald** is made), but distillers are coming back downtown also. One high-end producer is installing a distillery downtown, **Beam Inc.** (maker of **Jim Beam** and **Maker's Mark**) has established its global services center on Fourth Street, and Heaven Hill is developing a tourist attraction on Whiskey Row right across the street from where Williams first set up his still.

"Louisville's roots run deep in the bourbon industry," said **Eric Gregory**, president of the **Kentucky Distillers' Association**. "It is an anchor community (to the Kentucky Bourbon Trail) with a tremendous history. They've been using bourbon more and more to attract visitors, and it seems to be working."

Kentucky Bourbon Proof



Eric Gregory, President, Kentucky Distillers Association

Bourbon can only be called bourbon if it is made in Kentucky is a myth, according to **Eric Gregory**, director of the **Kentucky Distillers Association**. The "native spirit" can be made anywhere in the U.S.

"My predecessor used to say, 'You don't have to make bourbon in Kentucky, but if you want to sell it, it better have Kentucky on the bottle,'" Gregory said.

Marcheta Sparrow, secretary of the **Kentucky Tourism, Arts and Heritage Cabinet**, echoes that sentiment. She and Gov. **Steve Beshear** joke that Kentucky makes 95 percent of the world's bourbon "... and the other 5 percent is counterfeit."

So what makes it bourbon? It must be made in the U.S. from a grain mixture that is a minimum 51 percent corn, according to federal standards issued by Congress in 1964. Only yeast and water can be added to the grain mixture, and it must be aged in new, charred-oak barrels.



Marcheta Sparrow, Secretary, Kentucky Tourism, Arts and Heritage Cabinet

City leaders expect that investing in bourbon and its rediscovered popularity will bring jobs, economic development and more tourists, as well as renewing interest in downtown preservation.

A group of investors is renovating and stabilizing a string of historic buildings on Whiskey Row. The unique cast iron façades of the buildings are being preserved, and developers plan a \$5 million bourbon-themed attraction including live entertainment and food. Final plans have not been announced, but bourbon maker **Brown-Forman**, which in the early 1900s had operations in the Whiskey Row block, has secured naming rights to one of the buildings.

"The sky is the limit for what Louisville can do with bourbon," Gregory said.

Urban bourbon

Centered in downtown Louisville with a few stops in other neighborhoods, the Urban Bourbon Trail guides visitors through the city's bourbon history and some of the world's most celebrated bourbon bars. In addition to bourbon-inspired culinary specialties – such as mint julep pancakes, bourbon barrel-smoked salmon or a bourbon ball milkshake – most of the establishments are stocked with 50 to 150 varieties of Kentucky's signature spirit.



Bourbon is soaring to new heights of popularity, sales are up across the board, premium brands are flying off the shelf, and the industry is in its largest expansion phase since Prohibition ended.



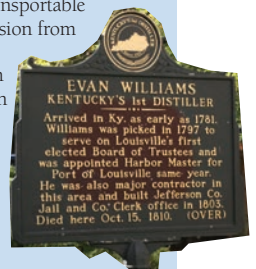
History of Bourbon

What became bourbon-making began in the 1700s with the first settlers of Kentucky, who distilled corn and other grains not needed for sustenance into spirits that made them easily transportable and prevented excess production from rotting – plus it provided some welcome diversion from frontier life.

Kentucky farmers shipped their corn whiskey in oak barrels stamped Old Bourbon (Bourbon County in Central Kentucky is one of the state's large original counties) down the Ohio and Mississippi rivers to New Orleans. The long trip aged the whiskey, with the charred oak giving it a distinct mellow flavor and amber color. Well received in the Louisiana port, it became known as bourbon whiskey.

Since then, generations of Kentuckians have continued the heritage and time-honored tradition of making bourbon, unchanged from the process used by their ancestors centuries before.

Source: Kentucky Distillers' Association



"The Urban Bourbon Trail has proven to be a success," Gregory said.

Like its rural and much longer predecessor, the Urban Bourbon Trail issues a printed passport booklet that is available at the **Louisville Convention & Visitors Bureau** on Main Street downtown or any of its score of participating locations. An app version is available for smartphones. Visitors who collect six passport stamps earn the rank of **Bourbon Country Citizen** and an **Urban Bourbon Trailblazer** T-shirt.

There are 20 official stops along the trail: five in downtown hotels, four of which are internationally recognized, including one mentioned in F. Scott Fitzgerald's "The Great Gatsby." Staff at establishments on the trail are trained to explain nuances and tasting notes in the

different bourbons offered. (Download a printable trail map at bit.ly/TkBNRg.)

Louisville's downtown also is home to the **Distilled Spirits Epicenter**, where craft bourbon makers and aficionados can get a comprehensive look at and hands-on experience with the craft of distilling. Opened last spring by **Flavorman** founder **David Dafoe**, the facility offers a fully equipped distillery and a flexible bottling line.

The company works with clients to develop distilled spirits and conducts educational workshops dubbed **Moonshine University**, where students learn how to derive, hone and layer flavors. The Distilled Spirits Epicenter recently became the first educational member of the Kentucky Distillers' Association.



Limestone Branch Distillery in Lebanon, Ky., specializes in small-batch runs of moonshine, corn whiskey and bourbon.

BOURBON INDUSTRY

Artisan distilling has taken off in Kentucky – and around the globe. The Epicenter allows amateur and entrepreneurial craft distillers alike “ample room to fine-tune flavors and experiment with applications,” according to its website.

Distillers move back downtown

“There’s a lot going on right now related to bourbon,” said **Chris Poynter**, communications director for **Mayor Greg Fischer’s** office.

High-end bourbon distiller **Michter’s**, which committed in 2011 to open a boutique distillery downtown, is spending about \$8 million to overhaul the historic Fort Nelson building on West Main. Renovation is restoring the Romanesque cast iron and brick structure, which dates to the 1870s. Located across the street from the Louisville Slugger Museum, Michter’s will offer distillery tours and bourbon tastings.

It will include stills custom made for Michter’s by **Vendome Copper & Brass Works**, a Louisville maker of stills used worldwide. Master distiller Willie Pratt is providing input on the design and custom manufacture of the copper pot stills.

Already, Michter’s is reported to be considering a second distillery in Louisville to meet expected demand and a larger production facility that based in the Shively district of the city.

Meanwhile, Heaven Hill is renovating its historic building at 528 W. Main St. to house **The Evan Williams Bourbon Experience**, a multimillion-dollar artisanal distillery expected to attract more than 100,000 visitors each year. It is set to open in September 2013.

Kentucky Bourbon Festival photo



Begun in 1992, the annual Kentucky Bourbon Festival in Bardstown celebrates the state’s unique heritage.

Celebrating America’s Native Spirit

The **Kentucky Bourbon Festival** each September in Bardstown has proven so popular that it had to add days to accommodate more attendees.

This year, Louisville created its own bourbon celebration event, the **Bourbon Classic**, a two-day “connoisseur’s weekend” conducted in March at the Kentucky Center for the Performing Arts in Louisville. Distillers, writers, chef, bartenders, connoisseurs and casual enthusiasts attended the event.

Billed as a rare, interactive opportunity to experience all facets of bourbon education and enjoyment, the event included a bourbon cocktail competition featuring noted mixologists from across the country; a session showcasing the state’s master distillers; educational sessions for specific bourbon-related tips and techniques; and The Bourbon Experience, featuring exhibits and tastings.

An artisanal pot distillery viewable to visitors and capable of producing a range of American whiskey types and styles will be a highlight of the attraction, the company says. However, the feature sure to generate a bigger buzz is the building’s façade featuring a five-story-high pouring bottle of Evan Williams bourbon. The bottle will be depicted on the top three floors via window graphics, and the two lower floors will present the bottle’s three-dimensional neck above a huge tumbler in the lobby into which flows a “bourbon fountain.”

The Evan Williams Bourbon Experience will offer guided tours, where guests go back in time to see Williams’ original distillery, Louisville river wharf scenes and high-definition video renderings Whiskey Row from the turn of the 20th century.

A dioramic video wall display allows guests to see how Heaven Hill’s modern **Bernheim Distillery** in Lawrenceburg, Ky., operates and how it is different from those in the first Williams era. Visitors then will see the modern-day combination: a state-of-the-art operation with pot stills from early bourbon-making days.

“The gleaming copper pot stills are a modern version of the same type of equipment Evan Williams himself set up in his distillery along the Ohio River over 200 years ago,” according to Heaven Hill.

The attraction’s tasting rooms will include one modeled after the interior of the **Philip Hollenbach Co. Whiskey Distributor** that occupied the building over 70 years ago prior to Heaven Hill’s acquisition.

“This is a great project, not only because of Heaven Hill’s significant investment and the jobs it will create but for the history that is being reclaimed as the bourbon industry returns to Main Street in downtown Louisville,” Fischer said.

On the industry’s traditional business operation side, Beam’s **Global Business Services Center** is expected to open fully



A worker empties bourbon from aged barrels at Heaven Hill Distilleries in Bardstown.

by summer 2013 in the heart of Fourth Street Live! Beam, which owns dozens of liquor brands, is spending \$1.7 million on the project.

The 24,000-s.f. center will centralize financial and human resources activities, according to the company. It will be the primary point of contact for Beam's North America businesses' accounts payable, benefits, compensation, payroll and other key business processes.

"Several other bourbon distillers are looking at opening different types of 'experiences' downtown," Poynter said. Bourbon could play a particularly large role in what Poynter said is the potential for major growth downtown in the region's already strong food and beverage business cluster.

Barrel-aged liquor is driving tourists to Louisville, he said, which holidaymakers are using as a base for their Kentucky travels – visiting **Churchill Downs** and the Urban Bourbon Trail, taking distillery tours across the state, visiting horse farms in Central Kentucky and returning to Louisville.

The city and region's ultimate goal, Poynter said, is to become "the **Napa Valley** of bourbon," drawing a comparison to California wine country's tourism industry.

Bourbon is playing a role in city economic development initiatives. For example, when Fischer made a trip in February to visit a business prospect in New York, Poynter said, upon arrival the mayor presented the group with a box labeled "Give Kentucky a Shot." Inside were small bottles of **Maker's Mark**, **Woodford Reserve** and **Four Roses**.

"It is a great conversation starter and a great economic development tool for us," Poynter said. "Bourbon is also a great way to get us in the door."

ATTRACTIONS & DISTILLERIES

Barton 1792 Distillery
Bardstown – 1792bourbon.com

Bourbon Classic
Louisville – bourbonclassic.com

Early Times
Louisville – earlytimes.com

Four Roses (warehouse/bottling facility)
Cox's Creek – fourroses.us

Heaven Hill Distilleries Inc.
Bardstown – heaven-hill.com

**Heaven Hill Distilleries
Bourbon Heritage Center**
Bardstown – bourbonheritagecenter.com

**Jim Beam Brands Co./
Jim Beam American Stillhouse**
Clermont – jimbeam.com



Kentucky Bourbon Festival
Bardstown – kybourbonfestival.com

Kentucky Bourbon Trail
bourbontrail.com

Limestone Branch Distillery
Lebanon – limestonebranch.com

Maker's Mark Distillery Inc.
Loretto – makersmark.com

Michter's Distillery LLC
Louisville – michters.co

Old Forester
Louisville – oldforester.com

Urban Bourbon Trail
Louisville – bourboncountry.com/urban-bourbon

Whiskey Row
Louisville

URBAN BOURBON TRAIL STOPS (All in Louisville)

Asiatique
1767 Bardstown Road
asiatiquerestaurant.com

Avalon
1314 Bardstown Road
avalonfresh.com

The Bar at BLU
280 W. Jefferson St.
blugrille.com

Baxter Station Bar & Grill
1201 Payne St.
baxterstation.com

Bourbons Bistro
2255 Frankfort Ave.
baxterstation.com

Bristol Bar & Grille
614 W. Main St.
bristolbarandgrille.com

The Brown Hotel Lobby Bar
335 W. Broadway
brownhotel.com

Buck's
425 W. Ormsby
buckslou.com

Visitors at the Jim Beam American Stillhouse in Clermont learn about the bourbon-making process from start to finish.

Corbett's: An American Place
5050 Norton Healthcare Blvd.
corbettsrestaurant.com

**Derby Café: at the
Kentucky Derby Museum**
704 Central Ave.
derbycafe.com

Dish on Market
434 W. Market St.
dishonmarket.com

**Doc Crows Southern
Smokehouse & Raw Bar**
127 W. Main St.
doccrows.com

Equus & Jack's Lounge
122 Sears Ave.
equusrestaurant.com

Jockey Silks Bourbon Bar
140 N. 4th St.
galthouse.com

Limestone
10001 Forest Green Blvd.
limestonerestaurant.com

Maker's Mark Bourbon House & Lounge
446 S. 4th St.
makerslounge.com

The Old Seelbach Bar
500 S. 4th St.
seelbachhilton.com

Proof On Main
702 W. Main St.
proofonmain.com

Ramsi's Café on the World
1293 Bardstown Road
ramsiscafe.com

Village Anchor
11507 Park Road
villageanchor.com ●

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



MANY of you reading this are familiar with the **University of Louisville's** successes on the athletic field in 2012: a historic, thrilling win in the **Allstate Sugar Bowl**, an appearance in the **Final Four**, an invitation to join the **Atlantic Coast Conference** and nine regular-season or conference tournament championships. We think our athletic record is impressive. But we are even more proud of the many things that are not in the spotlight and propel the incredible upward trajectory of our academic and research programs.

For the third straight year and for 11 of the past 12 years, the most academically prepared freshman class in UofL's history arrived on campus in August 2012. With 56 high school valedictorians and an average ACT score of 25, we're expecting big things out of



Founded: 1798

About: UofL is a state-supported research university located in Kentucky's largest metropolitan area.

Mission statement: UofL 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

2012 Enrollment: 21,152

Website: louisville.edu

The University of Louisville is a state-supported research university located in Kentucky's largest metropolitan area.



James R. Ramsey, President, University of Louisville

UofL's newest students. Once again, we led the state in the number of prestigious **Fulbright Scholars** with eight. That makes 36 Fulbrights in the past three years – among the tops in the nation.

We are excited that our number of baccalaureate and doctoral degrees awarded continues to rise. That's our main mission at UofL to help more Kentuckians earn their college degrees.

UofL also has highly accomplished faculty who are changing lives through teaching and research. Our work on spinal cord injuries, heart stem cells, autism, cancer vaccines, Parkinson's disease, high-tech surgery techniques and other disciplines is helping – and will help – thousands of people live healthier, more productive lives. The new agreement among UofL, **University Medical Center** and **KentuckyOne Health** will improve healthcare in our region while stabilizing the hospital's finances and providing more opportunities for students and faculty in our medical school.

For the fourth year in a row, the university has been named a **Military Friendly School** by **G.I. Jobs**, a monthly magazine designed to help veterans make the transition from military service to the civilian workforce. The designation is based on how well schools recruit military and veteran students and help them succeed in their studies. In 2012, UofL launched a program designed to help people with military experience start businesses, organized a Friday night

trolley hop on Frankfort Avenue for soldiers and their families and offered its first career fair for veterans.

UofL plays many roles in our city, state and region. It is more than a center of learning. It's an economic engine, a springboard to our students' success and an incubator of innovation. UofL's economic development projects continue to transform the cityscape, serving as an economic catalyst for the Louisville region. Over the last 10 years we've invested nearly \$1.6 billion in new development, on campus and throughout the community, which includes more than \$280 million in exciting new projects currently underway.

We like to say this: "The University of Louisville – It's Happening Here." Great things are happening at UofL, and I'm glad we have this opportunity to share them with you.

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

Extraordinary Results

	1998 REPORTING YEAR	2002 REPORTING YEAR	2012 REPORTING YEAR
Average ACT score of all entering freshmen (fall semester)	21.4	23.2	25.0 ¹
6-year graduation rate	30.1%	33.0%	52.1% ²
Baccalaureate degrees awarded	1,734	1,849	2,702
Number of students living on campus (fall semester)	1,725	2,363	4,900 ³
Doctoral degrees awarded	76	90	188
Startup companies (cumulative)	1	6	49
Patents (cumulative) Applications filed	151	259	1,346
Formal patents issued	55	72	228
License option agreements (cumulative)	17	30	142
Research expenditures	\$39.1M	\$80.9M	\$196.4M
Endowed chairs and professorships	35	87	150
Annual Philanthropy Received	\$42.5M	\$52.4M	\$145.2M

* 2012 data are considered preliminary pending final audit and reconciliation.

¹ ACT score of 25.0 is based upon current student enrollment as of 8/27/12.

² Calculated with summer degrees as of 8/28/12; pending additional summer degrees and final reconciliation with CPE.

³ No longer includes University Park Apartments which was sold by UofL Foundation; Bellamy property has 30% occupancy by non-UofL students.

UofL Sports Has Scored Major Wins



UofL athletics epitomizes a university on the move. In addition to making a trip to the Final Four and upsetting third-ranked Florida in the Allstate Sugar Bowl, Athletic Director Tom Jurich joined President James Ramsey at a press conference to announce UofL's move from the BIG EAST to the prestigious Atlantic Coast Conference.

\$1.3B INVESTED IN FACILITY DEVELOPMENT SINCE '01

TRANSFORMING

THE CAMPUS. THE CITY. STUDENTS' LIVES.

See how we're stimulating academic and economic growth in Louisville and the Commonwealth.

UofLnow.com

UNIVERSITY OF
LOUISVILLE



Above: The first building completed on the ShelbyHurst Campus is 600 North Hurstbourne.

Right: UofL is opening a \$38 million student recreation center in fall 2013.



UofL is Transforming the City, Region and Students' Lives

UofL had an incredible 2012. We demonstrated the university's economic impact through the Bucks for Brains program, celebrated the physical transformation of the Belknap, ShelbyHurst and Health Sciences campuses, and made significant strides in life-changing, faculty-driven research. All of this fits into the long-range **2020 Plan**, which drives UofL closer to being the premier, metropolitan research university mandated by the Kentucky General Assembly.

The past decade heralded a transformation of the university – from campus buildings that enjoyed significant renovations and new construction to welcoming the most decorated and academically advanced freshman group in the university's history.

It's not just an aesthetically attractive campus with new buildings and fresh ideas, it's a campus transformed.

In 2012, construction began on the \$38 million **Student Recreation Center**, which will open in the fall of 2013. Located on the Fourth Street corridor, the facility will include an exercise and weight facility, six basketball courts, multi-activity courts, aerobic studios, a jogging track, and classrooms and

artificial-turf fields for recreational and physical education classes.

Also this year, UofL broke ground on the **Belknap Engineering and Applied Sciences Park**. It is designed to attract researchers and private businesses that will have the opportunity to work collaboratively with UofL. Ultimately, it will create an economic hub with \$1 billion potential.

The first new corporate building on the **ShelbyHurst campus** was completed in 2012. The LEED-certified, 125,000-s.f. office building at 600 North Hurstbourne is 100 percent occupied and serves as headquarters to **Churchill Downs Inc., NTS, Semonin Realtors, BKD Louisville and Stifel Nicolaus**. An additional building, at 700 Hurstborne, is currently under development.

The **iHub** facility in downtown Louisville opened in October, transforming a vacant building into an inexpensive space for entrepreneurs and startup companies to set up shop and share ideas with their peers. By the end of 2012, more than 40 companies and individuals had leased space at iHub.

The university is also close to completing the first building at the



Ground was broken on the Belknap Engineering and Applied Sciences Park, which is expected to create an economic hub with \$1 billion potential.

Nucleus Innovation Park, a nine-acre research park in downtown Louisville. The new building, with 200,000 s.f. of adaptable space consisting of state-of-the-art dry labs and office space, is scheduled to open in spring 2013. It was designed to serve as a catalyst for economic development and innovation throughout the region.

Within all of those walls in and around campus, a world-class faculty educates a student body that is growing in academic prowess and number of degrees awarded. With over 250 fields of study, UofL boasts some of the most respected faculty, with outstanding national and international reputations in their fields of study.

The impact of these changes will help produce a better-educated workforce, innovative technologies and, ultimately, more jobs. As an example, through 2011, UofL's Bucks for Brains program has had a net economic impact for Kentucky of \$840.6 million, and that number continues to grow. ●



Nucleus Innovation Park, a nine-acre research park in downtown Louisville, is scheduled to open in May 2013.



Research into Surgery Is Out of This World

George Pantalos, Ph.D., a surgery/bioengineering professor at UofL's Cardiovascular Innovation Institute (center), is working with Carnegie Mellon researchers including Jennifer Hayden (left) and James Antaki (right) to develop the Aqueous Immersion Surgical System (AISS).

THE medical miracles performed by Dr. Bones McCoy on “Star Trek” are science fiction, but researchers from the UofL and **Carnegie Mellon University** of Pittsburgh are working to make surgery in outer space a reality. **George Pantalos**, M.D., a surgery/bioengineering professor at UofL's Cardiovascular Innovation Institute, and Carnegie Mellon researchers **James Antaki**, **James Burgess** and **Jennifer Hayden** are developing the **Aqueous Immersion Surgical System (AISS)**, a water and airtight device that isolates surgical incisions and controls bleeding in a zero-gravity environment.

“In the weightless atmosphere of deep space, the absence of gravity will make it difficult to control the escape of blood and bodily fluids from the patient's body during surgery, as well as keeping debris floating in the spacecraft

from contaminating the surgical site,” Pantalos said. “This lack of control would both compromise the health of the patient as well as contaminate the spacecraft cabin.”

The AISS resembles a transparent dome the size of half a grapefruit and is mounted over the patient's surgical site. It is temporarily attached to the skin using wound-dressing adhesive. Openings enable the surgical staff to insert surgical instruments and control bleeding and loss of bodily fluids through a pressurized aqueous environment created within the surgical field. Sterile saline is pumped through the AISS to safely remove blood and other debris.

Ground applications of the AISS could include its use in regions where it is difficult or impossible to create a sterile surgical environment, such as war zones or Third World countries, or in

challenging procedures such as brain or spinal cord surgery.

In October 2012, the team tested a developmental version of the system in weightless conditions aboard four flights on NASA's zero gravity aircraft – the same one used to train astronauts. Pantalos has extensive experience aboard zero-g aircraft: The October flights marked the 28th through 31st times he has been aboard NASA's zero-g plane, and he also has overseen experiments flown on the space shuttle.

The research team will analyze the results of the first tests to refine the AISS for further testing on future zero-g flights. While the need for surgery in outer space is decades away, Pantalos said, “The extended spaceflights of the future make it imperative that we have a system ready to perform surgery when they finally launch.”



UofL President James R. Ramsey, Kentucky Gov. Steve Beshear (center) and state Attorney General Jack Conway attended the 2012 announcement of a partnership to transform healthcare in Kentucky.

Partnership for Progress to Transform Healthcare in Kentucky

ON November 14, 2012, UofL President **James R. Ramsey** announced the culmination of more than five years of intense work as the UofL, **University Medical Center** and **KentuckyOne Health** created a partnership that will transform healthcare in Kentucky.

The collaboration is essential for **University Hospital/James Graham Brown Cancer Center** to continue its core mission as an innovative academic medical center and a vital regional safety net hospital that provides the highest level of care to all patients. The partnership enables UofL to continue to recruit and retain the best faculty for its health science schools, and it provides UofL researchers the opportunity to bring promising new treatments and cures to a broader patient base.

"This new relationship expands our resources into a statewide network," said Ramsey. "Our students now will have additional training opportunities and our faculty will be able to extend access to clinical trials to more people who may benefit while at the same time extending research opportunities. But, even more importantly, the partnership will ensure that all in our community and region will continue to have access to the very best in healthcare."

The partnership includes **\$543.5 million of investment** during the first five years, expanding to **\$1.394 billion**

over 20 years, including \$75 million annually for academic and program investments, \$95 million over the first three years for key service lines and departments and \$70 million for critically needed IT infrastructure upgrades.



Dr. David L. Dunn, Executive Vice President for Health Affairs

"The University of Louisville Health Sciences Center is an essential pipeline for the next generation of healthcare providers," said **Dr. David L. Dunn**, executive vice president for health affairs at the UofL. "This partnership enhances our academic and research mission at a critical time

when our commonwealth faces an extreme shortage of physicians and other healthcare providers.

"We have the opportunity to be a model for the rest of the country for deploying teaching, training and research to rural communities."

UofL has seen significant growth in its research enterprise, especially on the **Health Sciences Campus**. Programs such as **Bucks for Brains** have enabled UofL to recruit some of the top research minds to campus to create and to translate research findings into treatments, cures and programs that will dramatically impact people's lives. However, one impediment has been the inability to extend those translational

efforts beyond the Louisville campus. Now, the vast network of facilities and care sites associated with KentuckyOne will enable researchers to extend that reach.

"One of our first efforts will be to extend our clinical trial efforts from the James Graham Brown Cancer Center so that people throughout the commonwealth will have access to treatments and cures that up until now may only have been available in Louisville," said Dunn.

Other areas of research have significant potential for expansion and can help attack some of the most severe health problems facing Kentuckians. Research into cardiovascular disease, diabetes, the neurosciences and rehabilitation are historic areas of strength for the university and the partnership will build upon that.

Kentucky faces a shortage of 3,000 physicians before the end of the decade.

"This partnership provides us the opportunity to have additional teaching and training sites throughout the state so that we can increase the number of people who can provide care, and it exposes more young people to the world of healthcare and hopefully gets them



Dr. Toni Ganzel, Interim Dean, UofL School of Medicine

interested so they will go to school, become a provider and return to areas that haven't had doctors and nurses," said **Dr. Toni Ganzel**, interim dean of the UofL School of Medicine.

"I cannot imagine a better partner than what we have in

KentuckyOne," Dunn said. "Many times, people complain about governmental bureaucracy, but what we experienced through this entire process with **Gov. Steve Beshear** and **Attorney General Jack Conway** was good government in action. It truly is a partnership on so many levels."

While still in the implementation stage, the partnership among UofL, KentuckyOne and UMC has the potential to transform healthcare in every aspect – not just now, but for generations to come. ●

A Center of Advanced Manufacturing

Makers of many top brands and popular products are located in the region

In the late 19th century, Louisville and Southern Indiana's role as a manufacturing center was solidified as companies made such products as chewing tobacco, whiskey, steam engines, farm equipment, furniture and plumbing products. Today, **Greater Louisville Inc.** (GLI) reports that the region supports more than 129,000 manufacturing jobs.

Following is a sample of manufacturers based in the region. All are located in Louisville unless indicated.

Abell Elevator

Vertical transportation
abellelevator.com

Airguard

Air filtration products
Jeffersonville, IN – airguard.com

Akebono Brake Corp.

Auto disc, drum brakes
Elizabethtown, KY
akebonobrakes.com

Algood Foods

Private-label peanut butter, jellies, preserves
algoodfood.com

American Fuji Seal Inc.

Container shrink labels
Bardstown, KY – afseal.com

American Greetings Corp.

Greeting cards
Bardstown, KY –
americangreetings.com

American Printing House for the Blind Inc.

Educational, daily living products
aph.org

BAE Systems

Military equipment
baesystems.com

Balfour Co. Inc.

High school/college announcements
balfour.com

Beach Mold & Tool Inc.

Injection-molded plastics
New Albany, IN – beachmold.com

BFW Inc.

Fiber optic headlight systems
bfwinc.com

Bourbon Barrel Foods

Condiments, spices
bourbonbarrelfoods.com



Above: Little Brownie Bakers has been baking Girl Scouts Cookies for more than 35 years.



Right: American Printing House for the Blind offers products for people who are blind and visually impaired.

Below: Ford's re-tooled Louisville Assembly plant builds the Ford Escape.

Ford Motor Co. photo



GE photo

Above: Bottom-freeze refrigerators are produced at GE Appliance & Lighting.

Bowles Mattress Co.

Lady Americana mattresses
Jeffersonville, IN –
bowlesmattress.com

Caldwell Tanks Inc.

Steel water tanks, towers
caldwelltanks.com

Cardinal Aluminum Co.

Custom aluminum extrusions
cardinalaluminum.com

Compass Manufacturing International

Kitchen, bath products
cmiproduct.com

Cox Interior

Interior molding, trim
Campbellsville, KY –
coxinterior.com

D.A. Inc.

Automotive parts
Charlestown, IN – daiwa-da.com

Dawn Food Products Inc.

Bakery mixes, fillings, coatings
dawnfoods.com

D. D. Williamson & Co.

Carmel food/beverage colorings
ddwcolor.com

Derby Dental Laboratory

Crowns, bridges, dentures
derbydental.com

Discount Labels Inc.

Labels, rubber stamps
New Albany, IN –
discountlabels.com

Drexel Metals Inc.

Metal roofing products
drexmet.com

Finchville Farms

Country ham/seasoned bacon
Finchville – finchvillefarms.com

FireKing Security Group

Fireproof safes, files
New Albany, IN – fireking.com

Ford Motor Co.

Super Duty Trucks, F-250, F-550, Expedition, Navigator, Escape
ford.com

GE Appliances

Water heaters, dishwashers, refrigerators, washers
ge.com

General Mills

Pillsbury refrigerated dough
New Albany, IN –
generalmills.com

Green Bull

Professional-use ladders
greenbullladder.com

Grindmaster Corp.

Beverage, food equipment
grindmaster.com

Haas Cabinet Co. Inc.

Kitchen cabinets
Sellersburg, IN – haascabinet.com

Hillerich & Bradsby Co. Inc.

Louisville Slugger baseball bats
slugger.com

Hunter Kneppshield

Modular park buildings, sports lighting
LaGrange, KY –
hunterkneppshield.com

INDCO Inc.

Industrial mixers
New Albany, IN – indco.com

Jeffboat LLC

Inland ships
Jeffersonville, IN – aclines.com

KACI (Katayama American Co. Inc.)

Automotive door sashes, moldings
Shelbyville, KY – kaci.com

Kelley Technical Coatings

Pool, deck tennis/basketball court coatings
kelleytech.com

K-I Lumber

Building material
Shelbyville, KY – ki-lumber.com

Kentucky Trailer

Custom vans, trailers
kytrailer.com

Kern's Kitchen

Derby-Pie dessert
derbypie.com



Above: Louisville Slugger is the Official Bat of Major League Baseball.



Drexel Metals photo



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



Above right: Kern's Kitchen bakes the popular Derby Pie, filled with chocolate and nuts.



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



Kentucky Trailer photo

Above: Green Bull produces professional-use ladders and other equipment.

Right: FireKing, which makes home and office equipment, is a broad-based security and asset protection company.

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



D.D. Williamson photo

MedVenture Technology

Medical devices
Jeffersonville, IN – medventure.com

Multi Packaging Solutions

Printer of home
entertainment products
multiplkg.com

Nationwide Uniform Corp.

Security/police/postal uniforms
Hodgenville, KY

Papercone Corp.

Specialty envelopes, soft packages
papercone.com

Paradise Tomato Kitchens

Custom sauces
paradisetomato.com

Peerless Gear

Outdoor equipment transmissions
Salem, IN – peerlessgear.com

Peptides International

Biological products, research supplies
pepnet.com

PPG Architectural Finishes Inc./Porter Paints

Residential paints, stains
ppg.com

Premier Packaging Inc.

Corrugated boxes
Buechel, KY – prempack.com

Publishers Printing

Magazines, labels
Shepherdsville, KY – pubpress.com

Purnell's "Old Folks" Sausage

Sausage products
Simpsonville, KY – itsgooo-od.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 storage, organization products
Jeffersontown, KY – rev-a-shelf.com

Restonic New Albany

Restonic mattresses
New Albany, IN – restonic.com

Reynolds Packing Group

Aluminum foil
reynoldspkg.com

Rooibee Red Tea

Bottled organic tea
rooibeeredtea.com

Samtec Inc.

Electronic interconnect products
New Albany, IN – samtec.com

Shelby Industries LLC

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

Stanley Black & Decker

Professional power tools
Shelbyville, KY –
stanleyblackanddecker.com

Steepleton Co.

Billiard tables
steepleton.com

Superior Van & Mobility

Vehicle mobility systems
Louisville – superiorvan.com

Sypris Solutions Inc.

Data acquisition/storage systems
sypris.com

Tower International

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

Tyson Foods Inc.

Poultry deli products
Corydon, IN – tyson.com

USWorldMeds

Pharmaceuticals
usworldmeds.com

Zeon Chemicals

Innovative polymers
zeonchemicals.com

Zoeller Co.

Sewage pump systems
zoeller.com ●

Kitchen Compact Inc.

Kitchen/bath cabinets
Jeffersonville, IN –
kitchencompact.com

Lantech Inc.

Stretch-wrapping equipment
lantech.com

Little Brownie Bakers

Girl Scout cookies
littlebrowniebakers.com

Lear Corp.

Automotive seating
lear.com

Louisville Bedding

Bed pillows, processed fiber
loubed.com

Louisville Stoneware

Stone plates, bowls
louisvillestoneware.com

Mesa Foods

Corn and flour products
mesafds.com



PPG Porter Paints photo

Above: PPG Louisville architectural coatings operations produces paints and stains for residential consumer markets.

Law Community Offers Diverse Expertise

Professional firms, courts have reputation for innovation, efficiency and leadership

BUSINESSES throughout Greater Louisville and Southern Indiana specialize in a variety of endeavors, including healthcare, manufacturing, utilities, wine and spirits, telecommunications, logistics, horses, gaming and financial institutions. These and the many other interests in the region require specialty law firms.

Fortunately, a multitude of experienced and dynamic law firms is available to meet the needs of such diverse clientele. These firms combine local service with national and international connections to provide first-rate service for every business, from small local startup companies to industries with a global presence.

Members of the legal profession in the region also offer creative legal solutions and innovations. One example is the project to equip courtrooms in Jefferson County, Kentucky, with state-of-the-art audiovisual systems.

Courtrooms go digital

Patrick Michael, a partner in the Litigation Department of **Dinsmore & Shohl LLP's** Louisville office, and other members of the Louisville Bar Association, along with Jefferson Circuit Court **Judge McKay Chauvin**, formed **Jefferson Courtroom Upgrade Project Inc. (JCUP)**, a non-profit corporation formed in 2011 with the mission to change the way attorneys



communicate with jurors by enhancing how evidence is presented.

The new equipment interfaces with Jefferson Circuit Court's existing video recording system and includes two ceiling-mounted projectors, a second projection screen on the wall opposite the jury box, touch-screen monitors with interactive telestrator capability at counsel tables and on the witness stand, a document camera, a CD/DVD player, and built-in inputs for laptops, iPads and other electronic devices.

JCUP initially set out to raise \$800,000 to upgrade the 13 courtrooms in Jefferson Circuit Court's facilities in the downtown **Louisville Hall of Justice**. The first courtroom to be outfitted was that of Judge Chauvin, whose courtroom has served as a working model to illustrate the plan to potential donors.

"It's a sort of very cool public-private partnership," Chauvin said of the digital audio-visual equipment upgrade. "Members of the bar and other end-users are essentially pre-paying a user fee for equipment the state doesn't have the money to give them."

With that upgrade, hauling tables, projectors and screens, then running all

Being tested is a digital evidence presentation system being installed in a Jefferson Circuit Court courtroom that will allow lawyers to more easily communicate with jurors.

the necessary cables, will be a thing of the past because all of that equipment will all be in one place to eliminate the hassle. Witnesses no longer will have to duck to avoid casting a shadow on the projection screens behind them – the projectors will be mounted in the ceiling. Counsels can display two images simultaneously to the jury, perhaps a document on one screen and an X-ray on the other. In the case of X-rays or other diagrams, the witness (for example, a physician) could use a telestrator to draw annotations on the X-ray, much the same way television sports announcers can diagram football plays on screen.

Perhaps the key advantage of the new system is that it will allow judges to insert pieces of evidence into the video recording of the trial, which in Kentucky constitutes the official court record. This means in cases of appeal, subsequent judges can more closely see what jurors at the original trial saw. For example, the official video record of the trial would include the evidence projected on screen as the witness discusses it. Formerly, such evidence was

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bgdlegal.com



Carolyn M. Brown, Managing Partner, Bingham Greenebaum Doll LLP

Bingham Greenebaum Doll LLP is a full-service law firm providing progressive business, litigation and government services to clients ranging from Fortune 500 businesses and Global 1000 companies to regionally based organizations across a variety of industries and sectors. Our attorneys counsel clients on diverse business challenges and serve as close advisors, backed by a far-reaching range of legal services. With locations in

Kentucky, Indiana and Ohio, our 225 attorneys are dedicated to building the economic future of Kentucky and of the region.



McKay Chauvin, Jefferson Circuit Court Judge

Continued on page 36

SECOND YEAR. 32% MORE RANKINGS.



For the second straight year, Stites & Harbison had a great showing in the *U.S. News & World Report* – *Best Lawyers* survey of “Best Law Firms.” This year’s number of metropolitan first-tier rankings increased by 32%, placing us in the top 1 percentile of the over 9000 firms surveyed based on first-tier rankings. Client feedback played an important part in the survey. So, we’d like to thank everyone whose kind words led to these impressive results.

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ATTORNEYS

For ranking methodology see <http://bestlawfirms.usnews.com/methodology>

LEGAL SERVICES

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

Continued from page 34

submitted as separate documents appeals judges had to view as they watched and listened to the recording, matching up and coordinating it themselves.

The evidence-presentation system that JCUP is implementing complements Kentucky's existing system for videotaping trials, which has been in place some 30 years. About a decade after Kentucky implemented its original videotaping system, the state in the early 1990s became the first in the nation to allow videotape to constitute an official court record.

The new digital evidence system being implemented in Jefferson County is designed to work seamlessly with the existing court record system.

Legal tradition

Joining innovation in the region's legal profession is a strong tradition of legal education. The **University of Louisville** is home to the **Louis D. Brandeis School of Law**, which *preLaw* magazine in 2012 recognized as one of the nation's leading law schools by best value.

Brandeis, who was born in Louisville in 1856, was the Supreme Court Justice most responsible for helping the **U.S. 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 instills 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.

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

McBRAYER, MCGINNIS, LESLIE & KIRKLAND, PLLC

9300 Shelbyville Road, Suite 210
Louisville, KY 40222
(502) 327-5400
mmlk.com



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

McBrayer, McGinnis, Leslie & Kirkland, PLLC is a leading law firm with offices in Louisville, Lexington, Frankfort and Greenup, Ky., and Washington, D.C. With attorneys who handle a wide range of practice areas, we handle cases that straddle multiple areas of the law. Our specialties include corporate, litigation, healthcare and real estate development.

Corporate clients and individual clients are often concerned with legal fees, particularly when hiring a firm

like ours that provides hands-on representation from experienced lawyers. This is a value-added proposition. For very reasonable fees, our clients get high-quality representation from lawyers who consistently seek efficient, effective and long-lasting resolutions, often saving them money in the long run.

Ackerson & Yann PLLC

ackersonlegal.com

Bingham Greenebaum Doll LLP

bgdlegal.com

Boehl Stopher & Graves LLP

bsg-law.com

Camoriano & Associates

inventky.com

Conliffe, Sandmann & Sullivan PLLC

kentuckytrialattorney.com

Dinsmore & Shohl LLP

dinsmore.com

Fisher & Phillips LLP

laborlawyers.com

Frost Brown Todd LLC

frostbrowntodd.com

Fultz Maddox Hovious & Dickens PLC

fmhd.com

Goldberg & Simpson

goldbergsimpson.com

Gwin Steinmetz & Baird PLLC

gsblegal.com

Landrum & Shouse LLP

landrumshouse.com

Lynch Cox Gilman & Goodman PSC

lynchcoxlaw.com

McBrayer, McGinnis,

STITES & HARBISON PLLC

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



Ken Sagan, Chairman, Stites & Harbison PLLC

With Kentucky offices in Louisville, Lexington and Frankfort and in Jeffersonville, Ind., Stites & Harbison serves as counsel to many of the region'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.

With offices in five states, the firm provides clients the resources to resolve legal issues – locally or nationally.

Leslie & Kirkland PLLC

mmlk.com

Middleton Reutlinger

middreut.com

Morgan & Pottinger PSC

morganandpottinger.com

O'Bryan, Brown & Toner PLLC

obtlaw.com

Phillips Parker Orberson & Arnett PLC

ppoalaw.com

Schiller Osbourn Barnes & Maoney PLLC

sobmlaw.com

Seiller Waterman LLC

derbycitylaw.com

Stites & Harbison PLLC

stites.com

Stoll Keenon Ogden PLLC

skofirm.com

Thompson Miller & Simpson PLC

tmslawplc.com

Tilford Dobbins Alexander PLLC

tilfordlaw.com

Ward, Hocker & Thornton PLLC

whlaw.com

Weber & Rose PSC

weberandrose.com

Wyatt, Tarrant & Combs LLP

wyattfirm.com

Zielke Law Firm PLLC

zielkefirm.com ●

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A Financially Sound Foundation

Louisville region banks and CPA firms provide Kentuckiana with capital and business acumen

DEPENDABLE banking services are essential to attract new residents and new businesses and to serve long-established customers. In Greater Louisville and Southern Indiana, a variety of financial service providers work to accommodate businesses of every size and type and meet the needs of residents.

Kentucky bankers and investment advisers generally saw 2012 as a year of continuing slow improvement in the economy. Many companies improved their balance sheets, and some continued to build significant reserves. But bankers are working harder for their net margins in today's tougher regulatory environment. Customer service is viewed increasingly as a primary competitive battlefield.

Financial institutions have steadfastly weathered the storm caused by upheavals in the nation's economy.

"The economy here in Kentucky doesn't experience the big highs and the big lows like the rest of the country," said **Randall Attkisson**, who served as commissioner of the **Kentucky Department of Financial Institutions** from 1980-82. Attkisson said banks and the other financial industries benefited from that stability, as well as from the solid regulation DFI provided.

An agency in the Public Protection Cabinet, the DFI celebrated its 100th anniversary as a state agency in 2012. The department supervises the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. Its mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, and encouraging economic opportunities.

"DFI has played a significant role in protecting the financial interests of the citizens of the commonwealth for the past 100 years by overseeing state-chartered banks, credit unions, lenders and investment professionals," DFI Commissioner **Charles A. Vice** said. "We plan to



Charles A. Vice,
Commissioner,
Kentucky
Department
of Financial
Institutions

A variety of financial service providers work to accommodate businesses of all sizes and types that are positioning themselves to take advantage of the growth in Greater Louisville and Southern Indiana.



continue regulating with a goal of safety and soundness for many years to come."

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.

Louisville is home to most of Kentucky's largest banks ranked by market share but by no means has a monopoly on creative banking services. Some 45 miles south of Louisville in Elizabethtown, **First Citizens Bank Corp.** has been offering a niche banking

FINANCIAL SERVICES

service called FirstNet, a military allotment payment program that enables military personnel to continue paying their loans and other obligations without interruption while they're away on training or deployment.

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

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President/
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pnc.com



Charles
P. Denny,
Regional Bank
President, PNC
Bank

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.

companies, money transmitters, check cashers, budget service companies, and rental-purchase agreement companies.

CPAs stay busy

In Kentucky, CPA firms expect to see an increase in demand for their services through 2013 as the U.S. economy continues its slow growth out of the recession. Healthcare reform and changes in tax policy at the federal and state levels should mean plenty of businesses seeking their expertise and advice in still financially tight times. Washington politics are still preventing an upswing in business activity.

"There is cause for cautious optimism in 2013," said **Penny Gold**, CEO of the Kentucky Society of Certified Public Accountants, which is based in Louisville. Founded in 1924, the organization is a statewide, non-profit professional organization serving nearly 5,000 CPAs in public accounting firms, business, industry, government and education.

"Nationally, housing permits were up 19 percent in 2012, with growth continuing in the first quarter of 2013," Gold continued. "The United States has experienced significant growth in gas and oil production in the last year; good news since natural gas is a particularly



Penny Gold,
CEO, Kentucky
Society
of CPAs

important sector for Kentucky. The Purchasing Managers Index shows expansion in the automotive industry, a sector particularly important for Kentucky. Finally, even with sluggish economies abroad, international exports are improving. Export growth bodes well for Kentucky as we are among the top 10 exporting states."

Michael B. Mountjoy, chairman of **Mountjoy Chilton Medley**, which has a location in Louisville, said his firm expects this year to be another year of a slight improvement in the economy.

"The housing market is starting to recover, which should increase employment," Mountjoy said. "However, continued political uncertainty with the federal debt ceiling and inability to restrain spending are causing concern to the consumer. The markets could see a reasonably good year as we continue working out of recession."



Michael B.
Mountjoy,
Chairman,
Mountjoy
Chilton Medley

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Steve Trager,
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"In public accounting, there will be a separation of generally accepted accounting principles for large and small entities, which should improve reporting for closely held small businesses serviced by accounting firms. Accounting firms' consulting work will continue to grow as there are more demands by clients in the areas of technology, human resources, mergers and acquisitions, and specialized industry expertise. We believe 2013 will be an improvement over 2012."

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

Louisville is home to most of Kentucky's largest banks ranked by market share, including Republic Bank, which has been recognized as one of the top performers in the U.S.

BANKS

American Founders Bank

afbusa.com

The Bank – Oldham County

thebankoc.com

BB&T

Louisville – bbandt.com

Bedford Bank

Bedford, KY – bedfordbank.com

Central Bank

Louisville – centralbank.com

Chase

Louisville – chase.com

Citizens Deposit Bank

Emminence, KY – cdbt.com

Citizens Union Bank of Shelbyville

Shelbyville, KY – cubbank.com

Commonwealth Bank & Trust Co.

Louisville – cbandt.com

Eclipse Bank

Louisville – eclipsebank.com

Farmers Bank of Milton

Milton, KY – fbmilton.com

Fifth Third Bank

Louisville – 53.com

First Citizens Bank

Elizabethtown, KY – first-citizens.com

First Capital Bank of Kentucky

Louisville – fcbo.com



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One of the nation's oldest investment firms is Louisville-based Hilliard Lyons.

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 – fssbbank.net

Forcht Bank
Louisville – forchtbank.com

Kentucky Home Bank
Bardstown, KY – kyhomebank.com

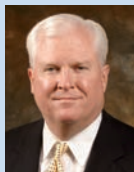
King Southern Bank
Louisville – kingsouthernbank.com

MainSource Bank
mainsourcebank.com

Meade County Bank
Brandenburg, KY – meadecountybank.com

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James Allen,
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Mid-Southern Savings Bank
Salem, IN – mid-southern.com

The New Washington State Bank
New Washington, IN – newwashbank.com

Old National Bank
oldnational.com

PBI Bank Inc.
Louisville – pbibank.com

The Peoples Bank of Bullitt County
Shepherdsville, KY – pbofbc.com

Peoples Bank Mt. Washington
Mt. Washington, KY – peoplesbankmtw.com

The Peoples Bank of Taylorsville
Taylorsville, KY – tpbtaylorsville.com

PNC Bank
Louisville – pnc.com

Regions
Southern Indiana – regions.com

Republic Bank .
Louisville – republicbank.com

River City Bank
Louisville – rivercitybankky.com

River Valley Financial Bank
Madison, IN – rvfbank.com

Springfield State Bank
Springfield, KY – springfieldstate.com

Stock Yards Bank & Trust
Louisville – syb.com

Town & Country Bank and Trust Co.
Bardstown, KY – mytcct.com

United Citizens Bank & Trust Company
Campbellsburg, KY – unitedcitizensbank.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

Baldwin CPAs
Louisville – baldwincpas.com

BKD LLP
Louisville – bkd.com

Blue & Co. LLC
Louisville – blueandco.com

Beutow LeMastus & Dick PLLC
Louisville – bldcpa.com

Crowe Horwath LLP
Louisville – crowehorwath.com

Dean Dorton Allen Ford PLLC
Louisville – ddaafcpa.com

Deloitte
Louisville – deloitte.com

Deming Malone Livesay & Ostroff PSC
Louisville – dmlo.com

Ernst & Young LLP
Louisville – ey.com

Harding Shymanski & Co. PSC
Louisville – hscpa.com

Hendeman, Jessee & Company PLLC
Louisville – hjcocpas.com

Jones Nale & Mattingly PLC
Louisville – jnmcpa.com

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Diane Medley,
Managing
Partner,
MCM LLP

As a large regional CPA firm, MCM LLP provides highly specialized accounting, audit and advisory services to a broad range of clients and industries. Privately and publicly held businesses, not-for-profits, small businesses and individuals across the region and throughout the country receive personalized attention and local access from national-level talent.

MCM combines the technical and industry expertise of larger firms without sacrificing the attention and personal service of a local firm. MCM has offices in Louisville, Frankfort and Lexington, Kentucky, and in Cincinnati, Ohio, and Jeffersonville, Ind.

KPMG LLP

Louisville – kpmg.com

Louis T. Roth & Co. PLLC
Louisville – ltroth.com

Mather & Co. CPAs LLC
Louisville – matherandcompany.com

Monroe Shine CPAs
New Albany, IN – monroeshine.com

Mountjoy Chilton Medley LLP
Louisville – mcmcpa.com

PricewaterhouseCoopers LLP
Louisville – pwc.com

Rodefer Moss & Co. PLLC
New Albany, IN – rodefermoss.com

Strothman & Company, PSC
Louisville – strothman.com

Welenken CPAs
Louisville – welenken.com ●



Republic Bancorp photo

Republic Bank presents the annual We CARE Awards to recognize local companies who stress the four elements contained in the word CARE – Community, Activity, Recognition, Enterprise.



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Louisville is a Leader in Global Logistics

UPS Worldport has made Greater Louisville a magnet for business

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. **UPS Worldport**, the 300-acre international air express hub at **Louisville International Airport**, is the largest fully automated package-handling facility in the world and 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. More than 20,000 people work at Worldport, which sorts 416,000 packages and documents per hour and accommodates an average of 252 in- and outbound flights a day.

Thanks to those numbers, the airport is the ninth-busiest cargo airport in the world. UPS Worldport additionally is a reason for strong business growth in the region.

"We've had about 140 companies relocate in the Louisville area over the last 13 or so years who are here



UPS photo

because they want to be close to the end of the UPS runway," said **Eileen Pickett**, senior vice president of community and economic development for Greater Louisville Inc. (GLI).

"The great people of Louisville are vital to our success," said **Mitch Nichols**, president of UPS Airlines. "If you look at Louisville, it's located in the center of a



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

UPS Worldport, the 300-acre international air express hub at Louisville International Airport, is the largest fully automated package-handling facility in the world and offers businesses in the region unparalleled access to the world.

majority of the population in the United States. It's easy to get from Louisville to Chicago, New York, Atlanta; it's an ideal location. The city of Louisville and the state of Kentucky have been very supportive of what UPS

has been trying to accomplish. Both have been great partners. We've also had the support of local and statewide business leaders."

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 U.S., are owned, operated and developed by the **Louisville Regional**



Mitch Nichols, President, UPS Airlines

New Logistics-Distribution Index Helps Businesses

Engineering researchers at the **University of Louisville** have developed an economic indicator called the **Logistics and Distribution Index** to help area businesses monitor their market's well-being and guide them in future investment decisions.

The **LoDI Index**, named after the UofL-based Logistics and Distribution Institute, is issued monthly. The index uses data primarily from the four transportation modes (road, runway, rail and river) that are important to the region's logistics and distribution economy to calculate a number value between 1 and 100. Lower values represent a decline and higher values an increase in regional logistics and distribution activity. Organizations that are part of Greater Louisville Inc.'s Advanced Manufacturing and Logistics Network provided data for the model.

The April 2012 index value was 58, announced **Sunderesh Heragu**, the institute director, and Speed School Dean Neville Pinto on March 29. A value greater than 50 is good, Heragu said.

Index users can use monthly data to determine short-term potential risk and reward, he said, and as the index ages, they will be able to analyze trends. Heragu said he hopes the LoDi Index will become a tool similar to the Consumer Confidence Index used in the marketplace.

Primary users are expected to be logistics-related businesses and warehouses around Louisville and Southern Indiana. Other potential users are government, chambers of commerce and individuals, he said. The institute issues the index on the last Thursday of each month and to offer the information in advance to subscribers.

To subscribe to the LoDI index, contact Heragu at (502) 852-2741 or s.heragu@louisville.edu.

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.

Highway on the river

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**. Moving goods on a river is a safe, fuel-efficient mode of transportation. Continuing high gas prices over the long term are expected to make barges a more attractive transportation option for some economic sectors.

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.

"I think Indiana has had a very strong program for many years and has done probably the best job of anybody (in the region) as far as developing riverports," said Norb Whitlock of the Kentucky Water Transportation Advisory Board. Whitlock is a longtime observer of the river industry.

Road and rail

Louisville is within a day's drive of two-thirds of the U.S. 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

TRANSIT AUTHORITY OF RIVER CITY (TARC)

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Louisville, KY 40203
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ridetarc.org



J. Barry Barker,
Executive
Director, TARC

More than 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.

to promote safer, smoother interstate travel between Indiana and Kentucky, particularly in downtown Louisville. The project represents one of the largest

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TRANSPORTATION

transportation improvements in the nation. Kentucky is responsible for implementing the downtown Louisville portion of the project, while Indiana has the lead responsibility for the east end portion.

In December 2012, Kentucky awarded a design-build contract for construction of the downtown portion. Later that month, Indiana awarded a contract for construction of the east end portion. The contracts provide for completion of the entire project by the end of 2016.

According to GLI, 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.

In 2012, CSX began operations at its new Louisville intermodal terminal. The terminal is the only facility in the Louisville area to offer domestic service and connects the domestic freight market to the Northeast, Southeast and Mid-Atlantic.

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

Transit Authority of River City (TARC) is the public transportation system that serves Greater Louisville and Clark and Floyd counties in Southern Indiana.



Ohio River Bridges Project Has 2016 Target Date

For some time, a great deal of time and effort in the Greater Louisville and Southern Indiana region has been spent regarding the **Ohio River Bridges Project**. The venture is a construction, modernization and rehabilitation project that addresses cross-river transportation needs by providing two new bridges across the Ohio River, thereby creating additional capacity, improving transportation efficiency and reliability, and making needed performance and safety enhancements to the existing infrastructure.

The project initially was approved by the **Federal Highway Administration** in September 2003. The states proceeded with design work but did not proceed with construction, due to insufficient funding. In June 2012, the states entered into an agreement under which Kentucky has lead responsibility for implementing the downtown portion of the project and Indiana has the lead responsibility for the East End portion.

The downtown portion consists of building a new **Interstate 65** northbound bridge and reconfiguring nearby interchanges in downtown Louisville and Jeffersonville, Ind. The project will untangle the Kennedy Interchange, commonly called "Spaghetti Junction," where I-65 merges with **Interstates 64 and 71**.

The **East End Crossing** will complete an interstate loop around Louisville by connecting the **Gene Snyder Freeway** (Ky. 841) with the **Lee Hamilton Highway** (Ind. 265).

In early December 2012, Kentucky awarded a design-build contract for construction of the downtown portion of the project. Later that month, Indiana awarded a contract for construction of the east end portion. The contracts provide for completion of the entire project by the end of 2016.

INTERNATIONAL SHIPPING COMPANIES

DHL

dhl.com

FedEx International

fedex.com

UPS

ups.com

LOGISTICS/WAREHOUSING/ DISTRIBUTION FIRMS

Advance Distribution Services Inc.

Louisville – advancedistribution.com

AIT Worldwide Logistics.

Louisville – aitworldwide.com

CH Robinson Worldwide Inc.

Louisville – chrobinson.com

Consolidated Terminals & Logistics Co.

Jeffersonville, IN – ctlonline.com

Derby Industries LLC

Louisville – derbyllc.com

Dri-View

Shepherdsville, KY – driview.com

Edwards Moving & Rigging

Shelbyville, KY -- edwardsmoving.com

Expeditors International

Louisville – expeditors.com

GSI Commerce Solutions

Louisville – gsicommerce.com

Houston-Johnson Inc.

Louisville – houston-johnson.com

J&J Transportation Inc.

Louisville – jandjtransportationinc.com

Kentuckiana Shipping International/KSI
Jeffersonville, IN – ksi-transportation-logistics.com

KYFI Inc.
Louisville – kyfi.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 Logistics
Louisville – sekologistics.com

Service by Air
Louisville – servicebyair.com

Talon Logistics LLC
Sellersburg, IN – talonlogistics.com

Transport Logistics Group Inc.
Louisville – transport-logistics.net

UPS Supply Chain Solutions
Louisville – ups-scs.com

Verst Group Logistics
Louisville – verstgroup.com

Walter F. Meuter Custom Brokers Inc.
Louisville – wfmeuter.com

Westport
Louisville – westport-global.com

PUBLIC RIVERPORTS

Port of Indiana-Jeffersonville
portsofindiana.com

Jefferson Riverport International
Kentucky – jeffersonriverport.com

Meade County Riverport
meadecountyky.com/other_prop.htm

RAIL

Canadian Pacific Railway
cpr.ca

CSX
csx.com

Norfolk Southern
nscorp.com

TRANSIT SYSTEM

Transit Authority of River City
Louisville – ridetar.org

TRUCKING COMPANIES

Carnes Trucking Co. Inc.
Louisville – carnestrucking.com

David W. Hood Trucking Inc.
Jeffersonville, IN – hoodz.com

Edwards Moving & Rigging
Shelbyville, KY – edwardsmoving.com

L.J. Rogers
Jeffersonville, IN – lj-rogers.com

M&M Cartage Co. Inc.
Louisville – mmcartage.com

Mercer Transportation Co.
Louisville – mercer-trans.com

PORT OF LOUISVILLE

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portoflouisville.com



Greg Cantrell,
Vice President
of Corporate
Development,
Port of
Louisville

The Port of Louisville provides a critical link for producers and users of commodities and goods by means of intermodal transportation connections. Situated on over 300 acres, the Port of Louisville is located at Mile 618, 1,334 miles from the Gulf of Mexico, a transit time of 10-12 days. By providing fast and efficient access to all domestic and international markets, the operation is the premier riverport in Louisville.

National Distributors
Sellersburg, IN – ndsin.com

Pavco Trucking
Clarksville, IN – pavcotrucking.com

Pegasus Transportation Inc.
Louisville – pegasustransportation.com

Summit Trucking
Clarksville, IN – summitttrucking.com

Tyme-It Transportation Inc.
Louisville – tymeit.com ●

PORT OF LOUISVILLE

The Riverport Complex:

A planned industrial community on the Ohio River, Jefferson Riverport International is home to quality companies engaged in manufacturing and/or distribution. The fully-integrated port/industrial park/FTZ complex offers:

- Public port facilities, including an operating general cargo dock, barge fleet area for 60 barges and ground storage for coal and bulk material.
- Excellent truck, rail, air and water transportation, plus efficient intermodal transfer facilities.
- A Foreign-Trade Zone (FTZ) with financial incentives for importers and exporters of raw materials, semi-finished and finished goods.

Riverport's fully developed transportation facilities complement Louisville's central location and make it one of the most accessible industrial parks in the nation.

A new four-lane highway connects Riverport to the interstate system less than five minutes away. Louisville International Airport at Standiford Field is only eight miles from Riverport.

Jefferson Riverport International is one of the few inland industrial/port sites in the nation with single-line haul by three railroads: CSX, Norfolk Southern and Paducah & Louisville.

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Keys to Successful Business

Louisville firms serve up diverse support services for start-ups and long-time stalwarts alike

BUSINESSES looking to locate or expand in Greater Louisville and Southern Indiana can rely on a wealth of resources to help them succeed. One of the most exciting areas of expertise is in technology solutions.

In October 2012, a team of engineers from **boice.net** offices in Louisville and New Albany, Ind., worked on every aspect of the technology infrastructure that was built to handle the **Vice Presidential Debate** at **Centre College** in Danville, Ky. A 12-person on-site team installed more than 1,000 phones, 513 workstations and 100 wireless network access points to support the needs of both campaigns, the U.S. Secret Service, the Commission on Presidential Debates and 3,200 credentialed media personnel representing 40 countries.

Meanwhile, support comes from a variety of other areas.

Venture clubs create support networks

Kentucky entrepreneurship boosters are making progress toward building a funding-investment network to help start-up company founders find money from individuals and groups willing to place bets on innovative business ideas.

Public and private efforts are creating a base of expertise with state government's **Kentucky Innovation Network** – an improved, expanded and rebranded version of its Innovation and Commercialization Center program – as well as community-based venture clubs, which are spreading outside the largest cities. Neighborly cooperation often plays an important role.

The oldest venture club in Kentucky is **Venture Connectors of Louisville**, founded in 1995. In Elizabethtown, the decade-old **Lincoln Trail Venture Group** in Elizabethtown is the model for a fledgling **Nelson County Venture Club** that has drawn interest from young entrepreneurs, retired corporate leaders and governmental leaders.

"The idea actually came to us from our friends in Hardin County," said **Kim Huston**, president of the **Nelson County Economic Development Agency** in Bardstown, where Kentucky's newest venture club is forming. "We participate in many regional projects together, and



Kim Huston, president, Nelson County Economic Development Agency



Mo Miller, Member, Lincoln Trail Venture Club

they thought because of our economic vitality and significant growth that we were primed for a club of this type in Nelson County."

The Bardstown effort is an example of how groups in the state are reaching out to one another to help capital flow to those with innovative ideas and solid business plans.

There is much more work to do statewide, said **Mo Miller**, a member of the Lincoln Trail Venture Group, to get past Kentucky's traditional status as a "flyover state" with paltry private venture capital investment.

"We continue to have a state that is in a transition from an agrarian economy to a light-industry economy," Miller said. "By and large the mindset is still somewhat agrarian and, as you know, farmers are the most independent people in the world. Now all of the sudden you have to go to work and be a team member and accept realities. That's not an easy transition, and that's a generational thing. I think we're still an emerging economy."

The annual IdeaFestival in Louisville has a lineup of inter-disciplinary creativity that aims to fertilize Kentucky's entrepreneurial foundations.



Gene Fuqua, Executive Director, Kentucky Office of Commercialization and Innovation

Good things are going on around the state, said **Gene Fuqua**, executive director of the Office of Commercialization and Innovation, which leads the **Kentucky Cabinet for Economic Development's** efforts to create innovation-based business. He likes the recent push to upgrade and rebrand what now is the Kentucky Innovation Network, whose

Innovation and Commercialization Centers and their satellites are "working on the ground." Fuqua also mentioned the **Commonwealth Seed Capital** fund and various local business incubator networks, adding, though, that much more needs to be done.

Kentucky has typically been considered a "fly-over state" because most venture capital investment is by large investor funds on the East and

Continued on page 50

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Continued from page 48

West Coast who simply won't consider projects outside the top U.S. financial centers. But Fuqua said there are good things going on in the state in the way of innovation and angel networks.

"I just think people have a good attitude in Kentucky," he said. "I think you have to stay optimistic and work hard."

Louisville is becoming a global center for long-term care in the healthcare industry, Fuqua said. Lexington is starting to develop a video-gaming business cluster, and Northern Kentucky last year launched its **UpTech** initiative, with a funding component, to recruit and support start-up companies at the NKU College of Informatics.

"I think we're doing very well," he said. "Kentucky's known for a lot of things and is thought to be a good place to do business. I think we've got a good workforce, a good location and a pro-business climate."

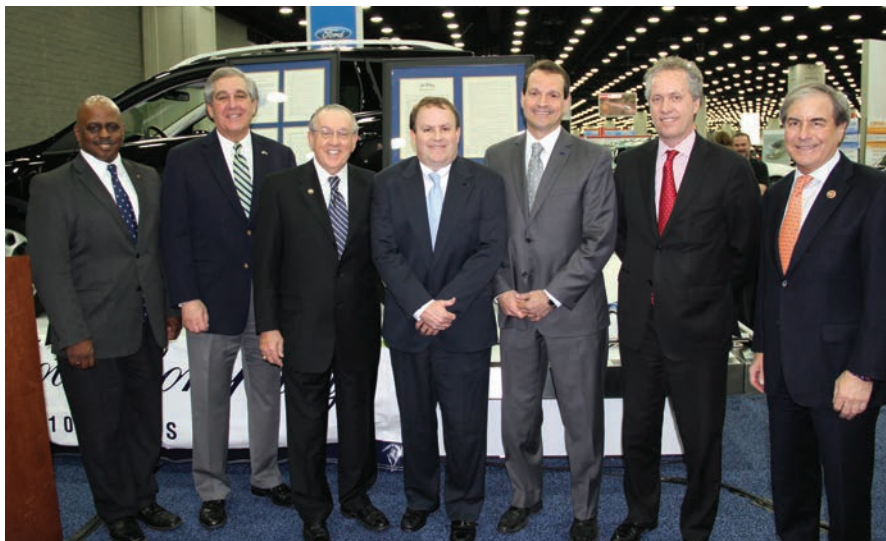
For a list of private and public seed venture capital organizations in Kentucky, visit: thinkkentucky.com/dci/dfs/PrivateVentureCapitalinKy.pdf.

Real estate choices plentiful

Businesses looking to relocate to the region have a 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.

The people who live in the region enjoy the number 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 area's housing market has shown remarkable stability during the nation's challenging economic times.

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.



In February 2013, Ford Motor Co., Kentucky's largest automaker, celebrated the 100th anniversary of its Louisville Assembly Plant, which began with 17 employees. Today, Ford employs 8,500 in two Louisville plants that produce 650,000 vehicles a year. Local and state officials presented resolutions noting Ford's contribution to Louisville and Kentucky. From left are: Louisville Metro Councilman David James; Lt. Gov. Jerry Abramson; state Rep. Larry Clark, D-Louisville; Joseph Bobnar, Kentucky Truck Plant manager; John Savona, Louisville Assembly Plant manager; Mayor Greg Fischer; and U.S. Rep. John Yarmuth.

Major Cities Work on Bluegrass Economic Advancement Movement

THROUGH an innovative partnership called the **Bluegrass Economic Advancement Movement** (BEAM), 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 effort was launched publicly in August 2011 with backing by the highly regarded **Brookings Institution** in Washington, D.C.

BEAM aims 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 in Louisville and a Toyota plant in Georgetown. BEAM'S success will mean 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.

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.

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 region 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."

Media choices are many

Businesses seeking to reach residents in the area 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.

Continued on page 52

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Continued from page 50

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.

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 include **The Voice-Tribune**, eastern Louisville's version of a hometown paper and the **Louisville Eccentric Observer** (LEO), a quirky, free alternative paper with a devoted readership. Other periodicals include **BG Magazine – Greater Louisville**, which is geared toward young professionals and the glossy **Louisville Magazine**.

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 everything from 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.

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Bill E. Hall,
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boice.net began in 1994 with a mission to become the premier technology solutions provider in the Kentuckiana area. Our first customer and our first employee are still with us today. Since 2006 we have increased our staff by 300% to keep pace with our extensive business growth. Each and every day our engineers work hard

completing projects from wireless to security to data center design and build. Our resume includes such high-profile projects as building the technology infrastructure needed for the 2012 Vice Presidential debate and the complete technology backbone for the KFC YUM! Center.

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Here are profiles of selected companies that serve a range of interests in the region.

Following are firms that serve business in commercial real estate, insurance and marketing. All are located in Louisville unless indicated.

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

The Al J. Schneider Co.
aljsco.com

AmStar Inc.
amstarinc.com

Baker Commercial Real Estate
Jeffersonville, IN – bakercre.com

Cassidy Turley
cassidyrturley.com

CBRE/Louisville
cbre.com/louisville

Commercial Kentucky Inc.
commercialkentucky.com

Commonwealth Commercial Real Estate
ccre.biz

The Dahlem Realty Co. Inc.
dahlem.com

Duane Reality & Development
duanerealityanddevelopment.com

Duncan Commercial Real Estate LLC
duncancre.com

Exeter Property Group LLC
exterpg.com

Faulkner Real Estate
faulkneronline.com

Fenley Real Estate
fenley.com

Fortis Group
fortiscommercial.com

Fuller Commercial Real Estate
fullercim.com

Grisanti Group Commercial Real Estate
grisantigroup.com

A team of engineers from boice.net offices in Louisville and New Albany, Ind., worked on every aspect of the technology infrastructure at the 2012 Vice Presidential Debate at Centre College in Danville, Ky.

BG MAGAZINE – GREATER LOUISVILLE

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lanereport.com/bg



Stephanie
Apple, Editor,
BG Magazine
– Greater
Louisville

BG Magazine – Greater Louisville is a lifestyle and career magazine geared toward young professionals in the Greater Louisville region. Our editorial goal is to inform our readers about the community and the high-quality lifestyles offered in the area.

With an exceptionally creative and educated workforce, 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.

Hoagland Commercial Realtors
hoaglandcommercial.com

Horizon Commercial Realty
hcrky.com

The Houston Group
thehoustongroup.net

Jefferson Development Group Inc.
jeffersondevelopmentgroup.com

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

Metts Company Realtors
mettscompany.com

Mulloy Properties
mulloyproperties.com

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Re/Max 100 Inc.
louisvillehomesfirst.com/commercial.aspx

Sant Commercial Real Estate Advisors
santcommercial.com

The Schroering Co.
schroering.com

Semonin Commercial
semonincommercial.com

**SperryVan Ness/
Ward Commercial Group**
louisville-commercial.com

Stephen C. Gault Co.
scgault.com

Sun Properties LLC
sunprop.net

INSURANCE

AEGON
aegon.com

Anchor Insurance Agency
anchorinsuranceky.com

**Anthem BlueCross/
BlueShield of Kentucky**
anthem.com

Arison Insurance Services Inc.
arisoninc.com

BB&T Insurance Services
insurance.bbt.com

Bluegrass Family Health
bgfh.com

Delta Dental of Kentucky Inc.
deltadentalky.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

Zinser Benefit Service Inc.
zinserbeneftservice.com



High-intensity users at the University of Louisville already have 100-gigabit online access hundreds of times faster than today's typical connection.

Ultra-High-Speed Internet Goes Through Louisville

Louisville has Kentucky's only node on the nation's new ultra-high-speed **Internet2** service backbone. High-intensity users at the **University of Louisville** already have 100-gigabit online access hundreds of times faster than today's typical connection.

Next in line for Internet2 links are other universities, major community anchor institutions and then business and residential customers. Like their counterparts around the nation, public and private officials in Louisville are crafting a financial viable plan to cost-efficiently serve concentrations of advanced high-usage customers.

Ultra-high-speed computer networks will quicken breakthroughs in science and business, foster economic development and research collaboration, and lead to better medical care and education. Internet2 service will mean crystal clear audio, large-format high-definition video streaming and lightning-fast downloads. It will allow instantaneous monitoring of complex networks such as "smart grid" electric utility services. Knowledge workers will not need to live physically near an employer.

UofL began building its campus fiber optic network in 1999 and is served by several 10-gigabit connections to the Internet2 backbone access node at a secret (for security purposes) location in downtown Louisville. An 80-mile circuit to the **University of Kentucky** campus in Lexington also provides 10 Gb access there.

Most U.S. home and business customers today have basic broadband, which the FCC defines as download transmission speeds of at least 4 megabits per second with uploads of 1 Mb. A gigabit is 1 billion bits per second or 1,000 megabits; the general 1 Gb "ultra-high-speed" service ambition being pursued around the nation is 250 times faster than basic broadband.

The IT community's vision is that tomorrow's subscription 1Gb service will be only about \$100 a month.



Residents in the region have many residential choices, including historic homes; sleek, modern lofts that look out over galleries, restaurants and shops of downtown streets; new suburban spreads with modern conveniences; and places on the Ohio River that are as easy to reach by boat as automobile.

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Aha! Advertising Art & Design
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Bandy Carroll Hellige
bch.com

Bisig Impact Group
bisigimpactgroup.com

Creative Alliance Inc.
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THE LANE REPORT

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Mark Green,
Editorial
Director, The
Lane Report

The Lane Report is Kentucky's only statewide business news medium, keeping readers abreast of important trends, deals and issues affecting the commonwealth's economy. Founded in 1985, the monthly magazine circulates in all 120 counties to top corporate managers, professionals, entrepreneurs, business owners, and 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.

LaneReport.com presents continuous updates throughout every business day, and the free FasterLane email blast goes out statewide. *Market Review of Greater Louisville and Southern Indiana* is one of many Lane Communications specialty publications.



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Current360
current360.com

Doe Anderson Inc.
doeanderson.com

Estes Public Relations Inc.
estespr.com

Finelight Louisville
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 Louisville
perituspr.com

Power Creative
powercreative.com

PriceWeber Marketing Communications Inc.
priceweber.com

Pro Communications
prprocom.com

QtheAgency
qtheagency.com

Red7e
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Located on property owned by Nucleus, iHub is a co-working space in downtown Louisville where the next generation of entrepreneurs and start-up companies receive mentorship, training and support.

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Contrary to popular belief, *The Lane Report's* circulation reaches every one of Kentucky's 120 counties. Its editorial reach extends to every corner of the commonwealth. The magazine is an interesting and informative digest of state-wide business activity read by approximately 125,000 business owners, corporate managers, entrepreneurs, professionals, and government leaders.

If *The Lane Report* isn't on your "must read" list, maybe it should be.

A National Leader in Performing Arts

Region boasts creative energy, new ideas, major organizations and world-class talent

A city founded in the late 1770s on America's first frontier, Louisville has dynamic and diverse arts and culture communities. 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. The city 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.

The Kentucky Center for the Performing Arts in downtown Louisville is home to many of the city's major arts organizations, including the **Louisville Orchestra, Kentucky Opera, Louisville Ballet, Stage One Family Theatre** 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.

Louisville is home of **The Speed Art Museum**, Kentucky's oldest and largest art museum with a collection that spans 6,000 years. The museum was founded in 1925 by Hattie Bishop Speed as a memorial to her husband, James Breckinridge Speed, a prominent Louisville businessman and philanthropist.

With a \$50 million expansion underway through 2015, the museum



is closed. The new 60,000-s.f. **North Building** 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 will create a state-of-the-art space for larger special exhibitions, new contemporary art galleries, a family education welcome center, indoor/outdoor café, museum shop, and a multifunctional pavilion for performances, lectures and entertaining.

Additionally, the new Elizabeth P. and Frederick K. Cressman Art Park

"More Than Meets the Eye" is the title of the official Kentucky Derby 139 commemorative poster, which showcases the unique "torn paper" collage technique of artist Derek Gores of Melbourne, Fla.

and public Piazza will be created for the display of sculpture that will engage University of Louisville students and faculty and museum visitors.

The Arts & Cultural Attractions Council, part of Greater Louisville Inc. (GLI), is working to serve the people of Louisville and Southern Indiana through a diversity of arts and cultural attractions "that inspire, challenge, entertain, educate

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





Above: "The Stephen Foster Story" at My Old Kentucky Home State Park in Bardstown is based on the life of America's first great composer.

Left: The region is noted for a range of music, from Bluegrass to classical.

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

The entire region features something for all interests and includes these activities, organizations and centers. All are located in Louisville unless indicated.

Actors Theatre of Louisville

actorstheatre.org

Blue Apple Players

blueappleplayers.org

Carnegie Center for Art & History

New Albany, IN – carnegiecenter.org

CenterStage at the

Jewish Community Center

jccoflouisville.org

Central Kentucky Community Theatre

Springfield – centralkytheatre.com

Clarksville Little Theatre

Clarksville, IN – clarksvillemittletheatre.org

StageOne Family Theatre

stageone.org

Derby Dinner Playhouse

Clarksville, IN – derbydinner.com

The Filson Historical Society

filsonhistorical.org

Glassworks

louisvilleglassworks.com

Hidden Hill Nursery & Sculpture Garden

Utica, IN – hiddenhillnursery.com

Humana Festival of New American Plays

Actors Theatre of Louisville
actorstheatre.org/humana-festival-of-new-american-plays/

Iroquois Amphitheater

iroquoisamphitheater.com

Juneteenth Legacy Theatre

juneteenthlegacytheatre.com

The Kentucky Center for the Performing Arts

kentuckycenter.org

Kentucky Opera

kyopera.org

Kentucky Shakespeare

kysakespeare.com

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 Youth Choir

louyouthchoir.org

Mellwood Arts & Entertainment Center

mellwoodartcenter.com

New Albany Riverfront Amphitheater

New Albany, IN – cityofnewalbany.com

Paul W. Ogle Cultural & Community Center

New Albany, IN – oglecenterius.edu

PNC Broadway Across America-Louisville

louisville.broadway.com

River City Drum Corps

Cultural Arts Institute

The Stephen Foster Story

Bardstown, KY – stephenfoster.com

St. James Court Art Show

stjamescourtartshow.com

21c Museum

21cmuseum.org

University of Louisville Department of Theatre Arts

louisville.edu/theatrearts/

Walden Theatre

waldentheatre.org

W.L. Brown Theatre

kentuckycenter.org/aboutus/browtheatre ●

Below: Glassworks brings together an array of glass artists and galleries in one location and provides visitors with a rich portrayal of the magic, mystery and beauty of glass.



Louisville's Leaders of the Future

Innovative 55,000 Degrees program ensures a highly educated workforce

LOUISVILLE Mayor **Greg Fischer** has placed an emphasis on creating a city of lifelong learners, a vital step toward maintaining an innovative and technology-driven economy. The **55,000 Degrees** program, launched in October 2012, is working to increase the number of Louisville adults holding a college degree to 55,000 by 2020. To date, the number of degree completions at regional colleges and universities is up or holding steady. More working-age adults are going back to college, with a 24 percent increase in enrollment the past two years.

"We all know that our education system is important, since the youth in schools today will be the leaders in jobs tomorrow," Fischer said. "Through our 55,000 Degrees program, the city and area universities are working to help our students get the knowledge they need and the degrees necessary to become a key player in our economy."

Fischer advocates the advantages of higher education. Individuals with college degrees will receive more employment opportunities and enjoy lifetime earnings that are nearly double. Louisville will see greater opportunities as it competes for 21st century jobs and improves its quality of life.

The history of 55,000 Degrees can be traced to 2003 when the Louisville and Jefferson County governments merged. With unity came a community consensus to take stock of the city's strengths and challenges. Whether the issue was attracting new jobs or improving quality of life for all residents, the top priority became increasingly clear: education.

University of Louisville photo



More than 22,000 students are enrolled at the University of Louisville, where faculty and staff exceeds 6,400 people.

The **Greater Louisville Project**, an organization that has benchmarked the city's progress since the merger, consistently listed education as the most important deep driver for positive change. And the community had united behind a number of education initiatives, including improving reading and graduation rates.

To jump start a new level of community conversation, then-Mayor **Jerry Abramson** (now Kentucky's Lt. Governor) invited school superintendents, college and university presidents and civic leaders to a new education round table in late 2008. Their challenge was to look at strategies to raise educational attainment and create transformational change. At the same time, **Business Leaders for Education**, organized by Greater Louisville Inc. (GLI), called for the urgent need to respond to global competitiveness challenges. The organization brought in the Business Higher Education Forum in August 2009 to help with a retreat to focus on solutions. Goal teams headed by

Civic Leaders Back 55,000 Degrees

The Founding Partners in 55,000 Degrees represent leaders in education, business, government and civic life who are committed to increasing the percentage of the Louisville workforce with college diplomas to 50 percent over a 10-year period. All Founding Partners serve on the organization's Board of Directors.

Higher Education Partners

Bellarmine University
Indiana University Southeast
Ivy Tech Community College, Southern Indiana
Jefferson County Community & Technical College
Simmons College of Kentucky
Spalding University
Sullivan University System
University of Louisville

K-12 Partners

Archdiocese of Louisville Catholic Schools
Jefferson County Public Schools

Business Partners

Greater Louisville Inc.
Business Leaders for Education
Houston-Johnson Inc.
LG&E
Spatial Data Integrations Inc.
Stoll Keenon Ogden PLLC

Funding Partners

Community Foundation of Louisville
James Graham Brown Foundation

Community-Based and Civic Partners

KentuckianaWorks
Louisville Metro Government
Louisville Urban League
Metro United Way



Spaulding University is located in downtown Louisville.

university leaders rolled up their sleeves and developed a plan.

In May 2010, the members of the round table signed the historic **Greater Louisville Education Commitment** with five key objectives:

- Create and support a college-going culture.
- Use the business community's unique points of leverage to accelerate attainment.
- Prepare students for success in college, career, citizenship and life.
- Make post-secondary education accessible and affordable.
- Increase educational persistence, performance and progress.

In October 2010, a new public-private partnership called 55,000 Degrees took on this mission with the support of local foundations to launch Louisville into the top tier of our competitor cities with the bold goal of adding 40,000 bachelor's degrees and 15,000 associate's degrees by 2020.

Fischer's midterm report, titled "Progress Louisville: Creating America's Most Innovative, Entrepreneurial City," contains sections devoted to jobs and the economy, education, health, compassion, building a better Louisville and creating an efficient and lean city government. Efforts include a key partnership with the Jefferson County Public Schools.

More adults have degrees

Efforts to promote higher education for Louisville residents are working. Louisville has the highest rate of improvement in young adults with bachelor's degrees or higher when compared with peer cities such as Cincinnati, Nashville and Indianapolis, according to a recent report by the Greater Louisville Project.

Louisville has had an increase in number of young adults (ages 25-34) who reside there. Since 2000, the city added 7,200 young adults, providing evidence that the 20-year brain drain may be reversing and becoming a "brain gain," according to GLI

The percentage growth in young adults ranks Louisville fifth among its peers, cracking the top tier. Louisville also was ranked No. 1 among cities on their ability to attract and retain young people with college degrees, outpacing cities like Portland (No. 2), Seattle (No. 3), Dallas-Fort Worth (No. 4) and Austin (No. 8), according to a study by Portland State University released in September 2012.

Key findings included an increase of more than 8,000 young adults with bachelor's degrees or higher between 2000 and 2010, propelling Louisville into first place in the rate of improvement among peer cities.

Here are the colleges and universities in the region. All are located in Louisville unless indicated.

ATA College

ata.edu

Bellarmine University

bellarmine.edu

Brown Mackie College

brownmackie.edu

Campbellsville University

Campbellsville – campbellsville.edu
Campbellsville University-Louisville Center

Daymar College

daymarcollege.edu

Embry-Riddle Aeronautical University

erau.edu

Galen College of Nursing

galencollege.edu

Hanover College

Hanover, IN – hanover.edu

Indiana Tech

Campuses in Louisville and Jeffersonville, IN
indianatech.edu



Bellarmine University in Louisville is a top independent Catholic university.

Indiana University Southeast

New Albany, IN – ius.edu

Indiana Wesleyan University

indwes.edu

ITT Technical Institute

itt-tech.edu

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 Seminary

lpts.edu

McKendree University

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

National College

national-college.edu

Northwood University

northwood.edu

Ottawa University-Indiana

Jeffersonville, IN – ottawa.edu

Purdue University – College of Technology at New Albany

New Albany, IN – tech.purdue.edu/new-albany/

Simmons College of Kentucky

simmonscollegeky.edu

The Southern Baptist Theological Seminary

sbts.edu

Spalding University

spalding.edu

Spencerian College

spencerian.edu

St. Catharine College

St. Catharine, KY – sccky.edu

Strayer University

strayer.edu

Sullivan University

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

University of Louisville

louisville.edu

University of Phoenix

phoenix.edu/louisville

Webster University

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

Staff photo

The Purdue Technology Center of Southeast Indiana is in New Albany.



Power of the Region

Competitive utility costs and quality service are advantages for business

ACCORDING to Kentucky's **Cabinet for Economic Development**, the commonwealth's industrial power costs are lower than any other state east of the Mississippi River and are nearly 22 percent lower than the U.S. average. The result is a key competitive advantage for businesses.

Favorable 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 nearly all the electricity produced in the state; and careful regulation of rates and services by the **Kentucky Public Service Commission**, which has under its jurisdiction more than 1,500 gas, water, sewer, electric and telecommunication utilities.

Natural gas costs in Kentucky 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 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.

Among Kentucky's most prominent energy companies is **LG&E and KU Energy**, which in late 2012 was recognized as one of the Top 10 utilities in the nation for economic development by **Site Selection** magazine, which delivers expansion planning information to 44,000 business executives across the U.S. The selection was based on a mix of criteria, including survey input from site selection decision-makers, as well as the utilities' website tools and data, innovative programs and incentives for businesses, job-creating infrastructure and facility investment trends in the utility's service territory.

"Utilities play a key role as participants in the economic development efforts of cities, regions and all areas working to improve their local business climate," said **Mark Arend**, editor-in-chief of **Site Selection**.

Meanwhile LG&E/KU is celebrating a milestone.

LG&E, which traces its roots to an 1838 predecessor company, supplied natural gas

Kentucky's industrial power costs are lower than any other state east of the Mississippi River and are nearly 22 percent lower than the U.S. average.

and electricity to the booming river town of Louisville. Kentucky Utilities, based in Lexington, brought the wonder of electricity to rural Kentucky from the eastern mountains to the western border. Both companies emerged from stiff competition among many different gas and electric predecessor firms.

To cap off the celebration, one of the final milestones will take place on July 2, 2013. On that date in 1913, entrepreneur

Continued on page 62



Nearly \$940 million in environmental upgrades are creating jobs and represent clean coal technology investments at LG&E's Mill Creek Generating Station in Louisville.

HESS CORPORATION

1114 Tindall Lane
Louisville, KY 40245
(502) 514-1636
hessenergy.com



Nathan Higginbotham,
Account Manager, Hess Corporation

Hess Corporation is a Fortune™ 100 company with a history of leadership and service that extends over 75 years. Our Hess Energy division provides electricity, natural gas, fuel oil and green energy solutions to over 21,000 commercial and industrial customers in 22 states and Washington D.C. For more information, please visit our website at HessEnergy.com.



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Continued from page 60

H.M. Bylesby consolidated the Louisville Gas Company, the Louisville Lighting Company and the Kentucky Heating Company to form Louisville Gas and Electric Company. LG&E was owned by Standard Gas and Electric system, which served 5.5 million customers in 19 states at the time.

"Both LG&E and KU have rich histories that we are proud to celebrate with our customers and employees," said



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

Vic Staffieri, chairman, CEO and president of LG&E and KU. "During our centennial observance, we honor KU and LG&E and the outstanding qualities that define the companies today: dedicated employees, corporate citizenship,

a commitment to safety and customer satisfaction, reliable service and low-cost energy – reasons for us all to celebrate."

The company's history also includes a key sale. In 2010, E.ON U.S., the Louisville-based parent company of LG&E and KU, was sold to **PPL Corp.**, headquartered in Allentown, Pa. As a result, E.ON U.S. became 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.

Water excellence

Recognized as one of the premier systems in the country is **Louisville Water Co.**, which has produced water since 1860 and provides water to about 850,000 people in Louisville Metro and parts of Bullitt, Nelson, Oldham, Shelby and Spencer Counties. The company 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 operates two treatment plants. The **Crescent Hill Filtration Plant** has a capacity of 180 million gallons per day and the **B.E. Payne Water Treatment Plant** has a capacity of 60 million gallons per day. Louisville Water draws water directly from the Ohio River and in the aquifer through a unique riverbank filtration system.

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 superior civil engineering skills and contribution to civil engineering progress and society. This marked the second time the society has honored Louisville Water.

Crucial network

According to Greater Louisville Inc., three major interstate **fiber optic networks** serve the area, ensuring uninterrupted interstate voice and data transmission. Leading-edge technologies and the latest design techniques promise flexible and reliable telecommunications services.

Louisville Water Co. photo



The 2012 Kentucky Derby Festival minimarathon and marathon included 245,000 compostable cups filled with the Louisville Water Co.'s Pure Tap at stops along the route.

Fiberoptic, wireless, digital microwave and satellite technologies are integrated into a sophisticated infrastructure capable of handling the most demanding needs. This cutting-edge technology opens a world of opportunities for any business with telecommunications needs. ●

Contact Information for Major Utilities in Kentucky

Atmos Energy

atmosenergy.com

Columbia Gas of Kentucky

columbiagasky.com

Delta Natural Gas Company

deltagas.com

Equitable Gas

equitablegas.com

Hardin County Water District No. 1

hcwd.com

Hardin County Water District No. 2

hardincountywater2.org

Kentucky American Water

amwater.com/kyaw/

LG&E and KU Energy

lge-ku.com

Louisville/Jefferson County Metropolitan Sewer District

msdlouky.org

Louisville Water Co.

louisvilleky.gov/LWC

Touchstone Energy Cooperatives

touchstoneenergy.com

Source: Kentucky Public Service Commission

Contact Information for Major Utilities in Southern Indiana

Duke Energy

duke-energy.com

Indiana American Water

amwater.com

Indiana Natural Gas Corporation

indiananatural.com

Silver Creek Water Corporation

silvercreekwater.org

Touchstone Energy Cooperatives

touchstoneenergy.com

Vectren Energy Delivery

vectren.com

Source: One Southern Indiana

Ford Motor Co. photo



Ford's investment of \$600 million in Louisville Assembly Plant for production of the next-generation Escape supported by the company's green partnership with the U.S. Department of Energy.

A Great American Convention City

Long popular as a meeting place, Louisville is a 'lively cultural mecca on the Ohio'

LOUISVILLE is a "lively, offbeat cultural mecca on the Ohio River," said **Lonely Planet**, the world's most successful travel publisher, when it placed the city atop its list of the 2013 Top 10 U.S. Destinations.

"New Louisville, also known as the East Market District or NuLu, features converted warehouses used as local breweries, antique shops and the city's coolest restaurants," Lonely Planet said. "On Bardstown Road in the Highlands, you'll find a hipster strip of shops and bars, not to mention many 'Keep Louisville Weird' stickers."

The editors also cited Louisville's bourbon scene as a big attraction, saying "bourbon reigns in Louisville." The **Kentucky Derby** and **21c Museum Hotel** also are big reasons to visit the biggest city in Kentucky, they added.

Tourism has a major economic impact on Greater Louisville and Southern Indiana as is hosting trade shows and conventions of all sizes. 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. All are in Louisville unless indicated.

MEETING & CONVENTION FACILITIES

The Brown Hotel
brownhotel.com

Churchill Downs/Kentucky Derby Museum
churchilldowns.com/derbymuseum.org



The Kentucky Exposition Center is near the Louisville International Airport.



The \$238 million KFC Yum! Center in downtown Louisville has strengthened the region's position as a destination for major events.

Crowne Plaza Louisville Hotel
cplouisville.com

Fern Valley Hotel & Conference Center
fernvalleyhotel.com

Galt House Hotel & Suites
galthouse.com

The Gillespie
thegillespie.com

The Grand
New Albany, IN – tourthegrand.com

Hilton Garden Inn Louisville Airport
louisvilleairport.stayhgi.com

Holiday Inn Hurstbourne
hihurstbourne.com

Horseshoe Southern Indiana
Elizabeth, IN – horseshoe.com

Huber's Plantation Hall
Starlight, IN – huberwinery.com

Hyatt Regency Louisville
louisville.hyatt.com

Kentucky Center for the Performing Arts
kentuckycenter.org

Kentucky Exposition Center
kyexpo.org

Kentucky International Convention Center
kyconvention.org

KFC Yum! Center
kfcyumcenter.com

Legacy Hotel and Conferences
legacyhotellouisville.com

Louisville Marriott Downtown
marriott.com

Louisville Palace
louisvillepalace.com

Louisville Slugger Museum & Factory
sluggermuseum.org

Papa John's Cardinal Stadium and Brown & Williamson Club
louisville.edu/athletics/papajohns

Paroquet Springs Conference Center
Shepherdsville, KY – paroquetsprings.org

Pritchard Community Center
Elizabethtown, KY – touretown.com

Ramada Plaza Louisville
ramada.com/hotel/42611

The Seelbach Hilton
seelbachhilton.com

Sheraton Louisville Riverside Hotel
Jeffersonville, IN – sheratonlouisvilleriverside.com

21c Museum Hotel
21cmuseumhotel.com

W.L. Lyons Brown Theatre
kca.org

Wooded Glen Retreat and Conference Center
Henryville, IN – woodedglen.com

ATTRACTIONS & EVENTS

Abbey Road on the River
World's largest Beatles festival
abbeyroadontheriver.com

Abraham Lincoln Birthplace National Historic Site
Symbolic cabin of Lincoln's birth
Hodgenville, KY – nps.gov/abli

American Printing House for the Blind
Factory and museum
aph.org/museum

Beck's Mill
Restored late 1800s mill
Salem, IN – becksmill.org

Belle of Louisville/Spirit of Jefferson
Steamboats
belleoflouisville.org

Bernheim Arboretum and Research Forest
Nature preserve
Clermont, KY – bernheim.org

MEETINGS, CONVENTIONS & ATTRACTIONS

Blackacre State Nature Preserve and Historic Homestead

Home dates to 1785
blackacreconservancy.org

The Brennan House

Historic home and gardens
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

cavehillcemetery.com

Churchill Downs

Home of the Kentucky Derby
churchilldowns.com

Conrad-Coldwell House Museum

Home celebrates Edwardian Age
conrad-coldwell.org

Corydon Capital State Historic Site

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

Culbertson Mansion State Historic Site

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

Falls of the Ohio Foundation

Ancient fossil beds
Clarksville, IN – fallsoftheohio.org

Farmington Historic Plantation

Home to prominent Speed Family
historichomes.org/Farmington/

Flame Run Glass Studio and Gallery

Glassblowing studio
flamerun.com

Forecastle Festival

Music, art, activism
forecastlefestival.com

Fort Duffield

Union stronghold during Civil War
West Point, KY

Fourth Street Live!

Downtown dining, entertainment, shopping
4thstlive.com

Frazier History Museum

fraziermuseum.org



General George Patton Museum of Leadership

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

George Rogers Clark Homesite

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

Greens Science Hall and Rauch Planetarium

At the University of Louisville
louisville.edu/planetarium

Harvest Homecoming Festival

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

Historic Old Louisville

Neighborhood of Victorian architecture
oldlouisville.org

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

John Hay Center

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

Joe Huber Family Farm & Restaurant

Taste of the farm
Starlight, IN – joehubers.com

The Muhammed Ali Center celebrates the Louisville native's life and legacy.

Kentucky Center for African American Heritage

History, heritage, cultural contributions
kcaah.org

Kentucky Crossroads Harvest Festival

Springfield, KY – springfieldkychamber.com/harvestfestival.php

Kentucky Derby Festival

Two-week community celebration
kdf.org

Kentucky Derby Museum

At Churchill Downs
derbymuseum.org

Kentucky Museum of Art and Craft

Promotes traditional arts
kentuckyarts.org

Kentucky Railway Museum

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

Kentucky Science Center

Hands-on science center
kysciencecenter.org

KentuckyShow!

Ashley Judd narrates
kentuckyshow.com

Kentucky State Fair

kystatefair.org

Lanier Mansion

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

Lebowski Fest

For fans of "The Big Lebowski"
lebowskifest.com

Light Up Louisville

Downtown holiday activities
louisvilleky.gov/MetroParks/specialevents/LUL_2010/

Lincoln Heritage Trail

Sites connected to U.S. President
kylincolntrail.com

Lincoln Heritage Scenic Highway

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

Lincoln Homestead State Park

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



Gowns worn by Princess Diana were displayed recently at the Frazier History Museum.

Opened in 1969, the Louisville Zoo exhibits more than 1,700 animals on 134 acres of natural settings.

Locust Grove

National Historic Landmark
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 Slugger Museum & Factory

Interactive baseball exhibits
sluggermuseum.com

Louisville Zoo

Home to more than 1,700 animals
louisvillezoo.org

Madison Regatta

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

Maple Hill Manor

Built in 1851
Springfield, KY – maplehillmanor.com

Marengo Cave

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

Marion County Country Ham Days

Popular festival
Lebanon, KY – marioncountychamber.com/hamdays.html



Mt. Zion Covered Bridge

Built in 1871
Springfield, KY – www.kentuckytourism.com/things_to_do/mt-zion-covered-bridge/4258/

Muhammad Ali Center

International education center
alicenter.org

Museum Row on Main

Nine downtown attractions
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/parks/recreationparks/old-ky-home/default.aspx

Oscar Getz Museum

Whiskey and Bardstown history
Bardstown, KY – whiskeymuseum.com

Patriots Peace Memorial

Honors fallen servicemen/women
patriotspeacememorial.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 & Village

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

Thomas Edison House

Inventions on display
historichomes.org

Thomas Merton Center

Writings of famous monk
mertoncenter.org

Whitehall House & Gardens

Victorian mansion
historichomes.org

Wickland

Home of 3 governors
Bardstown, KY – visitbardstown.com/wickland/

Yew Dell Botanical Gardens

Crestwood, KY – yewdellgardens.org

Zachary Taylor National Cemetery

Burial site of 12th U.S. President
cem.va.gov/cems/nchp/zacharytaylor.asp ●

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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
louisvilleky.gov/MetroCouncil

DEPARTMENT OF ECONOMIC GROWTH AND INNOVATION

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

OFFICE FOR GLOBALIZATION

Suhas Kulkarni, Director
Metro Development Center
444 S. 5th St., Sixth Floor
Louisville, KY 40202
(502) 574-2003
louisvilleky.gov/globalization

GREATER LOUISVILLE INC. METRO CHAMBER OF COMMERCE

Craig J. Richard, President/CEO
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
downtowndevelopmentcorp.org

KENTUCKY CABINET FOR ECONOMIC DEVELOPMENT

Old Capitol Annex
300 W. Broadway
Frankfort, KY 40601
(800) 626-2930/(502) 564-7140
ThinkKentucky.com

ESTIMATED 2011 POPULATION: 746,906

NO. OF HOUSEHOLDS: 301,312

MEDIAN HOUSEHOLD INCOME: \$46,298



Craig Richard,
President/CEO,
Greater
Louisville Inc.

Kentucky Derby Festival photo



One of North America's
largest fireworks show,
Thunder Over Louisville
kicks off the annual
Kentucky Derby Festival.

Louisville's Economy is Expanding

DURING his State of the City Address on January 23, 2013, Louisville Mayor Greg Fischer proclaimed the city to be moving in the right direction. "Our economy is expanding again," Fischer said. "We've grown 22,000 jobs in the Louisville region in the past two years and the metro unemployment rate is down to 7.4 percent. A **Brookings Institution** report says we're the fourth fastest-growing job generator in the United States."

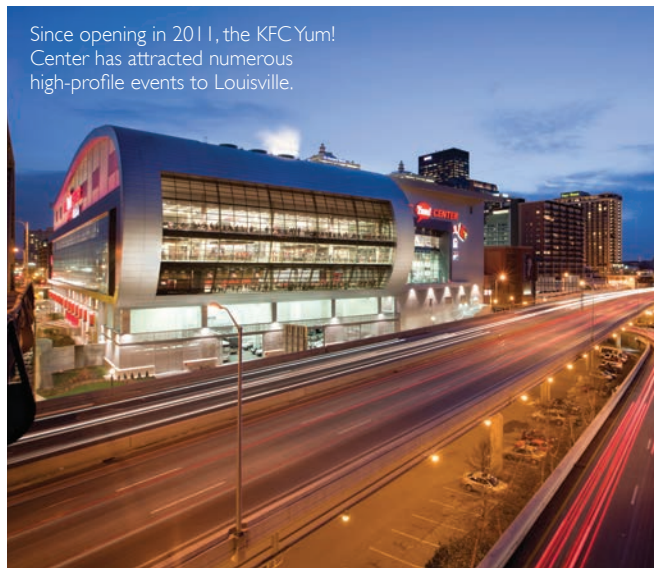
Louisville, which was founded on the banks of the Ohio River by Revolutionary War hero George Rogers Clark in 1778, is where the South meets the Midwest and the world is welcome. The city boasts a number of the most famous names in the sports world – from Churchill Downs and the Kentucky Derby to Louisville Slugger and Muhammad Ali – and is the corporate headquarters of such giants as **Humana, Papa John's, Yum!, Anthem Blue Cross Blue Shield** and **Brown-Forman**. Major employers include **UPS Worldport, GE Appliance Park** and **Ford Motor Co.** Indeed, the area is a haven for businesses of all sizes.

Meanwhile, Louisville citizens enjoy a rich quality of life. Amenities include:

- A revitalized downtown that caters to business, sports, conventions, government, entertainment, tourism and more. The nationally ranked UofL men's basketball team draws crowds of 22,000 people to the downtown KFC Yum! Center, one of the most technologically advanced facilities in all of sports.
- One of the nation's oldest park systems. Louisville has more parkland, per capita, than any other U.S. city.
- 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.
- Eclectic neighborhoods with rich and diverse histories.
- Successful smaller, locally owned businesses that are celebrated and supported for their individuality and contributions to the community as residents pledge to "Keep Louisville Weird."
- Numerous educational opportunities, including the University of Louisville.
- A world-class medical community that includes UofL's research department.

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. ●

Since opening in 2011, the KFC Yum! Center has attracted numerous high-profile events to Louisville.



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



Cindi Fowler
District 14
Council Member



Marianne Butler
District 15
Council Member



Kelly Downard
District 16
Council Member



Glen Stuckel
District 17
Council Member



Marilyn Parker
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



Steve Conrad
Louisville Metro Police
Chief



Gregory Frederick
Louisville Metro
Fire Chief



William Summers IV
Chief Administrative
Officer

THE COUNTIES OF GREATER LOUISVILLE

ADAIR COUNTY, KY.

Estimated 2011 Population: 18,686

No. of households: 7,193

Median household income: \$31,775

Chamber of Commerce:

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

County Seat: Columbia

Mark Harris, Mayor
cityofcolumbiaky.com

Judge-Executive: Ann Melton
columbia-adaircounty.com

BRECKENRIDGE COUNTY, KY.

Estimated 2011 Population: 20,256

No. of households: 7,519

Median household income: \$38,325

Chamber of Commerce:

Sherry D. Stith, Executive Director
breckinridgecountychamberky.com

Breckenridge County

United Economic Development:

Jonathan Boyd, President/COO
breckinridgeunitedky.com

County Seat: Hardinsburg

Wayne Macy, Mayor
hardinsburg.ky.gov

Judge-Executive: Maurice D. Lucas
breckinridgecountyky.com

BULLITT COUNTY, KY.

Estimated 2011 Population: 75,109

No. of households: 27,705

Median household income: \$51,857

Chamber of Commerce:

Freida J. Howe, Executive Director
bullittchamber.org

Bullitt County Economic Development Authority:

Bob Fouts, Executive Director
bullittchamber.org

County Seat: Shepherdsville

Scott Ellis, Mayor
shepherdsville.net

Judge-Executive: Melanie Roberts
bullittcountyky.gov

Note: Estimated 2011 county population figures are the latest available at press time.



Shops and restaurants line Main Street in downtown La Grange in Oldham County, Ky., where trains travel down the middle of the street.

CARROLL COUNTY, KY.

Estimated 2011 Population: 10,811

No. of households: 4,195

Median household income: \$42,063

Chamber of Commerce:

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

Carroll County Community Development Corporation:

Joan Moore, Executive Director
carrollcountyky.com/develop/
industry.html

County Seat: Carrollton

Gene McMurtry, Mayor
carrolltonky.net

Judge-Executive: Harold Tomlinson
carrollcountygov.us

CLARK COUNTY, IND.

Estimated 2011 Population:

111,570

No. of households: 42,909

Median household income: \$49,130

One Southern Indiana:

Wendy Dant Chesser, 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.

Estimated 2011 Population:

10,713

No. of households: 4,242

Median household income:
\$40,354

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#commissioners

FLOYD COUNTY, IND.

Estimated 2011 Population: 74,989

No. of households: 29,092

Median household income: \$52,803

One Southern Indiana:

Wendy Dant Chesser, 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

Estimated 2011 Population: 25,957

No. of households: 9,939

Median household income: \$32,919

Chamber of Commerce:

Steven Elder, President
graysoncountychamber.com

Leitchfield-Grayson County Industrial Development Corporation Inc.:

Dudley Cooper, Executive Director
growgrayson.com

County Seat: Leitchfield

William H. Thomason, Mayor
leitchfield.ky.gov

Judge-Executive: Gary Logsdon
graysoncounty.ky.gov

GREEN COUNTY, KY.

Estimated 2011 Population: 11,220

No. of households: 4,422

Median household income: \$35,313

Chamber of Commerce:

Bill Moore, President
greensburgonline.com/
chamberofcommerce.asp

Green Economic Team:

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

County Seat: Greensburg

George C. Cheatham II, Mayor
greensburgonline.com

Judge-Executive: Misty N. Edwards
greencounty.ky.gov

HARDIN COUNTY, KY.

Estimated 2011 Population: 107,456

No. of households: 37,883

Median household income: \$48,743

Chamber of Commerce:

Brad Richardson, President/CEO
hardinchamber.com

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 L. Berry
hcky.org

HARRISON COUNTY, IND.

Estimated 2011 Population: 39,336

No. of households: 14,539

Median household income: \$52,263

Chamber of Commerce:

Lisa Long, President
harrisonchamber.org

Economic Development Corp.:

Darrell Voelker, Director
hcedcindiana.org

River Hills Economic Development & Regional Planning Commission:

riverhills.cc

County Seat: Corydon

Philip Brewster Jr., Mayor
thisisindiana.org

County Commissioners: George Etheridge, Jim Klinstiver, Kenny Saulman
harrisoncounty.in.gov

HENRY COUNTY, KY.

Estimated 2011 Population: 15,443

No. of households: 6,023

Median household income: \$42,506

Chamber of Commerce:

Pat Wallace, Executive Director
chamber:henrycountyky.com

New Castle-Henry County Economic Development Commission:

nchcedc.org

County Seat: New Castle

Greg York, Mayor
newcastleky.com

Judge-Executive: John Logan Brent
henrycountyky.com

JEFFERSON COUNTY, IND.

Estimated 2011 Population: 32,249

No. of households: 12,725

Median household income: \$43,635

Chamber of Commerce:

Trevor Crafton, Executive Director
madisonindiana.com

Economic Development Partners:

Bernard Murphy,
Interim Executive Director
locateinmadison.com

County Seat: Madison

Damon Welch, Mayor
madison-in.gov

County Commissioners: Julie Berry,
Mark Cash, Tom Pietrykowski
jeffersoncounty.in.gov

LARUE COUNTY, KY.

Estimated 2011 Population: 14,315

No. of households: 5,035

Median household income: \$37,920

Chamber of Commerce:

Krista Levee, 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.

Estimated 2011 Population: 19,982

No. of households: 7,206

Median household income: \$38,202

Chamber of Commerce:

Stacy Mattingly, Executive Director
marioncountykychamber.com

Industrial Foundation:

Tom Lund, Manager
marioncountyky.com

County Seat: Lebanon

Gary D. Crenshaw, Mayor
lebanon.ky.gov

Judge-Executive: John G. Mattingly
marioncounty.ky.gov

MEADE COUNTY, KY.

Estimated 2011 Population: 29,562

No. of households: 10,162

Median household income: \$45,007

Chamber of Commerce:

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

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.

Estimated 2011 Population: 43,947

No. of households: 16,160

Median household income: \$45,149

Chamber of Commerce:

Dorothy White, Executive Director
bardstownchamber.com

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.

Estimated 2011 Population: 60,642

No. of households: 19,400

Median household income: \$82,578

Chamber & Economic Development:

Deana Epperly Karem,
Executive Director
oldhamcountychamber.com

County Seat: La Grange

Bill Lammlein, Mayor
lagrangeky.net

Judge-Executive: David Voegele

oldhamcounty.net

SCOTT COUNTY, IND.

Estimated 2011 Population: 23,987

No. of households: 9,098

Median household income: \$40,532

Chamber of Commerce:

Keith Colbert, Executive Director
scottchamber.org

Economic Development Corp.:

Robert Peacock, Executive Director

River Hills Economic Development & Regional Planning Commission:

riverhills.cc

County Seat: Scottsburg

William H. Graham, Mayor
cityofscottsburg.com

County Commissioners: Larry

Blevins, Mark Hays, Robert Tobias

SHELBY COUNTY, KY.

Estimated 2011 Population: 43,068

No. of households: 15,030

Median household income: \$56,417

Chamber of Commerce:

Shelley Goodwin, Executive Director
shelbycountykychamber.com

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.

Estimated 2011 Population: 17,378

No. of households: 6,224

Median household income: \$61,921

Chamber of Commerce:

Cara Lewis, President
spencercountykychamber.com

Economic Development Authority Inc.:

Annette King, Executive Director
spencercountyky.gov/econdev.html

County Seat: Taylorsville

Don Pay, Mayor
spencercountyky.gov

Judge-Executive: Bill Karrer

spencercountyky.gov

TAYLOR COUNTY, KY.

Estimated 2011 Population: 24,731

No. of households: 9,633

Median household income: \$35,054

Chamber of Commerce:

Judy Cox, Director
campbellsvillechamber.com

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.

Estimated 2011 Population: 8,725

No. of households: 3,420

Median household income: \$52,224

County Seat: Bedford

Russell Clifton, Mayor
trimblecountyky.gov

Judge-Executive: Randy K. Stevens

WASHINGTON COUNTY, IND.

Estimated 2011 Population: 28,147

No. of households: 10,744

Median household income: \$39,879

Chamber of Commerce:

Hank Jacoby, President
washingtoncountychamber.org

Economic Growth Partnership Inc.:

Lana Sullivan, Executive Director
wcegp.org

River Hills Economic Development & Regional Planning Commission:

riverhills.cc

County Seat: Salem

David L. Bower, Mayor
cityofsalemin.com

County Commissioners: David

Brown, John Fultz, John Mishler

WASHINGTON COUNTY, KY.

Estimated 2011 Population: 11,846

No. of households: 4,541

Median household income: \$42,516

Chamber of Commerce:

Mandy Sagrecy, Executive Director
springfieldkychamber.com

Economic Development Authority:

Hal B. Goode, Executive Director
sweda.org

County Seat: Springfield

John Cecconi, Mayor
springfieldky.org

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).

They Play to Big Crowds

A variety of athletic events are extremely popular in Louisville

University of Louisville photo



Above and right: Charlie Strong is the head coach of the University of Louisville football team, which plays before a capacity crowd of 55,000 people in Papa John's Cardinal Stadium.



University of Louisville photo

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



Louisville Bats photo



Above: Peyton Siva is the senior point guard of the successful 2012-13 UofL men's basketball team.

Below: The PGA Championship will be held at the Valhalla Golf Club in Louisville in August 2014.

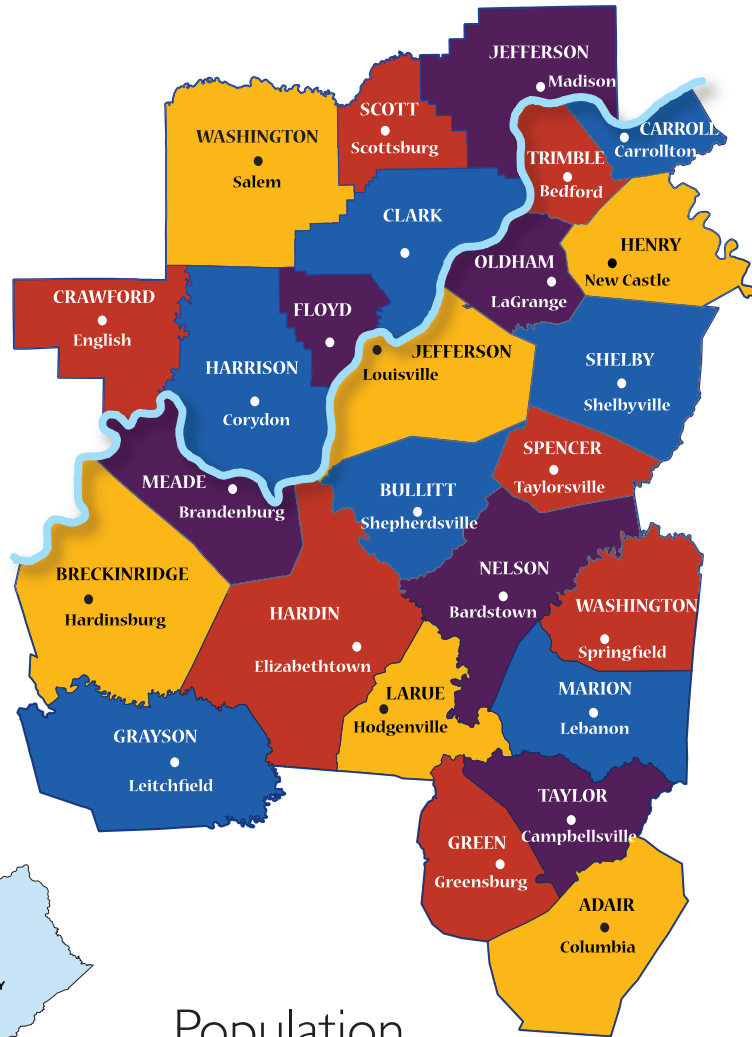


Churchill Downs photo

Above: Historic Churchill Downs plays host to a wildly popular night racing series called "Downs After Dark."

DEMOGRAPHICS

Greater
Louisville
Counties &
Principal Cities
Served by
the Kentucky
Indiana
Exchange



Population

	Actual				Estimates			
	1980	1990	2000	2010	2011	2015	2020	2025
Adair (Ky.)	15,233	15,360	17,244	18,656	18,686	19,391	20,052	20,622
Breckinridge (Ky.)	16,861	16,312	18,648	20,059	20,256	20,819	21,489	22,065
Bullitt (Ky.)	43,346	47,567	61,236	74,319	75,109	81,358	88,508	95,623
Carroll (Ky.)	9,270	9,292	10,155	10,811	10,811	11,140	11,440	11,691
Clark (Ind.)	88,838	87,777	96,472	110,232	111,570	109,024	111,310	112,783
Crawford (Ind.)	9,820	9,914	10,743	10,713	10,713	12,120	12,366	12,467
Floyd (Ind.)	61,205	64,404	70,823	74,578	74,989	72,830	73,569	74,173
Grayson (Ky.)	20,854	21,050	24,053	25,746	25,957	26,476	27,048	27,465
Green (Ky.)	11,043	10,371	11,518	11,258	11,220	11,217	11,112	10,943
Hardin (Ky.)	88,917	89,240	94,174	105,543	107,456	111,225	116,612	121,541
Harrison (Ind.)	27,276	29,890	34,325	39,364	39,336	40,297	41,185	41,694
Henry (Ky.)	12,740	12,823	15,060	15,416	15,443	15,706	15,915	16,037
Jefferson (Ind.)	30,419	29,797	31,705	32,428	32,249	33,570	34,209	34,842
Jefferson (Ky.)	685,004	665,123	693,604	741,096	746,906	768,000	793,817	817,427
Larue (Ky.)	11,922	11,679	13,373	14,193	14,315	14,596	14,961	15,265
Marion (Ky.)	17,910	16,499	18,212	19,820	19,982	20,637	21,424	22,152
Meade (Ky.)	22,854	24,170	26,349	28,602	29,562	29,819	30,901	31,801
Nelson (Ky.)	27,584	29,710	37,477	43,437	43,947	46,791	50,119	53,337
Oldham (Ky.)	27,795	33,263	46,178	60,316	60,642	67,412	74,990	82,306
Scott (Ind.)	20,422	20,991	22,960	24,181	23,987	25,375	25,850	26,216
Shelby (Ky.)	23,328	24,824	33,337	42,074	43,068	46,838	51,944	56,950
Spencer (Ky.)	5,929	6,801	11,766	17,061	17,378	20,157	23,655	27,189
Taylor (Ky.)	21,178	21,146	22,927	24,512	24,731	25,336	26,079	26,716
Trimble (Ky.)	6,253	6,090	8,125	8,809	8,725	9,172	9,514	9,807
Washington (Ind.)	21,932	23,717	27,223	28,262	28,147	29,413	30,015	30,436
Washington (Ky.)	10,721	10,441	10,916	11,717	11,846	12,121	12,577	12,989
Totals	1,338,654	1,338,251	1,468,603	1,613,203	1,615,185	1,668,719	1,738,084	1,801,548

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

PERSONAL SERVICE IS NOT A THING OF THE PAST.




A COMPANY THAT'S BEEN AROUND 159 YEARS IS

Hilliard Lyons is an independently-owned, full-service wealth management group offering products and services competitive with national investment firms. Providing everything from portfolio reviews to comprehensive financial plans, we work with real people every day to deliver unique financial solutions to fit their needs. And just as we have been for more than a century and a half, Hilliard Lyons is here for you, because our clients are our most important investments.

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With 200 care sites, and as the largest health system in the Commonwealth, KentuckyOne Health is delivering quality care to more people than ever. This is true even in rural areas, where telemedicine is expanding the reach of physician specialists—and where we're caring for the underserved through programs such as our Appalachian Outreach Program. All across Kentucky, we're finding new treatments, advancing new care models, introducing innovative cancer treatments, training new medical professionals, expanding research programs and minimizing hospital stays. The healthier communities that result are all part of our 200-year commitment to improving the health of Kentuckians.



KentuckyOne Health™

KentuckyOneHealth.org

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Jewish Hospital
Jewish Hospital Medical Centers East,
Northeast, South, Southwest
Jewish Hospital Shelbyville

Jewish Physician Group
Our Lady of Peace
Saint Joseph Berea
Saint Joseph Jessamine
Saint Joseph London
Saint Joseph Martin
Saint Joseph Mount Sterling
Saint Joseph East

Saint Joseph Hospital
Saint Joseph Physicians
Sts. Mary & Elizabeth Hospital
University of Louisville Hospital
The Women's Hospital at
Saint Joseph East