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Happy Hour

Kentucky's signature
spirit provides bright spot
in economic downturn

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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.



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

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Winter 2013
Volume 5, Issue 2



COVER STORY

From Pikeville to Paducah, in counties wet, dry and moist, the commonwealth's signature spirit is taking on a new mantle and bringing home the bacon. BG takes a look at the best places to drink bourbon and learn how it's made.

Cover photo by Ralph Homan Photography

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BG Louisville Editor Stephanie Apple looks back at 2013 and all that has been accomplished in the great city of Louisville.

4 NEW IN THE LOU

What's new in Louisville - new attractions, exciting opportunities and an economy on the move.

9 YOUNG PROFESSIONALS

Louisville is a community that supports its young professionals with a variety of organizations and programs to keep young leaders engaged. YPAL fills us in on how they are working to make Kentucky more attractive for young professionals.

10 FEATURED COUPLE

Morgan and Chris McGarvey inspire others with support, laughter and a little chaos. Morgan is Kentucky's youngest state senator and Chris is a learning systems expert for Yum! Brands. Raising 2-year-old twins has taught them that while you may think you have a plan, life sometimes has other ideas.

12 NON-PROFIT

Following an exciting racing career, where does a Thoroughbred go to retire? Second Stride is a non-profit organization that cares for retired Thoroughbred racehorses and helps them find good homes.

15 COVER STORY

Kentucky's signature spirit pumps millions of dollars into the state's economy, despite the financial downturn, thanks in part to a surge in bourbon tourism.

20 HEALTH & WELLNESS

With a new year just around the corner, find out why juicing might be worthy of your New Year's resolution. Owners of the LIFEbar and The Weekly Juicery share health benefits, helpful tips and more.

22 ENTREPRENEUR

Cara Silletto has put her business mind to good work at Crescendo Strategies, a human resources firm she founded in 2012 to address the needs of a niche business: helping millennials and baby-boomers bridge the communication gap in the workplace.

24 PROFESSIONAL DEVELOPMENT

The process of becoming a leader is more than a title change, office move or bump in pay. It requires the development of new skills and a shift in how you spend your time. Find out why it's important to have a plan.

25 COMMUNITY

Coach Rick Pitino recently WAS named Louisvillian of the Year by the American Advertising Federation of Louisville, an annual honor bestowed since 1951 to recognize civic, educational or business contributions to the city.

26 EAT & DRINK

At Tom + Chee, you'll get much more than bread and a slice of American. Experience variations of the classic that are as creative as they are cravable. According to the TODAY Show, the local eatery has one of the "Best Sandwiches in America."

28 THINGS WE LOVE

Kentucky's signature spirit is more popular than ever, and not just among straight bourbon lovers. We love bourbon cocktails, and here are a few of our favorite recipes.



Making memories

As another year comes to a close and we look back at 2013, we have to say what a great time to be in Louisville! It will be a year remembered for bridges, a national championship, healthcare changes and start-ups. It is also a year in which Louisville earned national



Stephanie Apple is the editor of BG Magazine. Reach her at apple@lanereport.com.

attention for being a top travel destination and one of the best cities for entrepreneurs.

As you'll read in the cover story, a surge in bourbon tourism is attracting visitors from around the world and driving economic prosperity in the commonwealth. Young professionals also are having a positive impact in Kentucky. The first-ever Kentucky YP Summit recently brought together a group of young leaders to Frankfort from across the state to



discuss how we can work together to attract and retain talent.

As we encourage and invite others to be our friends, colleagues and neighbors, they will undoubtedly be inspired by the many young people who already call the Louisville region home. Morgan and Chris McGarvey, this issue's featured couple, are the kind of people whose sincerity and optimism touch everyone they meet. Be sure to read their heartwarming story about juggling life with young twins and two amazing careers. You also don't want to miss the featured entrepreneur, Cara Silletto. She has built a thriving business by helping others bridge the communication gap between

Young professionals enjoy bourbon mixed drinks from the Bar at BLU in downtown Louisville.

generations in the workplace ... and we hear she's an unbelievable singer!

Our community is filled with talented people who make Louisville a wonderful place to live. And for this, we are thankful. As you make memories of your own with friends and family, we hope you look back on 2013 as a good one. Best wishes for much happiness and success in 2014!

Stephanie Apple



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Building a happier, healthier Louisville

The **Greater Louisville Project** brought together a health advisory group of 18 members to assess the health of Louisvillians compared with people in 14 other cities. Louisville ranked 10th in the Health Outcomes score, a combined factor of length of life and health during life. The four categories studied were: social and economic; health behaviors; clinical care; and physical environment. Just as healthy workers are productive workers, improving the

health of everyone in the community improves the economic health of the city as well. The GLP is an independent, non-partisan initiative supported by a consortium of philanthropic foundations. **The Foundation for a Healthy Kentucky** provided additional support to underwrite the report.

Local chef appears in Fusion Network's 'Back Home' TV show

In October, chef Anthony Lamas of **Seviche** restaurant traveled to his mother's homeland of Mexico to film an episode of "**Back Home**," a new documentary television series produced for **Fusion Network**. Lamas cooked with some of Mexico's premier chefs in Mexico City and Oaxaca. The show portrays the connections between Mexican culinary culture and chef Lamas' kitchen in Louisville. The episode aired Nov. 10.

Food Network magazine named Sevice's "Avocado" as the best ice cream treat in Kentucky in its "50 states, 50 ice cream treats" story. The Louisville restaurant's dessert consists of avocado ice cream served in a chocolate shell with a "pit" of chocolate bourbon dulce le leche. Sevice was also named one of **Southern Living** magazine's top "100 places to eat now" this past fall.



Sevice chef/owner Anthony Lamas on location.

Beatlemania is golden

On Feb. 9, 1964, the **Beatles** made their first live television appearance in the United States on "**The Ed Sullivan Show**." A record-setting 73 million people tuned in to **CBS** that evening to see the lads from Liverpool perform. Louisville will celebrate the 50th anniversary of Beatlemania by

hosting a three-day concert, "Febru-

ary '64," at the **Muhammad Ali Center** and the **Ken-**

tucky Center for the Arts, Feb. 7-9, 2014, featuring 12 of the bands from the **Abbey Road on the River** festival. Tickets are \$19.64 per day.



2014 Live!

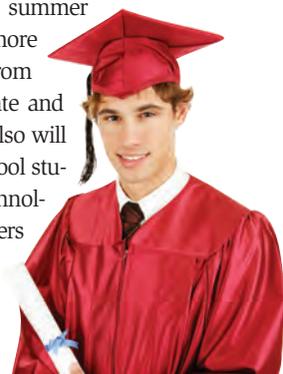
As part of its commitment to bring the best to downtown Louisville, **Fourth Street Live** has a new LED video wall, designed specifically for outdoor viewing. More than a screen or an electronic display, the waterproof wall is just over 20 feet tall and 15 feet wide, with high-resolution images view-

able from 600 feet away. On Dec. 31, those celebrating the New Year downtown can watch the **Times Square** ball drop at midnight on the new screen.



Science Center supports 55,000 Degrees campaign

Kentucky Science Center recently pledged its support of the **55,000 Degrees Count Me In** campaign to assist 70 students with college completion by the year 2020 through its teen engagement initiatives, including **Youth Infusion Board** and **VolunTeen** summer program. The two programs annually serve more than 150 students in grades 9 through 12, from which roughly 10 high school seniors graduate and go on to college. By 2020, the Science Center also will reach more than 550,000 middle and high school students and inspire them to pursue science, technology, engineering and math education and careers through myriad programs and events.



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WaterStep CEO named Humanitarian of the Year



Mark Hogg and Mayor Greg Fischer

Mark Hogg, founder and CEO of Louisville-based **WaterStep**, was selected as the **Kentucky Humanitarian of the Year** at the inaugural **Muhammad Ali Humanitarian Awards** ceremony. The awards are based on Ali's own six core principles of confidence, conviction, dedication, giving, respect and spirituality. Other winners were former **President Jimmy Carter**, singer/songwriters/humanitarians **Christina Aguilera** and **Michael Bolton**, and six young adults from around the world.



Planning ahead ... Forecastle 2014

The **Forecastle Festival**, Louisville's three-day festival celebrating the best in music, art and environmental activism will be July 18-20 at Louisville's 85-acre **Waterfront Park**. Since 2002, the festival has featured more than 500 bands, 100 artists and 150 environmental and outdoor recreational organizations.

Let's cross that bridge ...



The new **Ohio River Bridges Project** is under construction and scheduled for completion in 2016. The **Kentucky-Indiana Tolling Body** has approved initial toll rates of \$1 for frequent commuter cars, \$2 for cars, \$5 for box and panel trucks, and \$10 for tractor-trailers. The two states will use all-electronic tolling, with which there will be no toll plazas, no coin buckets and no slowing of traffic. Vehicles passing through tolling gantries will be monitored in two ways: onboard electronic transponders that send signals to monitors, and video cameras that record license plates from overhead gantries.



Small Business of the Year

In honor of its business and civic leadership, **Flavorman**, an international beverage development company, was awarded the **2013 Inc.credible Award for Small Business of the Year** by **Greater Louisville Inc.** Given annually, the award recognizes and celebrates the achievements and contributions of small businesses in the region. A panel of business peers selected Flavorman for the 2013 award based on the company's ability to provide customers with innovative products, impeccable customer service and its proven ability to execute with measurable results. Flavorman beat out 118 other small businesses and organizations who applied.

Crowdfunding with T-shirts

Louisville-based **CafePress Inc.** has a new fundraising platform, **Tfund.com**. It enables groups, organizations or individuals to fundraise through sales of T-shirts for projects, charitable organizations or events without a predetermined inventory. T-shirts can be custom designed and pre-sold in support of a cause, minus the upfront expenses. **Louisville Metro** launched a Tfund campaign to raise money for **CyclLOUvia**, the open streets block party. Moneys raised will go toward signage and other costs associated with opening the street to pedestrians, cyclists, skaters and dancers.



2013 Bingham Fellows tackle nutrition

The 46 community leaders who made up the 2013 class of **Bingham Fellows** developed a "smart food culture" to master the basics of nutrition and make healthy, local food more accessible for all. The Fellows have secured more than \$250,000 million dollars for five projects that focus on improving the health of Louisville citizens by using a strong food economy and nutrition as a platform. One of the projects, **Louisville'sFood.org**, is a site that promotes connection and coordination among organizations working in all aspects of the food system to educate the public and provide a springboard for advocacy.



Bingham Fellows include: Summer Auerbach, Rainbow Blossom Natural Food Markets; B. Todd Bright, Kentucky Farm Bureau; Maggie Keith, Foxhollow Farm; Joel Neavill, Governor's Office of Agricultural Policy; F. Bruce Williams, Bates Memorial Baptist Church; Kris Kelly, Woodland Farm LLC, Kelley Green Biofuel; and Theresa Zawachi, Louisville Metro Government.



Bourbon boon

Jefferson County is one of the biggest winners in the bourbon renaissance, with Kentucky's signature industry providing 4,200 jobs, \$263 million in payroll, \$32 million in tax revenue and \$50 million in capital projects in 2012. Those were the results of a first-ever study by the **University of Louisville** on the distilling industry's tremendous economic impact in the **River City**. Louisville's numbers reflect nearly 40 percent of all the state's distilling, warehouse, bottling and office jobs. Distilling industry employment has increased 10 percent in the last five years in Jefferson County, which has helped Louisville weather the economic crisis as other local manufacturers lost 10 percent of their jobs. (See related story on page 14.)

Speed up in NuLu

Local Speed, on East Market in **Nulu**, is the **Speed Art Museum's** satellite space for programming and exhibitions. Running through Dec.



7 is the "Dan Dry: Facing the World" exhibition, with works of the award-winning photographer, chief visual officer at **Power Creative** in Louisville. Local Speed is open on Fridays, noon to 8 p.m. and Saturdays, 11 a.m. to 4 p.m.



Underground workout

The world's only fully underground aerial ropes challenge course has opened inside **MEGA Cavern** in Louisville. Known as **MEGA Quest**, the course features more than 75 challenging rope elements and provides participants with a high-energy adventure to test strength and agility. MEGA Quest is the fourth attraction developed in MEGA Cavern since it opened in 2009. The venue is also home to **Louisville MEGA Cavern Tram Tour**, **Lights Under Louisville Christmas Light Show** and **MEGA ZIPS**.

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New operations and expansions



Certicell USA, a division of **Greenstream International**, plans to expand operations in Louisville, growing from 10 current jobs to 100, with an investment of more than \$1.8 million.

Angel's Share Brands' new distillery on East

Main Street will produce **Angel's Envy** bourbon and related products. The company, together with subsidiaries **Louisville Distilling Co.** and **Papillon Property Group**, will create 40 new jobs and invest \$12 million in the project.



An **eBay Inc.** company, **eBay Enterprise**, plans to expand operations in Louisville, creating more than 150 new full-time jobs and investing up to \$45 million in the commonwealth.



The specialty chemical company **Lubrizol Advanced Materials**, a subsidiary of **The Lubrizol Corp.**, plans to expand operations and create 25 jobs with an investment of more than \$108 million.

Clariant Corp., a subsidiary of Switzerland-based **Clariant International**, is expanding operations of its **Business Unit Catalysts** in Louisville, adding 34 jobs and investing more than \$65 million to add a new manufacturing facility at the corner of 12th and Wilson Streets.

Structures USA plans to establish a manufacturing operation in Elizabethtown, creating up to 50 jobs over the next few years with an investment of more than \$3.3 million.

Tegrant Diversified Brands I, which is owned by **Sonoco Products Co.**, plans to establish a manufacturing operation in Shelbyville. The manufacturer of foam-based and safety products for the automotive industry will create 51 full-time jobs and invest more than \$12 million in the commonwealth.

Entrepreneurs get chance to pitch ideas

Lexington-based **Awesome Inc.** has brought its "5 Across" events to the Louisville area. The entrepreneurial pitches from five teams last five minutes, starting at 5 p.m., with a \$5 admission price, for the chance to win \$500. In 2014, the 5 Across pitches take place at the **Velocity Accelerator** space in Jeffersonville, Ind., the last Wednesday of January, March, May,



July and September. From 2010 to 2013, 100 teams pitched at the Lexington edition of 5 Across, with approximately \$25,000 in prize money provided by the **Bluegrass Business Development Partnership**.

BG Advisory Board welcomes Erin Spalding

Erin Spalding has joined BG Magazine's advisory board as the **YPAL** liaison. Spalding has worked in marketing and communications since 2009 and is an account manager at **Doe-Anderson**, a national advertising and public relations agency. She is a graduate of **YPAL's 2013 Emerging Leaders Program** and is involved with **Anchal**, a non-profit merging design, business, and education to empower marginalized and exploited women living in India. Spalding lives in **St. Matthews** with her husband and enjoys exploring the city's running trails and local food scene.

Holiday cheer around the region



photo by Lori Stoll

"A Charlie Brown Christmas" with jazz pianist **David Benoit** is Dec. 5 at 8 p.m. at the **Kentucky Center for the Arts' Bomhard Theater**. Tickets start at \$25.

The "Light Up Bardstown" festivities on Nov. 29 include lantern-lit tours of **Barton's 1792 distillery**, plus hot cocoa and holiday refreshments at the 1792 visitor center. **My Old Kentucky Home State Park** has Christmas candlelight tours, with \$7 admission, Nov. 29-30, Dec. 6-7 and Dec. 13-14 on Stephen Foster Avenue.



Dec. 14 from 5 to 8 p.m. the annual Christmas celebration takes place in downtown **Elizabethtown**, with a parade, carolers and the lighting of the tree. "Christmas in the Park" has more than 100 light displays at **Freeman Lake Park**, with free admission Nov. 27 to Jan. 1.



Christmas at the Galt House Hotel runs Nov. 16 to Jan. 1, for a holiday tradition featuring larger-than-life KaLightoscope luminaries, a Christmas village, the Candy Cane Forest with 100 animated characters, a talking tree, the Peppermint Express kiddie train ride, and a new green screen game for guests. The "Colors of the Season" holiday dinner show is Nov. 16 to Dec. 14, and the **Sing 'n Joy International Choral Festival and Competition** takes place Nov. 29 to Dec. 1.





Photo by Ashley Brauer

Kentucky's young professional organizations have been working hard this fall to make the state a more attractive place to live, work and grow our careers. The Young Professionals Association of Louisville (YPAL) has been at the forefront of that effort through professional development and public educational events.

"\$#! I Wish I Knew" featured guest Holly Houston poses with her tablemates after the Young Professionals Association of Louisville event.

Developing Kentucky's future leaders

YPAL's popular "\$#! I Wish I Knew" events saw renewed interest this fall when they evolved into a dinner series. This new format seated some of Louisville's most influential leaders at a table with seven young professionals for a three-course dinner. Attendees asked questions and listened to stories about what leaders wished they had known as they started their careers. We plan to host more of these dinners throughout the winter months.

Our board also believes it is important for young professionals to educate themselves on public issues, both local and at the state-level. In



Photo by Ty Lockhart Photography

Vision Louisville attendees ask questions of presenters about the economy, health, energy, living, connectivity, identity and creativity.

August, Bryan Sunderland, senior vice president of public affairs for the Kentucky Chamber of Commerce, spoke to members about how our state government works and hot button issues on the docket for Frankfort's upcoming special session. YPAL also hosted an

event for the Vision Louisville initiative and continued our Developing Louisville tech series to give young professionals a forum to submit ideas and discuss ways for making our community a more attractive place for young professionals now and in the future.

We realize, however, it's not just about Louisville – young professionals across the commonwealth are the future leaders of Kentucky, and YPAL is committed to engaging in the political process. In October, YPAL, together with the Young Professionals of Eastern Kentucky, Legacy

Leadership (Northern Kentucky) and the Lexington Young Professionals Association, organized the first-ever gathering of young professionals from across the state. The Kentucky YP Summit saw the leadership of multiple organizations from Louisville, Lexington, Northern Kentucky, and Eastern and Western Kentucky gather to discuss best practices and tactics for unifying our voice. We

also listened to keynote speakers Joe Craft, president, CEO and director of Alliance Resource Partners, and James Comer, Kentucky Commissioner of Agriculture, talk about the importance of our generation to Kentucky.

We hope that the membership of all YP organizations in the state will join us again in Frankfort in January for our annual day at the capitol. I encourage you to visit our website at ypal.org for more information and upcoming events.



Photo by Ty Lockhart Photography

Jesse Dunbar, vice president of public issues for the Young Professionals Association of Louisville, talks with members Oct. 1 after YPAL's Quarterly Lunch.

This report was prepared by YPAL President Rebecca Weis.

by Menisa Marshall



Enjoying life's blessings: Morgan & Chris McGarvey

Support, laughter, a little craziness and chaos. That's what Morgan and Chris McGarvey say makes their lives together work.

How it all works can be seen at their Strathmoor-area home. As Chris mediates a brouhaha over brownies with 2-year-old twins Clara and Wilson, Morgan coordinates babysitting plans with a neighbor. The twins' joy over the much-awaited brownies — earned by eating dinner — sparks a good laugh.

Married for seven years, the McGarveys met at the University of Missouri when Chris interviewed Morgan for a job. Fast forward through four years of dating and picture the couple on a snowy Colorado mountaintop, in ski gear, as Morgan proposes on one knee.

"It was a total surprise," says Chris.

The big surprise was captured on film as part of a project about the McGarvey family by photojournalist Pam Spaulding. Her work can be seen in the 2009 book, "An American Family: Three Decades with the McGarveys."

These days, Morgan and Chris continue to share their lives with the public. At 33, Morgan is Kentucky's youngest state senator. Elected last year, he

represents the 19th district, which includes parts of the Highlands and several surrounding neighborhoods.

After earning his juris doctor from the University of Kentucky College of Law, Morgan worked for a Louisville firm before serving as an assistant state attorney general. Now, he practices at Morgan & Pottinger, a firm founded by his grandfather.

"I see the law as a way to help people solve problems," he says. His desire to help others drew him to a run for state senate, though his bid fell during a difficult time in the couple's lives.

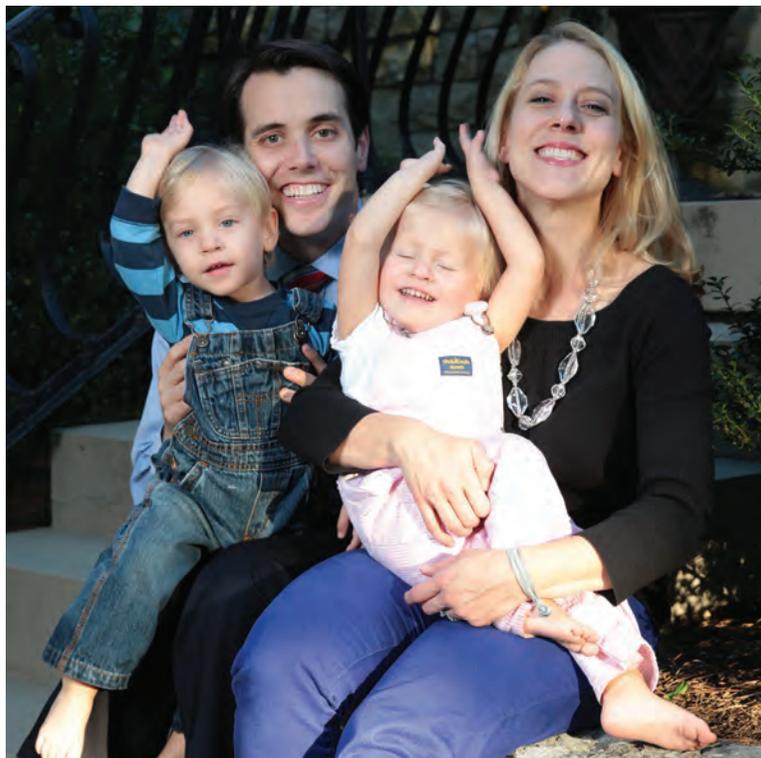
In June 2011, Clara and Wilson were born 14 weeks early, each weighing less than two pounds. They spent nearly three months in neonatal intensive care.

Morgan can chuckle now about the kids' first Christmas with their larger family. "We were on lock-down to avoid infections, so we loaded them in the car, drove over for everyone to grab a peek with the windows up, then drove home," he says.

Both Morgan and Chris credit amazing medical care and the outpouring of support they received for seeing them through this critical time.

"Friends and family are incredibly important," says Chris, whose positive outlook is reflected in the blog she started to keep their many supporters updated on the twins' progress, which by all measures is excellent.

The couple's shared values compel them to use their family's crisis to help others. They volunteer with March



Morgan and Chris McGarvey have been married for seven years and live in the Strathmoor area with their twin children.

of Dimes and other organizations that focus on helping families.

During his first legislative session, Morgan introduced a bill to get nutritional supplements for premature babies covered by insurance. Chris testified in Frankfort and played a key role in the bill's passage.

Chris, who hails from Missouri but spent some of her childhood in Kentucky, is a learning systems expert for Yum! Brands. Friends describe the Ignite Louisville alumnae as results-driven with a natural ability to inspire and motivate.

Her job took her to India for a week this year to help launch a leadership development program. She will soon take shorter trips to Dallas and London.

Juggling a career, life with the twins and Morgan's work can be chaotic, but Chris points again to family and friends as the key to making it all work. She praises Yum! for tremendous flexibility, relationships and support. (Her coworkers brought them meals for three months while the twins were in the hospital).



Morgan McGarvey, right, is Kentucky's youngest state senator and an attorney at Morgan & Pottinger. Chris McGarvey is a learning systems expert for Yum! Brands.

"Everyone has to decide what works for them," she says. "I'm happy and having fun, and I feel like I'm making a difference so it works for me."

What lies ahead for this bright, caring couple? Both agree they're not locked into a set plan at this point. Their experience with their chil-

dren taught them while you may think you have a plan, life might have other ideas.

Chris notes being part of an international company opens a lot of doors. Many see a promising career for Morgan that could include a run for Congress. Whatever their future holds, the McGarveys feel lucky to call Louisville home. They love Kentucky and making a difference here.

Morgan says with an easy grin, "Whatever you do in life, it's got to be about more than just you." ■



Menisa Marshall is a correspondent for BG Magazine.

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From left, Leslie Pratt, Rachel Meffert and Kim Smith interact with retired racehorse, Where U At, at Moserwood Farms in Prospect, Ky.

And, they're off! Most Kentuckians are familiar with the sheer excitement of Thoroughbred horse racing and the thrill of seeing a horse cross the finish line. However, the majority of race enthusiasts may not think about the flipside of winning at the track. What happens to Thoroughbreds that aren't successful or are injured at the track? Do the horses have other options if racing isn't their forte?

Thanks to Second Stride in Crestwood, Ky., many Thoroughbreds now receive a second chance in life to find another career in which they can excel.

"All these horses need is retraining to find their niche in life, whether it be dressage, trail riding, barrel racing or polo," said Kim Smith, Second Stride founder and executive director. "There are so many fantastic options available with lots of loving care and work to retrain them to another purpose in life."

A former stable manager at the Kentucky Derby Museum, Smith thought long and hard about how to help racehorses in the community after a look into the non-profit racehorse retirement world proved discouraging. She found that the system was loaded with red tape that complicated the process of donating horses. In addition, she discovered many owners wanted to stay involved with

the horse's next endeavors, but didn't have the contacts to figure out how to haul them to a site and fulfill the many health requirements and paperwork.

"I started Second Stride in 2005 to provide a place for owners to send their Thoroughbred horses to retire from racing with dignity," Smith said.

Taking it all in stride

Moserwood Farms, with locations in both Prospect and Pleasureville in Henry County, Ky., serve as homes to Second Stride, a non-profit organization, which is made up of an all-female board of directors and dozens of volunteers who are active in other areas of the industry, including owners, partnership managers, handicappers and trainers.

The two farm locations feature retraining facilities and services to rehabilitate horses who need it. While the horses are being retrained, Smith and Melissa Trelfa, an administrator with Second Stride, network for them to ensure a smooth transition into a new, loving home.

"We place horses to qualified, well-screened resale homes with professional abilities because our experience has shown that these homes provide a better service to the horse by getting them properly schooled in a new discipline," Smith said. "Even the kindest ex-racehorse can be young and impressionable, so how they are treated and trained over the first year away from the track makes a big difference in how they transition to their next job."

Before the horses can begin a new chapter in their lives, they need new homes. Smith and Pratt promote the horses with photographs and bios online for potential adopters to view. Those interested can visit Second Stride and even ride their new horse if it is deemed appropriate and safe for both horse and rider. Potential adopters are carefully screened to make sure that the horses are going to caring and safe homes. Adoption fees range generally from \$250 to \$850, although fees are waived for horses requiring more rehabilitation.

Second Stride has placed the prodigy of a number of racing's royalty, including A.P. Indy, Dynaformer and Flower Alley. One Second Stride alumni, a son of Storm Cat whose dam was a Breeders' Cup winning mare, showed ability at everything he tried, but quickly lost interest in anything repetitive. Second Stride kept working with the horse – Capote Cat – and successfully placed him with a search-and-rescue operation in North Carolina.

“He’s very happy there because each day brings new and interesting challenges, and his new owner said that Capote is fearless about charging into the roughest terrain,” Smith said.

Owners of horses donated to Second Stride are asked to make a tax-deductible donation of whatever amount they can afford to help pay for the horse’s board, food and other expenses. However, more than 95 percent of donations go to the care of the horse and not administrative costs.

“Melissa has joined our organization as a paid administrator and, and her years of experience training and showing horses, as well as owning a local boarding and show

horse farm, has added a great deal of value to our program,” Smith said.

She also credits Dr. Jeff Willard at Jericho Equine LLC with providing pro-bono and discounted medical services for many of Second Stride’s Thoroughbreds.

“We wouldn’t have been able to rehabilitate many of our horses without his generosity and medical expertise,” she said.

Smith works closely with the racing industry including the Jockey Club, the Thoroughbred Aftercare Alliance, the National Thoroughbred Racing Association and various handicappers’ associations to raise awareness and money for her organization.

“My goal is to find retired Thoroughbreds a home whenever and wherever I can,” she said.



Volunteer rider Rachel Meffert exercises Where U At, a 6-year-old Thoroughbred gelding available for adoption.

Check out Second Stride on Facebook or at secondstride.org for all the latest news about adoptable horses, events, horse care tips and how to get involved with the organization. ■



Nedra Morrell is a correspondent for BG Magazine.



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Member American Advertising Federation

cover story

by Anne Sabatino Hardy



A bartender pours a bourbon mixed drink at Jefferson Davis Inn in Lexington.



Young professionals enjoy the bourbon selection at Asiatique in Louisville, a stop along the Urban Bourbon Trail.

Photo by Marty Pearl

Happy hour



Kentucky's signature spirit provides bright spot in economic downturn

From Pikeville to Paducah, in counties wet, dry and moist, the commonwealth's signature spirit is taking on a new mantle and bringing home the bacon.

Many like to cite the statistic that there are more barrels of bourbon in Kentucky than residents – 4.7 million barrels compared with 4.38 million residents (and that's not counting 300,000 barrels in reserve for use in products aside from straight bourbon). A new study from the Kentucky Distillers' Association quantifies that particular claim, and demonstrates some startling statistics about just how supportive bourbon really is to Kentucky's economic structures.

No longer only relegated to its somewhat sacred role at the end of a long day – or the beginning of a good time with friends – bourbon has been revealed as a much more sophisticated spirit, and a more stable provider, than perhaps previously thought.

Kentucky's bourbon industry currently includes 19 major distilling operations in eight counties, plus a dozen craft distilleries also have surfaced recently. The uptick in craft operations mirrors growth in established companies, with overall production increasing 50 percent the past 10 years.

Kentucky prevails in the global marketplace, boasting production of 95 percent of the world's supply. And bourbon is the largest

export category of all U.S. spirits – to the tune of 25 million proof gallons to 126 countries in 2008.

But just because Kentucky exports such a great amount of bourbon to the world doesn't mean the world doesn't also come to Kentucky. In fact, the state has seen notable increases in revenues associated with bourbon tourism.

The distilleries participating in the Kentucky Bourbon Trail (Four Roses, Heaven Hill, Jim Beam, Maker's Mark, Wild Turkey, Woodford Reserve, Evan Williams, and most recently the new Alltech Town Branch Distillery) have experienced 1.7 million visits in only the past five years. In 2010, more than 9,000 people completed the Bourbon Trail tour, up 300 percent from 2009. Many who complete the trail are from out of state, relatively affluent and complete multi-night hotel stays in Kentucky, according to Bourbon Trail officials.

The Urban Bourbon Trail

Centered in downtown Louisville, with a few stops in other neighborhoods, the Urban Bourbon Trail guides visitors through the history of the city's bourbon heritage and some of the world's most celebrated bourbon bars. In addition to bourbon-inspired culinary specialties, most of the establishments are stocked with anywhere from 50 to 150 varieties of Kentucky's signature spirit.

Urban Bourbon Trail stops

Asiatique 1767 Bardstown Rd.	Haymarket Whiskey Bar 331 E. Market St.
The Bar at BLU 280 W. Jefferson St.	Jockey Silks Bourbon Bar 140 N. 4th St.
Baxter Station Bar & Grill 1201 Payne St.	Lilly's 1147 Bardstown Rd.
Bourbons Bistro 2255 Frankfort Ave.	Limestone 10001 Forest Green Blvd.
Bristol Bar & Grille 614 W. Main St.	Maker's Mark Bourbon House & Lounge 446 S. 4th St.
The Brown Hotel Lobby Bar 335 W. Broadway	Marketplace Restaurant 651 S. 4th St.
Buck's 425 W. Ormsby	The Old Seelbach Bar 500 S. 4th St.
Charr'd Bourbon Kitchen & Lounge 1903 Embassy Square Blvd.	Proof On Main 702 W. Main St.
Corbett's: An American Place 5050 Norton Healthcare Blvd.	Ramsi's Café on the World 1293 Bardstown Rd.
Derby Café: at the Kentucky Derby Museum 704 Central Ave.	The Silver Dollar 1761 Frankfort Ave.
Dish on Market 434 W. Market St.	St. Charles Exchange 113 S. 7th St.
Doc Crow's Southern Smokehouse & Raw Bar 127 W. Main St.	Varanese 2106 Frankfort Ave.
Equus & Jack's Lounge 122 Sears Ave.	Vernon Club 1575 Story Ave.
Harvest 624 E. Market St.	Village Anchor 11507 Park Road
	Vincenzo's Italian Restaurant 150 S. 5th St.
	Volare Ristorante 2300 Frankfort Ave.

"I can tell you without any hesitation we've seen a tremendous surge in bourbon tourism," said Mary Quinn Ramer, vice president of marketing for the Lexington Convention and Visitor's Bureau. "We have seen what people were seeing all across the region, which is a pent-up demand for an authentic bourbon experience. What's been great is that they are not just interested in product, they're interested in the people who make it, the stories and the lore – everything that goes with it."

The notable tourism influx in Lexington may be even more indicative of bourbon's reach since, unlike Louisville, which boasts a well-established bourbon distillery infrastructure with popular attractions such as its Urban Bourbon Trail bars and well-known bourbon restaurants such as Proof on Main, Lexington is still developing specific tourism attractions. The first is Alltech's Town Branch Distillery, in the heart of downtown Lexington.

"Even before we had Town Branch, we were seeing an increase in bourbon tourism, in earnest probably since 2005 or 2006," Ramer said. "And now we can say even in the midst of the city center, you have an authentic bourbon experience – with great bourbon bars and great restaurants that feature bourbon in their dishes."

Lexington is home, too, to the Barrel House Distillery, a member of the new Kentucky Bourbon Trail Craft Tour created late last year to complement the Kentucky Bourbon Trail experience. Barrel House is located just west of downtown on the site of the old James E. Pepper Distillery. Currently four products are produced there: Pure Blue Vodka; Devil John Moonshine; OAK Rum; and a still-to-be-named bourbon whiskey that is quietly aging.

Outside of the urban bourbon center of Louisville and the burgeoning Lexington scene, Bardstown – the "Bourbon Capital of the World" – is a popular spot to rest, with

distilleries dotting the countryside, and bed and breakfasts catering to travelers from far and wide. Estimates from the recent KDA research indicate that, for each 1,000 completions of the Bourbon Trail, these adventurers spent \$585,000 in the region (divided among food and beverage, retail shopping and gas, as well as hotels and B&Bs).



Heaven Hill Distilleries' new Evan Williams Bourbon Experience, shown here in this artist's rendering, has been named the eighth stop on the Kentucky Bourbon Trail. It is scheduled to open this fall.

Those who have moved to or visited Kentucky for the first time within the past 10 years might be accustomed to the notion of the commonwealth as a tourist destination. Along with bourbon, the region boasts the beautiful rolling hills of horse country and the world-famous races for which those grazing beauties prepare, not to mention the global stage on which Kentucky performed while hosting international guests during the 2010 Alltech FEI World Equestrian Games.

At its heart, though, the Bluegrass State has a long history and tradition of hard work in manufacturing. And bourbon is true to that heritage, with a reach that extends to

support jobs and tax revenues even beyond bluegrass borders.

Throughout the eight counties with noted bourbon operations, jobs directly attributed to bourbon number nearly 3,000 and, throughout the state another 3,100. The annual payroll

for those jobs is nearly \$250 million, including positions at Brown-Forman Corp. in Louisville – one of Kentucky’s 10 Fortune 1000 companies.

Brown-Forman, as an example, boasts \$2.5 billion in revenue and operates one of the largest spirits production centers in Kentucky. The Louisville headquarters manages worldwide production, distribution and marketing for the company and its many brands, which include the iconic Woodford Reserve, as well as Early Times and Old Forrester, along with many other notable wine and spirit brands.

Other major operations include Sazerac, which operates bourbon brands Blanton’s, Buffalo Trace and the fanatically sought after Van Winkle line. Add in Campari Group, which operates Wild



Photo by Shaun Ring
Young professionals enjoy the bourbon selection at Jefferson Davis Inn in Lexington, one of the city’s newest bourbon bars.



Spirited shipping

Where does it go? Germany, Australia, United Kingdom, Japan, New Zealand and France together represent 73 percent of the total U.S. exports of bourbon.

Turkey, and it’s not hard to see how the jobs add up. In addition to internal production and management at these bourbon behemoths, support industries benefit from the spirit’s popularity as well.

For every bottle, a range of other products and services exist: wooden barrels and pallets, plastic bottles, manufacturing equipment, labeling, trucking, electricity, construction and more. Innumerable other products and manufacturing operations are affected by bourbon, and contribute to the relatively high employment and payroll multipliers for distilling. The KDA estimates the distilling industry in Kentucky is responsible for 8,690 jobs in the state – and that those jobs account for a payroll of \$413 million.



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Photo by Lee Thomas, courtesy of the Lexington Convention and Visitors Bureau



A tour group learns how the copper pot stills work at Woodford Reserve Distillery.



Gruppo Campari in September celebrated the grand opening of a \$43 million packaging facility at the Wild Turkey Distillery in Lawrenceburg, Ky. Wild Turkey's Barrel House is shown above



Four Roses opened its 5,000-s.f. visitors center and gift shop late last year, part of a \$2.4 million expansion of the Lawrenceburg distillery property.



Photo by Lee P. Thomas

Barton 1792 Distillery operates on the Bardstown site of the historic Tom Moore Distillery, established in 1879 near the Tom Moore Spring, the same spring from which Barton draws its iron-free limestone water today. The 192-acre distillery is home to many historic buildings, including the stillhouse and 28 aging warehouses.

Photo by Andrew King



Buffalo Trace in Frankfort, Ky., is the oldest continually operating distillery in the country. There has been distillation there since 1775. It even distilled bourbon during Prohibition, when a special permit was granted for Buffalo Trace to produce bourbon for "medicinal purposes."



Alltech's Town Branch Distillery is located in the heart of downtown Lexington. Late last year, the distillery was added as a stop on the Kentucky Bourbon Trail.



Heaven Hill's Evan Williams Experience, a multimillion-dollar tourist attraction, is set to open this fall in downtown Louisville. Located on historic Whiskey Row, the new attraction celebrates the legacy of Evan Williams, Kentucky's first distiller and namesake of Heaven Hill's flagship bourbon brand. Above, an artist's rendering depicts the artisanal distillery inside the Louisville attraction.



Jim Beam in Clermont, Ky., recently opened American Stillhouse, a new visitors center. The building is a replica of a 1940s stillhouse, along with the staircase from the original historic stillhouse.

Photo by Kirk Schieff



Maker's Mark bottles, topped with their trademarked red wax, are transported down an assembly line at the distillery in Loretto, Ky.



Heaven Hill Distillery opened in Bardstown, Ky., shortly after Prohibition. It is now the seventh largest spirits supplier in the United States.



Photo by Marty Pearl, courtesy of the Louisville Convention and Visitors Bureau

The Brown Hotel Lobby Bar is a popular spot for bourbon lovers of all ages. It is one of 27 bars included on the Urban Bourbon Trail.

Additional hard-to-quantify benefits include unique secondary markets. Many of the hard goods also are recycled after use in bourbon production. Barrels are resold and reused for aging brandy or other beverages like ale or for novelty furniture and accessory manufacturing.

Meanwhile, corporate citizenship by the spirits companies or their foundations accounts for consistent contributions to arts and cultural organizations.

Finally, perhaps one of the most important elements of this economic boon is that the distilling industry, unlike so many other industries in recent years, is stable. During the past decade, which saw the most significant recession in recent history, distilling industry employment was up 4 percent, while other manufacturing sectors were down 33 percent collectively. Spirits have become recognized as relatively recession-proof.

That's good for employees and jobseekers as well as the places they live and work. While employment has been supported, likewise have state and local governments. KDA estimates that in 2010 distillers paid about \$11.7 million in inventory property taxes and \$2.7 million in property taxes (for buildings, land, equipment and inventory). These property taxes fund important school and government operations. Overall, it is estimated that state and local governments receive \$126 million a year.

Most Kentuckians know – and pride themselves on – the contributions bourbon makes in many areas, but this new study sheds light on the depth of the distilling industry's economic impact in the commonwealth. It bears a heavy burden in supporting Kentucky financially, so let's raise a glass to prosperity! ■



Photo by Marty Pearl

Kentucky's signature spirit is more popular than ever, and not just among straight bourbon lovers. Check out some of our favorite cocktails — like the one shown above at The Bar at Blu — on our list of Things We Love, Page 34.

Louisville-area bourbon in the news

Official trailhead — Lebanon, located in the geographic heart of Kentucky and home to Maker's Mark and Limestone Branch distilleries, has been named an Official Trailhead of the Kentucky Bourbon Trail.

Sazerac — The Sazerac Co., one of the largest family-owned distilling companies in the United States, this year added the 1,000th employee to its operations in Kentucky, which include Buffalo Trace Distillery in Franklin County, Barton 1792 Distillery in Bardstown, The Glenmore Distillery in Owensboro, and Sazerac headquarters in Louisville.

New distribution center — Barton 1792 Distillery opened its new distribution center in July, a 300,000-s.f. facility with a storage capacity of one million cases of spirits. The facility was upgraded with a cold room for heat sensitive products, additional dock spaces, and other office improvements.

Angel's Envy — Angel's Share Brands broke ground in July for a new distillery on East Main Street in Louisville that will produce Angel's Envy bourbon and related products. The distillery's site was preserved for redevelopment after a portion of the property was razed to make way for the new downtown Ohio River Bridge and I-65.

Reopening an 1800s distillery — Corky Taylor and his son, Carson, this past summer announced the reopening of the Kentucky Peerless Distilling Co. in Louisville's downtown. Peerless Distilling began doing business in Henderson, Ky., in the late 1800s under the ownership of Corky Taylor's great-grandfather, Henry Kraver, and closed mid-20th century. It is scheduled to reopen by March 2014.

Extending supply — Maker's Mark is investing \$8.23 million in its Loretto, Ky., distillery to expand its existing operations and extend its bourbon supply. The company plans to introduce a new process that will extract additional gallons of Maker's Mark.

Happy Birthday — The Kentucky Bourbon Trail adventure celebrated its 14th birthday this past summer with a new digital application and website to help navigate the iconic journey and keep track of favorite brands.

by Nedra Morrell

The healing power of juice



After struggling for years with food allergies and asthma, Chase Barmore decided to make some changes in his life.

"I had just started nursing school when I did my big life switch and became a raw foodist," he said. "I truly believe that you are what you eat and that started me on my journey to juicing and then opening LIFEbar."

Raw foodism is a diet consisting of uncooked, unprocessed and often organic or wild foods.

As founder and CEO of LIFEbar, Barmore's mission is to introduce as many people as possible to the world of raw food and juicing with an approachable, friendly staff.



Founder of LIFEbar, Chase Barmore, far left, and juice masters Jennifer Carmichael and Kami Shariat mix juice at the Rainbow Blossom location.

"We want to provide the public with a warm and friendly atmosphere that provides healthy drinks made with superfood herbs, raw and cooked foods from fresh, organic and local produce," he said. "Our goal is educate people about the benefits of the foods we offer and be a resource that promotes a health-conscious lifestyle in our community."

T. Colin Campbell, a biochemist who specializes in the effects of nutrition on long-term health, also influenced Barmore. Campbell is known for his advocacy of a low-fat, whole food, vegan diet and is the author of "The China Study," a best-selling book about nutrition published in 2005.

"I was really tired of struggling with allergies to farm-raised salmon among other things," Barmore said. "That book really changed my mindset about how plant-based diets can cure what ails you."

One night while walking down Bardstown Road, Barmore had an epiphany.

"I realized that my calling in life was to make health taste good," he said.

And the rest is history.

He now manages two locations - the original store inside Rainbow Blossom at 3738 Lexington Road, and a second store at 1570 Bardstown Road.

"We're also making final arrangements to open a LIFEbar inside the LA Fitness on Shelbyville Road," he said. "I'm very excited about introducing juicing and raw foods to an audience that's already interested in health and exercise."

Getting back in shape is usually on the majority of people's New Year's resolutions and juice cleansing is an ideal way to start.

"Juice cleansing gives your digestive system a rest while pumping your body full of live vital vitamins, minerals, nutrients and enzymes," Barmore said. "It also boosts your immune system and can help with allergies, toxicity, fertility issues, skin issues, depression, sluggishness, weight gain, insomnia and high blood pressure."

To ease customers into cleansing, LIFEbar offers three levels of juicing. "We recommend first-time participants begin by eating a light diet consisting of fruits, vegetables and nuts, then progress to level one - the Smoothie Cleanse," he said. "If you don't want to commit to a cleanse, juicing one day per week with a vegetable blend is great for your system."

Kimmye Bohannon of Lexington knows the power of juicing firsthand. "Two years ago, my neighbor, Elizabeth Beal, and I started making juice out of our kitchens for each



Kimmye Bohannan, right, and Elizabeth Beal joined forces to start The Weekly Juicery in May 2012.

other,” said Bohannon. “There was something so wonderful and powerful in sharing that experience that we decided to start a business.”

Bohannon and Beal started conservatively making and delivering juice to friends, and the idea soon took off.

“After a couple of months, we were making juice for nearly 100 customers, and the idea for The Weekly Juicery became a reality in May of 2012,” she said.

In addition to the retail location at 436 Old Vine Street in Lexington, the company delivers juice to a number of customers in Louisville twice a week.

“We’re continuing to expand our business with free juice-tasting events, and our

way to introduce vegetables like beets and kale to your diet, Bohannon said.

“People will find they have much more energy and better concentration after starting a juicing regimen,” she said. “If the idea

of drinking a vegetable scares you, don’t worry. Your taste buds will adjust and soon you’ll be craving raw foods and healthy options in place of heavy processed foods.”

If you decide to blend your own juice, try to make only as much as you can consume at one time. Juice that isn’t consumed right away can harbor bacteria. Exposure of the drink to air, bacteria and other pathogens can make you sick and compromise the nutritional value of the juice.

Before you start making juice at home, make sure to check in with experts, such as those available at LIFEbar or The Weekly Juicery, for advice on types of juice machines and recipes. Both companies use cold, hydraulic presses at their locations that don’t allow any heat or air in to interfere with the powerful enzymes in the juices.

“It’s a very slow and labor intensive process, but it produces the highest quality juices,” Bohannon said.

To get started on a juicing regimen, call or visit LIFEbar or The Weekly Juicery or check them out on Facebook to learn about delicious juice combinations and how you can improve your health and increase your energy in 2014. ■

Learn more about LIFEbar by visiting lifebarlouisville.com. Contact The Weekly Juicery by calling (859) 368-8000.



The Weekly Juicery uses a Norwalk cold press to produce high-quality, nutrient-rich juice. The juices are pressed through the night, bottled in glass bottles and ready in the cooler or for delivery each morning.



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Entrepreneur finds millennial niche as a consultant

The so-called “quarter-life crisis” – an awakening of the need to find oneself that many millennials experience during their mid- to late 20s – did not exactly catch entrepreneur Cara Silletto by surprise.

Armed with an undergraduate degree in corporate communication from the University of Indianapolis, Silletto launched her career at a trade association, first as communications manager and later as educational services director. It was there that her true calling emerged, as she found herself inquiring about the association’s service costs. Her questions led to pricing changes that increased revenue.

“In both of those roles, I had several people I worked with telling me ‘You are always thinking of the bottom line,’” she said. “You have a business mind, you should get an MBA.”

Silletto needed little convincing to earn that second degree. Early on in her career, she had set a personal deadline to earn a master’s degree by the time she was 30. One day at age 26, she realized the clock was ticking and now was the time to seize her dream.

She began her MBA at Butler University in Indianapolis, but the Jeffersonville, Ind., native heard home calling and decided to

move back home and finish her degree in the entrepreneurship program at the University of Louisville’s School of Business.

Her business mind has been put to good work at Crescendo Strategies, a human resources firm she founded in 2012 to address the needs of what is surely a niche business: helping millennials and baby-boomers bridge the communication gap in the workplace.

A professional singer since age 7, Silletto drew from her musical background to name the business. The term “crescendo” denotes a gradual increase in intensity.

“Really the business is based on helping people and businesses grow,” Silletto said. “I want to bring a crescendo to the business world and use those strategies to help companies and individuals grow.”

In addition to her communications and business background, Silletto brings insights from a year she spent teaching American culture and business English in Germany.

As one of the few English teachers available who had an MBA (most have liberal arts backgrounds), Silletto taught experienced businesspeople in Germany, including CEOs, CFOs and sales teams. Despite the high level of English most of her students had achieved, she concentrated on helping them navigate the nuances of her native tongue.

“If you say, ‘I was hoping for a better price,’ to a non-native speaker, that means past tense, so I’m not hoping any longer,” she said. “But (native speakers) understand that means we were still hoping for a better price.”

In German businesses, efficiency and quality are paramount. Overtime is frowned upon as an indication that one is inefficient and is sacrificing time that could be spent with family.

“If you can’t get your work done between 8 and 5, you weren’t focused, you weren’t working hard enough,” she said. “Whereas in America, if you’re the first one to the office and the last to leave, you’re seen as the hardest worker there.”

“The number one problem is that employers and employees do not understand one another’s expectations. If companies take the time to teach their managers about millennials, what they want, what they need, we see companies get much better productivity, better morale, better retention, better relationships.”

— Cara Silletto

In some ways, Silletto found, navigating the communication gap between millennials and baby boomers is like cross-cultural communication. The work philosophy of millennials mirrors that of their European counterparts, particularly when it comes to efficiency and work/life balance.

“Millennials have a work ethic of work smarter, not harder,” she said. “We are all

about efficiency, do it fast, is there an app for that? Is there software or a better way of doing it so that I can get it done faster?”

On the other hand, many baby boomers lacked the technological advantages younger workers enjoy today and have long-held

ways of doing things that sometimes conflict with the millennials’ desire for speed and change.

Silletto is betting that Crescendo Strategies, which draws not only on her expertise, but also that of a diverse team of subcontractors who work with her, can help companies better assimilate their millennial workers.

“The number one problem is that employers and employees do not understand one another’s expectations,” Silletto said. “If companies take the

time to teach their managers about millennials, what they want, what they need, we see companies get much better productivity, better morale, better retention, better relationships.” ■



Robert Hadley
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by Scott Kiefer

Plan to be a **great leader**

There are approximately 10,000 baby boomers retiring every day. Boomers in skilled positions and business leaders alike will be leaving the workforce. Prepared or not, the next generations will move up to fill the void. But what does it take to prepare their replacements to fill these leadership roles?

There's a difference in getting a leadership role and becoming a true leader. It is a lot more than a title change, office move and a bump in pay. It requires the development of new skills, time application and values. When you move from being an individual contributor to a leader of others, what you do shifts from what you can achieve to what your team can achieve. You go from being a player to the coach. It's not always an easy transition.

The new skills you need include interviewing and hiring new talent, providing goals and objectives for others to achieve, coaching direct reports and assessing performance. These skills can be learned through

focused development, but who trains you? In many circumstances, you learn on the job and do your best. But these are some of the most important skills of being a leader and shouldn't be left up to chance.

The values and time applications shift are the toughest changes one has to make during the transition to a leadership role. It is not easily learned on the job. The shift in values involves believing your success as a leader involves getting results through others. You also have to believe that your role as a leader is not to be the best doer, but the best developer of talent. Great coaches develop strong players and extraordinary teams. Coaches never make the basket, score the goal or hit the home run, but get those results through others. The same principle applies to business – sales leaders don't achieve revenue goals without developing the best sales staff.

As a leader, you must allocate time for performance discussions, coaching and com-

municating strategy and purpose. Being available for your staff is crucial, especially if you have an inexperienced staff or new employees who need more of your time for guidance until they are proficient.

Communication with those in positions above you was important in your "pre-leadership" role, but it takes on greater importance now because you are responsible for a larger piece of the business.

I recently heard a leader at NASA say they follow three simple principles: "Plan. Train. Fly." As you plan a move up to your next leadership position, consider the commitment you need to make in developing your leadership competencies. Train yourself to be the best leader you can be before you try to fly. ■



*Scott Kiefer
is vice president of
The Oliver Group.*



by Robert Hadley

Focus on fundamentals drives success

Rick Pitino caps impressive year with Louisvilleian of the Year award



Photo by Jeffrey Worthen

Rick Pitino, seated, holds his Louisvilleian of the Year award. With him are, from left, former winners Bill Samuels Jr., UofL Athletic Director Tom Jurich and Dan Ulmer.

For Louisville Cardinal basketball fans, the biggest news delivered at the Aug. 23 meeting of the American Advertising Federation of Louisville likely had to do with Coach Rick Pitino's prediction concerning his team, if a certain condition were met.

"You know, it's been two unbelievable years," Pitino said via video. "Two back-to-back Final Fours, in arguably one of the toughest conferences in college basketball, winning two back-to-back (conference) championships, one played at Madison Square Garden, for the last time (among) a tremendous group of teams in the Big East.

"One more – and we all dream of that – and we're creating a dynasty. Three years at the championship level, and you've created a dynasty."

Pitino was on hand – on film, that is – to accept the AAF's Louisvilleian of the Year Award, an annual honor bestowed since 1951 to recognize civic, educational or business contributions to the city. Past winners include UofL President James Ramsey; Bernard M. Trager, chairman and founder of Republic Bancorp Inc.; Muhammad Ali; Tom Jurich; George Fischer; Mary Bingham; Ulysses Bridgeman Jr.; and Mary H. Griffith, among others.

In his acceptance video, in which he was interviewed by WDRB sports reporter Eric Crawford, Pitino apologized for being unable to attend and blamed a scheduling conflict for his absence.

"It's the first time in 13 years anything like this has happened," he said. "I sincerely apologize because I did want to be here to accept this award from the town I love so much."

The Louisvilleian of the Year Award caps an impressive year for Pitino, who

saw his No. 1 ranked Cardinals win the NCAA championship

last April. Later that month, Pitino learned he had been selected for induction into the Naismith Memorial Hall of Fame, which has honored basketball greats like Michael Jordan, John Wooden, Wilt Chamberlain, Larry Bird and other coaches and players.

"This year we didn't have the best team in the country," said UofL Athletic Director Tom Jurich, speaking on behalf of Coach Pitino. "We had the best chemistry and certainly the best coach. I think when you put chemistry, character, integrity and your coach together, you have a tremendous formula for success."

Jurich described Pitino as having an indelible impact on his players.

"Everyone knows about his reputation – he will go down as one of the all-time greatest coaches in the Hall of Fame," Jurich explained. "The thing I really appreciate is what he does with the young men, how he grows them into tremendous individuals."

Pitino's contributions extend off the field, as well. He and his wife, Joanne, founded the Daniel Pitino Foundation in 1994 to honor their son Daniel, who died as an infant in 1987. According to a release on the AAF Louisville website, the foundation raises money for the WHAS Crusade for Children, Down Syndrome of Louisville, Kosair Children's Hospital, Louisville AIDS Walk and Ronald McDonald House.

"I just absolutely love the people (of Louisville)," Pitino explained when asked why he's made Louisville his hometown. "They're loyal to the university and they've been great to me and my family. Obviously, we're having success, and it's a great deal of fun." ■



Photo courtesy of UofL Athletics

Coach Rick Pitino, center, was selected as the 2013 Louisvilleian of the Year. His Louisville Cardinals won the 2013 NCAA Basketball Championship.



Some of
the best
sandwiches
in America

My 4-year-old nephew Porter and I

don't see eye to eye on many things. He loves the Green Lantern, and I love green handbags. He likes staying up late, and I love sleeping in. But there will always be one thing on which we agree: There may be no food more simple or delicious than a grilled cheese sandwich.

But at Tom + Chee, you'll get much more than bread and a slice of American. Instead, you'll experience variations of the classic that are as creative as they are cravable, with only the freshest cheeses, in-house roasted turkey, beef and chicken, and buttery grilled bread.

As a lover of Highlands neighborhood restaurants, I was hooked when Tom + Chee opened their first location (1704 Bardstown Road) just a block down from my apartment last year. Not only was Tom + Chee a great place to grab a quick bite, but if I could linger and eat outside in the outdoor seating area, there was always the opportunity for classic Bardstown Road people watching.

Since the first store opened, they've added two more locations to their Louisville lineup with stores in St. Matthews (111 St. Matthews Blvd.) and on the University of Louisville campus (319 W. Cardinal Blvd.), too.

Having been to this neighborhood spot more than a dozen times solo, I've made a personal vow: try something different every time. With more than two dozen fancy grilled cheese



Tom + Chee is a gourmet grilled cheese and tomato soup shop located in downtown Cincinnati, Louisville, Ky., and Newport, Ky. A shop is opening soon in Lexington.



Tom + Chee offers creative selections of grilled cheese, including the Grippio's BBQ + Bacon, the Bacon + Blue, the Grilled Mac + Cheese, and the Grilled Cheese Donut, as well as homemade soups and fresh salads.

sandwiches on the menu (plus the option to build your own), the only limitation you have on your palette is your own imagination.

When it comes to my grilled cheese, I like to leave my sandwich to the experts, most often selecting my nosh from the pre-made sandwich menu. And it's hard to just pick one favorite, so I'll give honorable mention to two: the first is the Bacon + Blue, a flavor powerhouse made with freshly-fried bacon, blue cheese, mozzarella and sourdough. Paired with a side dunker (perfect for dipping) of Tom + Chee's classic tomato soup, this sandwich proves again that everything (including grilled cheese) is, indeed, better with bacon.

Another unusual and uber popular menu favorite is the Grilled Mac + Cheese, a scoop of creamy grilled macaroni and cheese topped with a slice of cheddar on white bread. This sandwich is decadent and filling, so I like to keep my side dish light and opt for a side caprese salad made with fresh mozzarella, basil and tomatoes.

The menu doesn't stop there with unique creations. The most popular – and unusual – sandwich on the menu is, without a doubt, the grilled cheese donut. Yes, donut.

And while the thought of a center-split and grilled donut sandwiching a piece of classic, American cheese may not seem like a natural combination, I must say: It's not that bad. The "TODAY Show" agrees, having named the Tom + Chee Grilled Cheese Donut one of the Best Sandwiches in America. While I'll keep my go-to sandwich one of the more classic varieties, trying this unusual pairing is a great "Louisville Bucket List" to cross off this fall.

But if you're looking to express your own "between two slices of bread" creativity, Tom + Chee goes can make their own sandwiches, too. Just choose your bread, cheese (or even a 'fancy cheese' such as brie or gouda), extra toppings (like veggies, pesto, hummus or potato chips) and fresh meats, and you'll have your own one-of-a-kind creation to enjoy.

Have a sweet tooth? Check out Tom + Chee's selection of desert grilled donut sandwiches. With choices like the Bananarama (Caramelized Banana + Gouda + Donut) or the Blueberry Blue (Blueberry compote + Blue Cheese + Lemon Mascarpone + Donut), you're bound to find a sweet

treat you'll love to eat. My favorite? The s'more. Take all the traditional s'more fixings, add creamy mascarpone cheese, and you have a melty-crunchy-chocolately treat, perfect for a sans-campfire fall afternoon.

But my foodie analysis must be coupled with one from an even more important critic: that of my nephew, Porter, a fellow grilled cheese aficionado. Porter is a typical, 4-year-old picky eater, so when it is up to his aunt to find something he will not only eat, but also hopefully enjoy, I have quite the task ahead of me. At Tom + Chee, though, Porter loves nothing more than talking through his custom sandwich choices with one of the helpful (and very patient) servers, who always seem to make him a sandwich he enjoys.

So, while my love-love relationship with Tom + Chee began as one of local Highlands convenience, I've come to crave Tom + Chee for the sandwiches, and so has Porter, too. It's nice to know we can agree on something. ■



Ali Turner is a social media specialist at LeapFrog Interactive.

Bourbon mixed drinks



Kentucky's signature spirit is more popular than ever, and not just among straight bourbon lovers. We love bourbon cocktails, and here are a few of our favorite recipes. The first two were the 2013 winners in the Not Your Pink Drink bourbon cocktail contest, hosted by the Bourbon Women. For more, visit bourbonwomen.org.

Bourbon Sling

(Not Your Pink Drink Professional Winner – Bobby Ridenour, Rivue Restaurant and Lounge)

Ingredients:

2 oz. Basil Hayden
1 oz. Cointreau
1 whole lemon fresh squeezed
1 oz. simple syrup
1 maraschino cherry

Preparation:

Fill shaker with 3/4 ice. Add all ingredients and shake 20 times vigorously. Strain into martini glass and garnish with cherry.

Palm Breeze

(Not Your Pink Drink Amateur Winner – Marla Zimmerman, Louisville, Ky.)

Ingredients:

1 1/2 oz. Four Roses Single Barrel KY bourbon
2 dashes Peychaud's bitters
1 Splenda packet (1/4 teaspoon)
1 slice orange
1/2 slice grapefruit
1 slice lemon
4 oz. club soda
3/4 cup ice

Preparation:

Use a tall glass. Add the first 3 ingredients and stir until Splenda dissolves. Add the fruit slices. Slightly squeeze each slice to add juice to the mixture. Add club soda, then add ice. Use one of the fruit slices on rim of glass as garnish.

Kentucky Egg Nog

(Recipe from cocktailtimes.com)

Ingredients:

1 liter Maker's Mark bourbon
1 quart heavy cream
1 quart milk
2 dozen eggs
1 1/2 cups sugar
Nutmeg as garnish

Preparation:

Separate eggs and beat yolks until creamy. Whip sugar into yolks. Beat whites until they stand in peaks, adding 1/2 cup additional sugar, if desired. Beat yolks and bourbon together. Add whites, beat cream. And add cream and milk to mixture. Add nutmeg to taste and garnish each cup with nutmeg.

Mint Julep

(The official drink of the Kentucky Derby)

Ingredients:

2 cups sugar
2 cups water
Sprigs of fresh mint
Crushed ice
Bourbon
Silver Julep Cups

Preparation:

Make a simple syrup by boiling sugar and water together for 5 minutes. Cool and place in a covered container with six or eight sprigs of fresh mint, then refrigerate overnight. Make one julep at a time by filling a julep cup with crushed ice, adding one tablespoon mint syrup and 2 ounces of bourbon. Stir rapidly with a spoon to frost the outside of the cup. Garnish with a sprig of fresh mint.

Man o' War

Ingredients:

1 1/2 oz. bourbon whiskey
1 oz. Orange Curacao liqueur
1/2 oz. sweet vermouth
1/2 oz. fresh orange juice

Preparation:

Shake all ingredients well with ice and pour on the rocks in an old-fashioned glass. Garnish with a slice of orange and a cherry, and serve.

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