

MARKET REVIEW

of Greater Louisville and Southern Indiana 2014



Louisville, Kentucky – Embracing The Future

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The Lane Report

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MARKET REVIEW

of Greater Louisville and Southern Indiana 2014



Louisville and Southern Indiana boast not only big business but ample waterfront and leisure areas for residents to enjoy.

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On the Cover: A vibrant waterfront right next door to a thriving business sector makes Louisville and Southern Indiana a desirable area.



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Above: Waterfront dining in Southern Indiana offer unparalleled river and city views of Louisville.

A region that has it all

Louisville and Southern Indiana continue their climb on the cultural and business scale





Above: The Locust Grove 18th Century Market Fair is part of a series of year-long events at the historic Georgian mansion.

Opposite page: The KFC Yum! Center opened in 2010 and hosts numerous events a year and is situated on the Louisville waterfront.

Right: The Moonshine University's Bourbon Enthusiast Class is a five-day class.



The Belle of Louisville is pictured during Thunder Over Louisville, the nation's largest fireworks show.



Above: The Muhammad Ali Center, a museum and cultural center built as a tribute to the champion boxer Muhammad Ali and his values, is located in Louisville, Kentucky's "Museum Row" in the West Main District of downtown



The bridges spanning the scenic Ohio River, connecting Louisville to Southern Indiana, are set for a makeover with the massive Ohio River Bridges Project. The project will include two brand new bridges.

PEOPLE & PLACES



Above: The Kentucky Museum of Art and Craft is located on Museum Row on Main in Louisville.

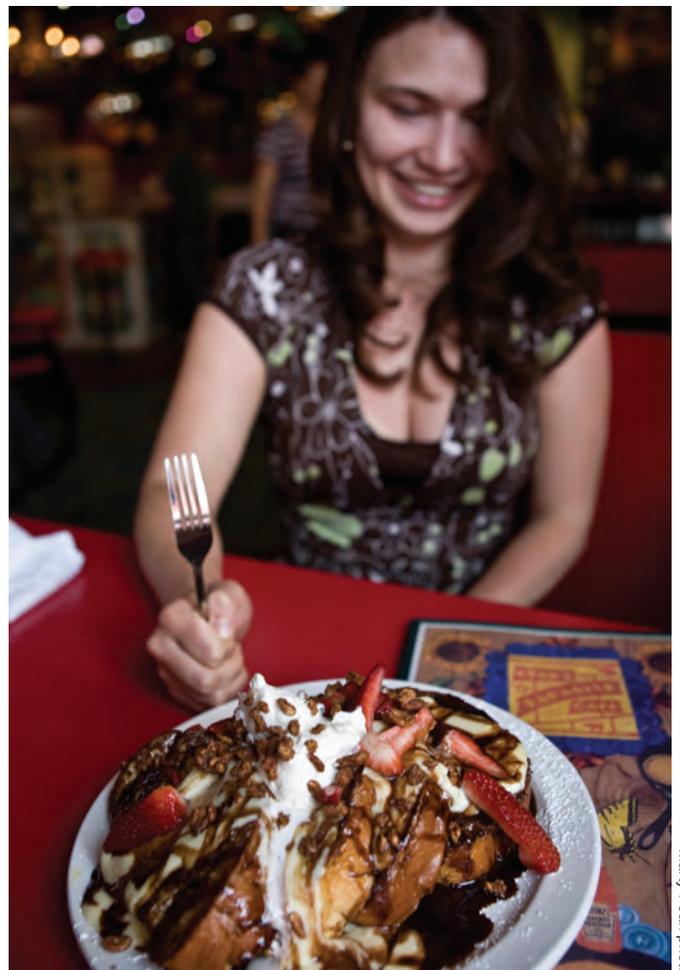
Left: Waterfront Park has many features like fountains and is in the heart of downtown Louisville.



Above: Churchill Downs is a not-to-miss Louisville destination.

Left: The Louisville Bats play at their East Main Street stadium on the Louisville waterfront.

Right: Louisville is increasingly becoming known as a foodie destination, and Mayor Greg Fischer launched an initiative in late 2013 to link food and bourbon.



Mary Peart photo



Right: The Louisville Zoo exhibits more than 1,500 animals on 134 acres.

Left: Louisville has a unique ability to easily combine business with pleasure on the waterfront.



Josh Kroll photo



Above: Louisville City Hall is a registered historic building placed on the National Register of Historic Places in 1976. Completed in 1873 to house the Louisville city government, the structure is located at 601 West Jefferson Street in what became Downtown Louisville, the center of the city's civic district.



Louisville Sports Commission photo

Above: The World Cyclocross Championship was held in Louisville in 2013, the first time the event ever was held outside of Europe.

Left: Louisville's iconic Brown Hotel recently underwent a renovation for its 90th birthday.



PEOPLE & PLACES



Marty Pearin photo



Left: The Kentucky Science Center, previously known as the Louisville Museum of Natural History & Science and then Louisville Science Center, is Kentucky's largest hands-on science museum.

Above: The Kentucky Derby Museum is an American Thoroughbred horse racing museum located on the grounds of Churchill Downs.

Below: Each year the Louisville MEGA Cavern is transformed into an underground holiday light spectacular for the Christmas season, called Lights Under Louisville.



Above: The Highlands neighborhood is an eclectic shopping, dining and entertainment district that includes primarily Bardstown Road.

Right: Queen of Rags, one of the many unique shops in the Highlands, is located on Bardstown Road.

Marty Pearin photo





Global fact finding?

Map out greater global reach from River Ridge.

Land and Location:

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Other assets include the Louisville International Airport and UPS Worldport, the largest automated package facility in the world.

Infrastructure:

High-volume water supply (80 to 100 million gallons per day), a new water treatment facility with a two million gallon per day capacity,

and 138kv power service provided by Duke Energy with 7,000 linear feet already installed. Three telecom providers keep data flowing.

Labor and Training:

A right-to-work labor force deploying cutting-edge skills supported by two local training providers and the Indiana Skills Enhancement Fund. World-class educational and R&D resources include the University of Louisville, Purdue University and Indiana University.



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Region's workforce commands respect

WhereOpportunityKnox.com links transitioning veterans to Greater Louisville careers

THE **Kentucky Indiana Exchange (KIX)** is a bi-state regional leadership coalition made up of private and public sector leaders. Established in the late '90s as the Regional Leadership Coalition, KIX's mission is to cultivate regional thinking and regional action around shared opportunities and mutual challenges. 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 a 26-county region of North Central Kentucky and Southern Indiana that includes both the Louisville and Elizabethtown Metropolitan Statistical Areas.



Beth Avey,
Executive
Director

From the **Ohio River Bridges Project** to tuition reciprocity, KIX recognizes that there are issues common to the entire region and if addressed in an integrated,

collaborative manner, the shared outcome can improve the region's economic prosperity. Having a trained and ready workforce is one of those common regional challenges, but what makes our region unique is its connection to veteran talent.

That's because in addition to nearby national defense assets in Southern Indiana (Crane, Camp Atterbury and Muscatatuck), the region is home to **Fort Knox** and the **U.S. Army's** program for transitioning soldiers. Each year upwards of 130,000 soldiers exit the Army and they either virtually or physically transition through Fort Knox. That, coupled with more than 120,000 military veterans from all branches of service already living in Greater Louisville, gives this region an unmatched connection to highly skilled and disciplined workers. The region boasts corporate citizens who have established best practices in recruiting veterans and their spouses that can be modeled for the region.

While numerous employers throughout the country have made the commitment to hire veterans, there is no geographic region that has taken on this challenge in a comprehensive manner. Our proximity to Fort Knox coupled with the best practices of our corporate citizens makes the Greater Louisville Region uniquely suited to become a veteran talent magnet and leverage it to our distinct competitive advantage.

Summer 2014 marks the launch of **Where Opportunity Knox.com**. A KIX initiative, Where Opportunity Knox.com will partner with regional workforce organizations to work with transitioning veterans and ensure that at least 10,000 accept opportunities in the Greater Louisville region by 2017. Regional employers, veterans and military spouses are encouraged to visit whereopportunityknox.com and join the initiative. ●



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“Advantage Louisville” Embraces The Future

Chair Kerry Stemler updates Greater Louisville Inc.’s success boosting regional economy

LOUISVILLE is a city that celebrates ideas, innovations and achievement. As we review all of the exciting developments conceived, continued or completed this past year, it is fair to say we are fully focused on an even brighter future as evidenced by some of the forward looking headlines we have already garnered.



Kerry Stemler, Chair

Forbes magazine, which last year ranked Louisville as the second fastest growing city in advanced manufacturing, this year has already listed Louisville as one of the top 20 markets with economic momentum going into

2014. *Fortune* magazine has listed Louisville as one of the 2014 “Breakout Towns” to watch, describing Louisville as one of the next “Brooklyns” because of its “thriving indie music scene and food trucks galore.” Plus, with a 16.2 percent increase in the number of educated residents, *Forbes* magazine recently ranked Louisville fifth for the cities gaining the most college graduates.

This momentum doesn’t just happen. In 2013, GLI’s economic development team directly assisted 69 companies in locating new operations or expanding existing ones in the region. These projects have created 3,684 new jobs at an average salary of \$47,543 and generated more than \$551 million in new capital investment.

These statistics are the direct result of a regional economic growth strategy that targets our strengths toward critical economic sectors producing strong job growth and higher wages to help drive economic prosperity across all of the region’s demographics.

Our **Food & Beverage Innovation** sector boasts one of the biggest business boons in the country. Bourbon makers from all over the world are investing nearly \$200 million in current capital projects in Louisville, including new and expanding warehouses, distilleries and tourist attractions. Bourbon production itself has increased by 50 percent in the last few years, supporting 10,000 jobs and a \$442 million payroll annually.

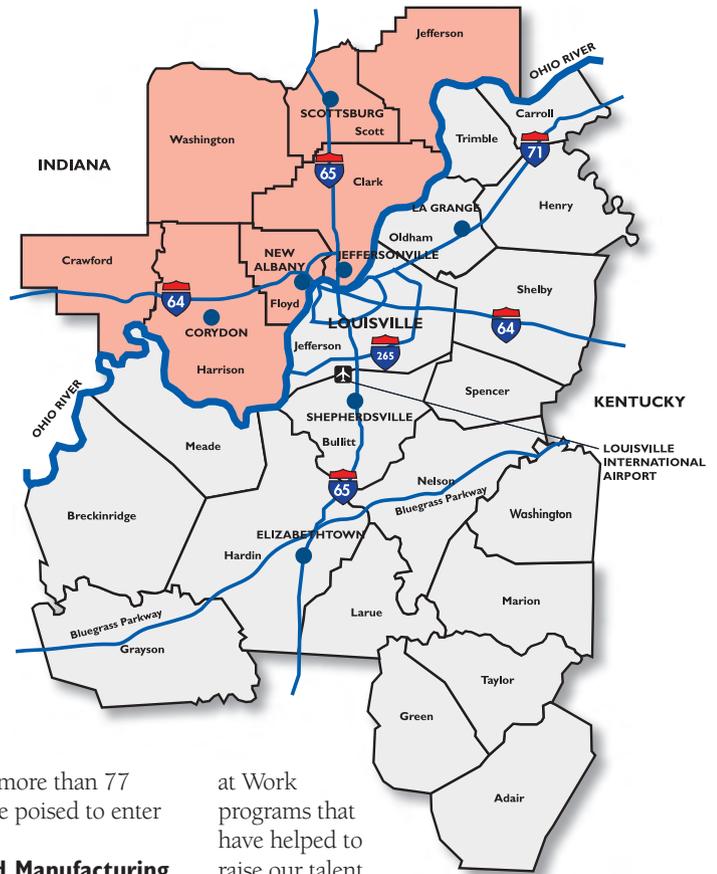
Louisville’s **Lifelong Wellness & Aging Care** sector not only generates

nearly 20,000 jobs per year, but has also helped to introduce such innovations as a patented prescription drug security and safety device marketed as “PillGuard” and personalized genetic diagnostic testing services developed at PGXL laboratories. 2013 heralded Louisville’s first Innovation Summit, which convened healthcare leaders and innovators from throughout the country to identify ways to address some of our greatest aging-care challenges. Louisville’s leadership in the area of efficient and effective aging care positions it well, as more than 77 million baby boomers are poised to enter the category.

Louisville’s **Advanced Manufacturing** sector continues to be bolstered by expansions, reshoring and innovations led by the advances at the two Ford plants and GE’s Appliance Park. Targeted industry accelerator programs at the Distilled Spirits Epicenter and through the Vogt Awards are providing entrepreneurs the resources needed to develop new technology and start new businesses. And research being done at the University of Louisville is leading the way in fields like additive manufacturing and micro-nano technology.

A convergence of natural and man-made assets has defined Louisville as a 21st Century logistics powerhouse. UPS’s WorldPort expansion has led to a network of more than 150 companies that make up Louisville’s unprecedented **Logistics & Distribution** sector.

Greater Louisville is also a region that fully recognizes the need to be good stewards of its economic community assets and proactive in determining economic destiny. That’s why we are proud of our aggressive 55,000 Degrees and Degrees



at Work programs that have helped to raise our talent pool’s degree attainment levels to historic highs.

With the full understanding that metros with a clear plan and powerful message will be better positioned to shape and anticipate future growth opportunities, GLI has committed to take regional economic development efforts to the next level with the research and development of a forward thinking regional strategy for the future.

“Advantage Louisville” will focus on core approaches of connecting assets in the region, accelerating momentum and value, and innovating new solutions to challenges Greater Louisville faces, while speaking directly to the advantages that the Greater Louisville region already possesses.

In short, “Advantage Louisville” will push the region into a more competitive position, accelerating its slow and steady growth and advancing successful initiatives already in place. It’s a fitting path for a region that has thrived on a rich history of embracing the future. ●



Louisville's vibrant healthcare sector, including the Jewish Hospital & St. Mary's HealthCare complex (pictured above), is a booming business that is seeing change and diversification in the midst of Affordable Care Act changes. Jewish Hospital and St. Mary's Healthcare are now part of the KentuckyOne Health statewide provider system.

Serving a growing healthcare demand

Options swell with the rise of medical licensure portability, retail healthcare, holistic solutions

BY DAWN MARIE YANKEELOV

WHILE traditional hospitals, physician practices and insurance providers continue scrambling to understand federal healthcare reform, other solutions for medical care are on the rise because of this shift. As these alternatives develop, Kentucky and Louisville are leading efforts in licensure portability, retail healthcare models, and holistic solutions to health and wellness.

Licensure portability

With interest in telemedicine use rising even before the advent of the Affordable Care Act, a number of health professional licensure groups are seeking to legislatively facilitate licensure portability, including APRNs, MDs, PTs, EMTs and psychologists.

The ACA is drawing additional new patients into the existing healthcare systems, and this is anticipated to cause some lack of access to care due to too few providers. It definitively

is creating activities across the board among those seeking reciprocal licensure recognitions, says **Rick Masters**, an attorney with Masters, Mullins and Arrington in Louisville. He travels extensively to support these efforts and recently met with the executive committee of the **Nurse Licensure Compact Administrators**, one of the groups he represents. Each of NLCA's 24 participating states is represented by the CEO of its Board of Nursing.

"Any diagnosis (made) electronically and interstate underscores the importance of these portability issues. There are 100 medically underserved areas in Kentucky, as identified by HRSA – 127 known health professionals for these areas is defined as not enough. In Kentucky, we can solve this problem with multistate licensure," Masters said. "Kentucky has already participated in this for RNs."

Nurse practitioners are not included in multistate licensure currently, nor are APRNs.

"There has been a fear that through licensure portability jobs will disappear,



ResCare, headquartered in Louisville, is the nation's largest private provider of services to people with disabilities; the largest one-stop workforce contractor and the largest privately-owned home care company.

but the concept is not new and there is no empirical evidence that shows this will happen,” he said. In fact, there is growing support at the trade association level for most healthcare professionals.

There are approximately 200 interstate compacts, most not in healthcare, since the U.S. Constitution was ratified some 225 years ago.

One reason Kentucky is active in licensure portability initiatives as that it has been the home since the 1970s of the national Council of State Governments, located near the Kentucky Horse Park. That organization has acted as the catalyst for education regarding regulations and is in a facilitator role regarding licensure portability.

“Licensure portability is a creative and innovative way for states to play in this process, while also finding ways to

improve access,” said **Crady deGolian**, director of CSG’s National Center for Interstate Compacts.

Beyond physician activity, deGolian said the EMT legislation is the furthest along and there will be draft legislation in 2015. Physical therapists will actively engage in earnest in the summer of 2014, with Kentucky’s state board involved in the process. On the horizon is telepsychology compact activity toward using online tools more effectively for patients.

In Kentucky, the impact of licensure portability could be substantial as there are 4,600 primary care physicians and another 5,500 specialists. “Compacts provide economies of scale and generally will benefit hospitals and corporations,” Masters said.

Kentucky’s Board of Licensure had taken no definite position to date, said its vice president, **Randel C. Gibson**, DO, of Mayfield, but that was set to change sometime in Spring 2014 after the national Federation of State Medical Boards met and conducted discussions.

A bipartisan group of 16 U.S. senators (none from Kentucky) publicly commended the FSMB and state medical boards for their recent efforts to streamline licensing processes for physicians who wish to practice in multiple states – helping facilitate the use of telemedicine and increasing access to care throughout the United States.

“I personally think we need to develop increased licensure portability, especially if we can establish a national KASPER-type system,” Gibson said, referencing the Kentucky All Schedule Prescription Electronic Reporting system. “We border seven states, and this would be a whole lot better.”

Retail healthcare expands

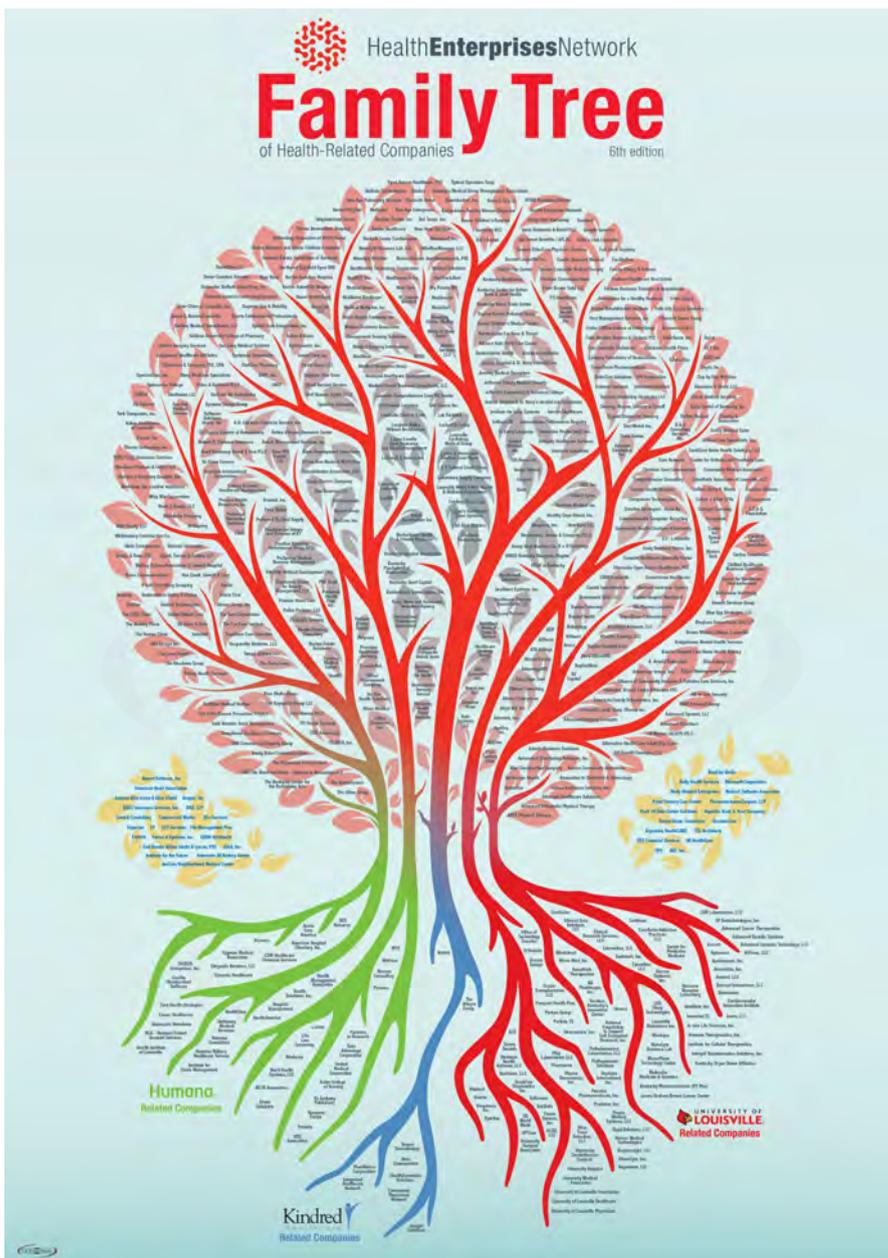
Legitimate need for patient care, Master said, has also given rise to the concept of retail healthcare such as **Kroger’s Little Clinics**, **CVS’ Minute Clinics**, **Walgreens’ Healthcare Clinics** and even a dental healthcare concept, the SUPERTEETH prototype in Detroit successfully operating for the last decade.

The Little Clinic concept began in 2003 with a first location in Louisville, Ky. In 2010, the company was purchased by The Kroger Co. The Little Clinic now operates 114 sites in select Kroger, Fry’s, and King Soopers stores in Ohio, Kentucky, Tennessee, Arizona, Georgia and Colorado.

The founder of the retail dental concept, **Geoffrey Rappaport** – also the founder of SUPERCUTS hair salons – says he is looking closely at Kentucky to determine if a rollout of a retail dental outlet is warranted here. His format emphasizes an on-demand dental industry model offering a retail healthcare experience with convenience for the consumer, quality service, affordability and no appointments.

Holistic and organic solutions apparent in state commerce

Other examples of growth in holistic and organic approaches to health and wellness can be found in the development of various new Kentucky-based businesses, such as CEO **Terry Minton’s Solidagex**, and University of Louisville’s **Dr. Hong Ye’s Earthblends** herbal relief patch.





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

The **Earthblends** patch is for sufferers from temporary acute or chronic discomfort throughout the body due to inflammation related with muscle strain, bursitis, arthritis, bruising or localized

inflammation in the back, neck or limbs. Patch use results show it begins working within an hour and can remain safely on the body location delivering relief for up to two days.

Solidagex produces proprietary refined extracts from native Kentucky goldenrod plants for use as bioactive ingredients in the nutrition and ag-bio industries. Solidagex' products are the result of Naprogenix' patented natural plant genomics technologies. Goldenrod is a natural anti-oxidant and safe as a

KENTUCKYONE HEALTH

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Ruth Brinkley, CEO, KentuckyOne Health

KentuckyOne Health was formed when two major Kentucky health care organizations came together in 2012. It 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 health care 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 across Kentucky and southern Indiana. It is the largest health system in Kentucky.

food additive for animal and human consumption, Minton said.

Dr. Hong Ye has combined her career knowledge as a toxicologist and researcher at the James Graham Brown Cancer Center in Louisville with her family's history as herbalists in China to create the Earthblends patch sold over the counter at Rainbow Blossom locations in Kentuckiana, as well as a number of pharmacies, including St. Matthews Pharmacy and Louisville Pharmacy or online at earth-blends.com. ●

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Stephen A. Williams, CEO Norton Healthcare

Norton Healthcare is a leader in serving adult and pediatric patients throughout Greater Louisville, Southern Indiana, the commonwealth of Kentucky and beyond. The hospital and health care system is the Louisville area's third largest private employer, and includes five Louisville hospitals with 1,837 licensed beds; seven outpatient centers; 12 Norton Immediate Care Centers; nearly 12,000 employees; some 654 employed medical providers; and approximately 2,000 total physicians on its medical staff.



Floyd Memorial Hospital is located in New Albany, Ind., and employs more than 2,000 associates.



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Recipe for revival

Bourbon is back, and Louisville is ready to make the most of it

BY KEVIN GIBSON

WHEN Welsh immigrant Evan Williams set up his first distillery in Louisville north of what is now Main Street in downtown Louisville, he never could have imagined the love affair the city – and the entire state of Kentucky – would have with bourbon whiskey over the next 200-plus years.

Then again, maybe he could; Williams was a man who loved his town as much as he loved his whiskey. The recently opened **Evan Williams Experience** in downtown Louisville is quick to illustrate this fact in its unique attraction that sits just south of where that first still began operating shortly after Louisville was founded.

The tour begins with a video re-enactment of Williams' early years being involved with city operations as part of its Board of Trustees and his appointment as harbor master, controlling the water traffic that came through and stopped at Louisville's port.

The tour follows his distilling legacy, as well as Louisville's bourbon heritage through the generations by way of a full-on, walk-through experience that includes a simulation of Williams' still and takes visitors up through the heyday of **Whiskey Row**, through Prohibition and into the present.

The Evan Williams Experience is quite a monument – and it is a worthy testament to the resurgence of bourbon as part of Louisville's economy. The push to revive Whiskey Row is moving forward, full throttle, and Louisville is eager to begin reaping the rewards on a big level. Michter's is building a \$10.9 million distilling and bottling facility in Shively, and is restoring the Fort Nelson building downtown at 801 W. Main St. into a distilling and tourism center. **Angel's Envy** is planning a distillery and bottling operation in the Vermont American Complex on East Main.

It's no shock to anyone that bourbon offers a huge economic boost to Kentucky; the state is synonymous with the bourbon industry much the same way Napa is synonymous with wine and Milwaukee is synonymous with beer. But Louisville had, in many ways, been left behind in favor of Frankfort, Bardstown, Loretto and other smaller towns in Kentucky where distilleries have taken root.



Whiskey Row is situated in the heart of downtown Louisville.

Brian Bohannon photo

So the \$10.5 million Evan Williams Experience represents the cusp of change, a return to whiskey prominence for Kentucky's largest city. It signals a resurgence of the once-thriving Whiskey Row in Louisville's downtown, which featured dozens of distilleries up until the 1920s. Whiskey is back, and Louisville's city officials and tourism representatives are set to make the most of it.

"Typically, when someone comes to Louisville they don't know what to expect," said **Stacey Yates**, vice president of marketing communications for the **Louisville Convention and Visitors Bureau**, whose job is helping to sell the city to convention planners. And what happens when a convention planner arrives to tour the city and assess its amenities?

Bourbon-centric events 365 days a year

"They are overwhelmed. They fall in love with the city. They decide they can fit here," Yates said. "And it's affordable, so they can book it. ... Our culinary and bourbon segment is giving it added appeal. What we think of as more of a leisure product actually helps entice visitors."

The bureau has been utilizing the state's bourbon attractions in its marketing since 2006. The Marriott Downtown added Charr'd Bourbon Kitchen and Lounge two years ago, and Louisville's Urban Bourbon Trail of drink establishments continues to add destinations with at least 50 bourbons available (some have as many as 170).

And this was all in place before distilling returned to downtown.

When he took office in 2011, Louisville Mayor **Greg Fischer** was quick to see opportunity. Recently he organized the **Bourbon and Food Work Group**, comprising 34 tourism, dining, bourbon and hospitality officials – from Brown-Forman distiller Chris Morris to whiskey historian and author Mike Veach to Yates and others – to head up an initiative to help Louisville's up-and-coming bourbon and dining scene thrive.

One key initiative in the mayor's plan is to develop a downtown bourbon center where visitors and locals alike can go to learn about bourbon, then get on a guided bus tour of the Kentucky Bourbon Trail, an eight-point (for now) destination to distilleries within an hour and a half of the city.

“Louisville has a renowned food and bourbon culture – and we are about to take it to an even higher proof,” Fischer said at the press conference announcing the initiative.

That was in early December 2013; the work group is set to re-convene this month to present its recommendations. **Chris Poynter**, communications director for the mayor’s office, didn’t offer any specifics as to what Louisvillians should expect but said he expects a large number of wide-ranging recommendations from the team.

“We want to be a culture where every night of the year there is something bourbon-related to do, something happening around bourbon and food,” Poynter said. “It could be a bourbon tasting, or it could be a dinner at one of our great local restaurants.”

While such events sound local and leisurely, they are intended for a wider audience than one might think. As an example, **Lilly’s Bistro**, a restaurant in the city’s Highlands neighborhood, held a **Pappy Van Winkle** bourbon tasting and dinner last November that drew a clamorous response, quickly selling out and drawing people not just from around the state but the region and even the country, according to Poynter.

Political vision to create a destination

Bourbon expert **Fred Minnick**, who serves as the Kentucky Derby Museum’s “Bourbon Authority,” applauds what is happening in Louisville. He cited the political barriers that provide a challenge to government leaders when it comes to distilleries – they are both highly taxed and highly regulated.

The Bourbon Effect in Louisville

- Bourbon generates **4,200 jobs** with **\$263 million payroll** every year in Louisville.
- Louisville distilling generates **\$31.6 million in tax revenue** every year, including property, barrel, payroll, sales and corporate income taxes.
- Tax payments on aging bourbon barrels have increased by **128 percent** over the last five years.
- More than \$50 million in **capital projects** are now under way or recently completed in Jefferson County as part of the Whiskey Row revival.
- Jefferson County could realize more than **\$2.5 million in spending** from Bourbon tourism.

Source: Kentucky Distillers Association

“It is a true challenge for any major city to have several distilleries in one place,” Minnick said. “What he has done in his term in terms of helping these distilleries and working with the restaurants and visitors bureau is nothing short of commendable.”

Fischer also saw what Louisville has been missing. A recent economic impact study by the **Kentucky Distillers Association** says it all: Bourbon is responsible for 4,600 jobs in Louisville with a payroll of \$263 million. And that’s before the coming influx of distillery attractions and other bourbon-related businesses.

Distilling in Louisville generates more than \$31 million in tax revenue every



Copper & Kings is a new brandy distillery in Louisville.

year, and bourbon tourism is credited for as much as another \$2.5 million annually. What will those numbers look like in a year? Two years? Five?

Meanwhile, tourism is a \$1.4 billion industry for Louisville and supports more than 22,000 jobs. The mayor, as well as the Convention and Visitors’ Bureau, understands the important connection between bourbon, dining, hospitality space, convention space and the almighty tourism dollar.

Louisville was, in December, ranked the No. 1 U.S. travel destination for 2014 by **Lonely Planet**, the world’s biggest guidebook publisher, which wrote in part: “Louisville has asserted itself as a lively, offbeat cultural mecca on the Ohio River. 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. On Bardstown Road in the Highlands you’ll find a hipster strip of shops and bars, not to mention many ‘Keep Louisville Weird’ stickers. Bourbon reigns in Louisville. This is the traditional jump-off for the Bourbon Trail; with bourbon’s current wave of popularity, new upstart microdistilleries, including some in and around Louisville like the small-batch Angels Envy, are giving the old names in bourbon a run for their money.”

As such, Yates routinely promotes the city with bourbon- and dining-centric promotional campaigns. One campaign bills Louisville as “**The Culinary Capital of Bourbon Country**,” an ad in *Saveur* magazine says, “We didn’t invent New Southern cuisine. We just added bourbon.”



Brian Bohannon photo

The Evan Williams Bourbon Experience includes tastings.

More than just bourbon

DISTILLING encompasses more than just bourbon whiskey – even in Kentucky. Part of this meteoric rise in Louisville’s distilling scene involves other spirits.

Copper & Kings, a brandy distillery, opened in early April near downtown at 111 East Washington Street. It is Louisville’s first and only brandy distillery.

Taking the position that there is plenty of bourbon being distilled already, co-owners Joe and Lesley Heron – the couple who developed Crispin Cider and sold it to MillerCoors – plan to find a niche in the Louisville distilling marketplace and do for apples and grapes what bourbon distillers do for corn, wheat and rye: turn them into delicious spirits.

The Copper & King distillery will have a rooftop tasting room and deck with a view of downtown on the three-story structure, with an art gallery set for the second floor, space for private parties, an outdoor courtyard, and there even will be a pig roaster and a “conversation pit.”

The brandy will be aged primarily in bourbon barrels, so the flavor and texture should seem quite familiar to bourbon lovers. But Joe Heron said Copper & Kings will use cognac barrels, sherry barrels and even barrels imported from Serbia.



Derby City Shine moonshine flavors will include spicy apple cider, lemonade and peach mango.

“There’s enough traditional whiskey everywhere in the world,” Joe Heron explained, regarding why he and his wife chose brandy. In addition, he said, “We don’t see ourselves as a consumer product, we see ourselves as a lifestyle experience.”

This is part of the strategy – to be a unique attraction and vibrant part of the community, even offering bike racks on site to encourage Louisvillians to stop by during their riverfront rides.

In addition, a new moonshine distillery called Derby City Shine will open later this year at 436 Baxter Avenue, between downtown and the Highlands in the former spot of a night club called Flip Flop Jacks.

Derby City Shine will distill its version of moonshine with a smoother flavor than regular corn whiskey provides; one small batch offering will be made from pure cane sugar. The distillery will also house a moonshine museum that traces moonshine’s history from backwoods production through Prohibition. There will be meeting and event space, a “speakeasy lounge,” a custom still with an overlook deck so visitors can watch moonshine being distilled and a retail store.

“We really want to be a tourist attraction, museum and a place where you can sample moonshine without having to buy it off a shelf or at a bar,” co-founder Jay Blevins said.



Brian Bohannon photo

The Evan Williams Bourbon Experience offers visitors a close-up view of the distilling process.

Another campaign is the Hot Brown Hop, a “tour” of 35 restaurants around Louisville that feature a version of the signature Louisville dish that sort of mimics Louisville’s 27-bar **Urban Bourbon Trail**.

Something is clearly working. Liquor giant **Diageo** is about to invest an initial \$2 million restoring the historic **Stitzel-Weller Distillery** in Shively to create a visitor center that will feature Stitzel-Weller artifacts, a whiskey education section, and feature **Bulleit** brand and other bourbons.

Meanwhile, media reports suggest Louisville-based Fortune 500 member **Brown-Forman** is looking at a downtown distillery attraction on East Main Street. Poynter confirmed that at least two distilleries are eyeballing downtown for such attractions, but he said it was too preliminary to name them.

Other cities are envious

So, it’s no coincidence that **NuLu** is exploding with new restaurants, or that Main Street is suddenly bursting at the seams with new dining options. And it’s no surprise that there are at least four hotel projects in the works downtown, including a 600-room luxury hotel by **Omni Hotels & Resorts** near Louisville’s convention center.

In addition, there are plans in the works to expand the 300,000-s.f. **Kentucky International Convention Center** downtown to make room for bigger gatherings. That effort isn’t a guarantee yet, but the addition of hotel space, dining and attractions will drive it forward.

“We are currently working feverishly to get the convention center expanded and renovated,” **Karen Williams**, president and CEO of the CVB, said. “If that happens, we’ll be able to retain some of the business that has outgrown it. If we

can get the expansion we’re projecting, another 25- to 30,000 s.f., we’ll be able to solicit 25 percent more business that the city has never been able to entertain that would only meet at a downtown convention center.”

One thing feeds another.

Convention planners want to know there is plenty to do near the convention center, so more bourbon attractions and dining feed that ability to bring those events. With the convention traffic comes the need for more dining and attractions, as well as the economic boost to make those things happen.

Best of all, when it was decided to begin touting Louisville as the gateway to Bourbon Country, it was a leap of faith based on the fact that bourbon is authentic to Kentucky and Louisville. It’s real.

“I have talked to my counterparts in Cincinnati and Indianapolis,” Yates said, “and they have told me they are very envious of this bourbon thing. And they are envious of our culinary scene as well. . . . We’ve got some things that are very authentically Kentucky and Louisville. Visitors want to have something that is uniquely authentic to the area.”

When the distilleries, bars and restaurants came on board, it created perfect storm of sorts that led to the ever-growing Urban Bourbon Trail. The ever rising popularity of bourbon outside Kentucky is only adding to this storm.

“What **Napa Valley** is to food and wine, I want Louisville to be to food and bourbon,” Fischer said at his press conference back in December. It looks like he’s about to get his wish.

“He saw the vision of what Louisville could be and what Louisville used to be and said, ‘This could be the future;’” Minnick said. “If bourbon fails to succeed in Louisville, it fails to succeed, period.

Louisville is an extremely, extremely important epicenter.”

Further success is clearly expected.

“I think in another year or two you’re going to see something like a mini bourbon trail between Main and Market streets,” Poynter said. “If you’re a visitor, you’ll be able to stay in downtown hotels and walk to bourbon attractions. We’ve got people investing millions of dollars in the bourbon industry. That’s only going to grow.”

Distiller and former city father Evan Williams would be proud.

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.com

Old Forester

Louisville – oldforester.com

Urban Bourbon Trail

Louisville – bourboncountry.com/urban-bourbon

Whiskey Row

Louisville

A brewing hub

As recently as 2012, Kentucky ranked near the bottom of U.S. states in terms of the number of breweries per capita. A study by the Brewers Association shows Kentucky had only 14 at that time, ranking them 43rd in the country.

By comparison, California had 316 breweries. That’s a far cry from the late 1800s and early 1900s when Louisville was in competition with brewing cities like St. Louis and Milwaukee, and when it was regarded as the top brewing city in the south.

But there’s plenty brewing in Kentucky in 2014 – the number of breweries and breweries waiting to open in the state has nearly doubled, according to the Brewers Association – and Louisville is leading that charge, helping establish the state as being about more than just bourbon. And much like bourbon, beer goes hand in hand with food. When a visitor comes to Louisville, they now have plenty of pairing opportunities.



“It’s almost impossible to go in a restaurant and not find a local Louisville beer on tap anymore,” John King, executive director of the Kentucky Guild of Brewers. “And although not all breweries have a restaurant component, those who do not have a strong food truck presence.”

A classic example is Apocalypse Brew Works, a small brewery nestled near the city’s Butchertown neighborhood that opens only two days a week, selling growlers and pints of local favorites such as Fallout Dust (a peppery pale ale).

There are plenty of breweries that have full-service dining. Bluegrass Brewing Company has been brewing in Louisville since the early 1990s and now has four locations. The much-talked-about Against the Grain has a brewery and smokehouse at Slugger Field downtown with a brewing team churning out category-based beers that are always changing. Cumberland Brews, in operation since 2001 in Louisville’s Highlands neighborhood, has a full menu and offers up beer brewed on premise.

And more are on the way. Great Flood Brewing opened in April just a few blocks from Cumberland in the Highlands neighborhood, and later this summer the city will see the opening of Beer Engine in the Germantown neighborhood.

“This is common for big cities to have many breweries,” King said. “The industry in general is growing, and Louisville is one of those cities.”

Louisville’s focus on bourbon could be an unintended deterrent to such an organized effort, but King believes Louisville is already a beer destination, boasting not only a number of well-regarded breweries, but also a number of beer bars and stores – Sergio’s World Beers in Butchertown was in Draft Magazine’s list of America’s Top 100 Beer Bars recently – that only further define the beer scene.



Apocalypse Brew Works sells growlers of local favorites like Fallout Dust.

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

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 ramsiscfe.com

Village Anchor

11507 Park Road villageanchor.com ●

A big money food hub

In addition to its standing in the spirits world, Louisville also is a highly reputable foodie town. So much so, that in 2013 Lonely Planet ranked the city No. 1 as a United States travel destination. Noted for its bourbon, local breweries and amazing restaurants and the Urban Bourbon Trail, Louisville is a hospitality hot spot, and some major companies in the business also call it home.

These companies include: Texas Roadhouse, Papa John’s, Yum! Brands (KFC, Pizza Hut, Taco Bell, Long John Silver’s, A&W Restaurants), Brown-Forman Corporation and a multitude of Urban Bourbon Trail members and local breweries.

According to Greater Louisville Inc., More than 120 food and beverage companies are located in this region, collectively employing well over 10,000 individuals and accounting for \$8.2 billion in annual revenue. The largest member of this industry cluster is the Brown-Forman Corporation. Headquartered in Louisville, Brown-Forman is among the top ten spirits companies in the world.

Yum! Brands represent the world’s largest restaurant company with revenues of nearly \$11 billion.

The region’s food strength also lies in the diversity of products produced in the area, from tomato sauce to tortillas, peanut butter, pork and baked goods — thanks in part to the fact that Louisville is located within 500 miles of nearly half of the U.S. population and state and local incentives encourage the industry.

Deep impact

UofL working with government and business to reshape Kentucky's economy

BY JAMES R. RAMSEY
PRESIDENT,
UNIVERSITY OF LOUISVILLE

WHEN one looks across the country in search of the most vibrant, economically sound and culturally rich communities, a common element is found – a major research university. Louisville is no exception. The University of Louisville is a change agent, the catalyst for innovation and economic strength in Louisville and in the region – from infrastructure improvements to educating and graduating the next generation of Kentucky taxpayers.

See how UofL's public-private partnerships are impacting the regional economy on page 22.

And while our role as an educational and civic leader has remained the same, the economics of higher education have changed dramatically. Repeated budget cuts from government funding sources and a sluggish economy have forced us to employ new ways to generate additional sources of revenue, cut costs and keep UofL on its amazing upward trajectory in academics and research. The UofL Foundation has been at the center of this economic renaissance.

Financial investment in property, infrastructure and cutting edge, faculty-led research companies will result in a return

on investment of millions of dollars, to be invested back into the university in the form of student scholarships, grants to researchers and much needed infrastructure improvements – in other words, it will produce knowledge, discoveries and jobs.

The Foundation's new properties at Nucleus Innovation Park and ShelbyHurst Research & Office Park are already attracting new businesses to the area, providing steady revenue back to the university. The proposed leading-edge Belknap Engineering and Applied Sciences Park is poised to play a part in a \$320 million digital manufacturing initiative recently announced by President Obama.

UofL's partnerships with government and private industry are also producing economic benefits. The state's investment in the university's "Bucks for Brains" program has attracted nearly \$400 million in matching funds for UofL to hire world-class faculty and researchers to develop life-changing innovations and applications. And our unique Metropolitan College partnership with United Parcel Service made it possible for thousands of students to earn a free college education and stipend, while keeping UPS a strong, competitive regional partner.



UofL and General Electric are collaborating on several research and development projects as well as offering graduate engineering students on-site classes and training at Appliance Park.

Our commitment to sound financial planning can be reflected in what we give back to the state. A recent economic report shows that for every taxpayer dollar invested in the University of Louisville, more than three dollars are reinvested in the state economy. In 2013, UofL had a \$1.7 billion impact on the state, was a catalyst in the creation of more than 20,000 jobs and generated nearly \$133 million in state and local taxes.

We are proud of the role we play for our region – as an incubator for intellectual change and economic growth.

UofL plays major role in White House initiative

UofL's success in fostering collaborative partnerships with government and private sector companies continues to gain national attention, most notably with the university's inclusion in the Digital Manufacturing and Design Innovation Institute, recently announced by President Obama.

UofL's engineering sector will play a major role in a consortium of Midwestern universities and companies tasked with making American manufacturing more competitive by engineering processes that reduce cost and improve efficiency.

The university's reputation for successful public-private partnership is



Lt. Gov. Jerry Abramson and UofL President James Ramsey

considered a main reason for inclusion in the \$320 million initiative and is expected to bolster the efforts to develop the Belknap Applied Science and Engineering Park.

This new facility would not only provide regional manufacturers access to technologies needed to be competitive in a changing global marketplace, but provide co-op and research opportunities for students. The ultimate goal – create high-paying jobs and generate millions in additional tax revenue for state and local government.

Being included in such a prominent consortium is a major accomplishment, but it did not happen overnight. Careful planning and dedication to implementing innovative economic strategies have made the university attractive to outside investment, while increasing the economic vitality of the region.

UofL is a driving force for discoveries and jobs

In just the last decade the **University of Louisville has solidified its reputation** as a catalyst of economic growth by investing more than \$1.6 billion on campus and throughout the community – including more than \$390 million in exciting new projects currently in development.

\$1.7b

UofL's total economic impact on the Commonwealth of Kentucky for Fiscal Year 2012-13 about 1 percent of the state's GDP. (1)



The creation of Metropolitan College spurred UPS to invest \$4B in capital construction, preventing the loss of 20,000 jobs and \$1.2B in annual economic impact by providing UPS with a reliable workforce needed to staff UPS Worldport. (3)

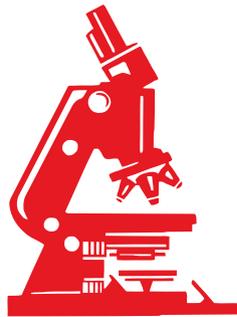
JOB



UofL is responsible for direct and indirect creation of more than 20,000 jobs across Kentucky. (1)

20,714

ADDITIONAL RESEARCH FUNDING



\$391m↑

UofL's reputation as a world class research university has attracted more than \$391 million in non-state extramural funding since 1999. (2)

MANUFACTURING FACT

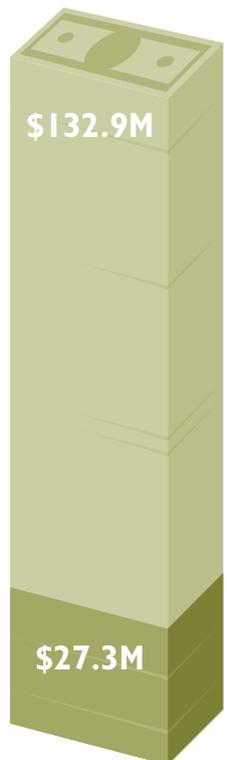


UofL will play a major role in developing President Obama's \$320 million digital manufacturing initiative, designed to improve efficiencies and reduce costs through leading-edge manufacturing research.

TAX BENEFIT

\$27.3m

In 2013, UofL generated \$132.9 million in state and local taxes, including \$27.3 million to Jefferson County. (1)



CURRENT PROJECTS

10 current and new construction projects proposed for the Belknap campus near downtown would create an estimated 5,211 jobs for the local economy. (1)



Rendering of UofL's Lynn Stadium, an \$18.5-million soccer field that will be operational in 2015.

STATE INVESTMENT



\$1.00

\$3.05



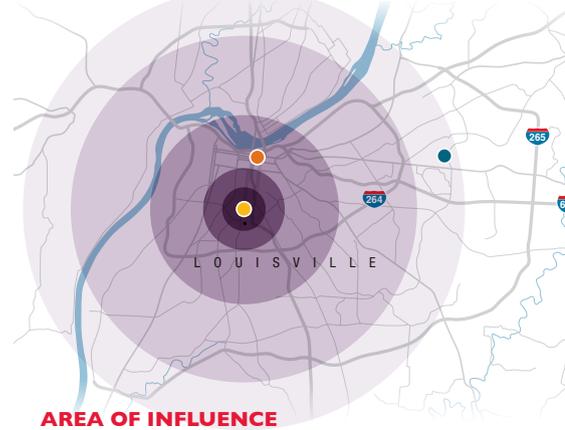
For every dollar invested to UofL by the state, it generates \$3.05 for the state's economy. (1)

Qualifiers:

- (1) 2012-13 UofL Economic Impact Report by report by Meench & Shanker, LLC
- (2) The Economic Impact of the University of Louisville: From 2003 to 2011 by Meench & Shanker, LLC
- (3) UPS Economic Fact Sheet

Expanding our vision

THROUGH its foundation, the University of Louisville is spearheading investment in research initiatives and commercial projects that will yield financial returns to the university and community for years to come. Working in partnership with business and government, UofL is developing three separate research parks, located on the main Belknap campus, in downtown Louisville and at the Shelby campus in eastern Jefferson County. Each is designed to entice outstanding development and business to the Louisville area, bringing new jobs and the potential for billions in revenue.



AREA OF INFLUENCE

UofL is investing in commercial development to conduct leading-edge research, create jobs and strengthen the region's economy

The proposed development will include additional research facilities for the Speed School and offices for applied science researchers and private companies in partnership with the engineering school.

● **The Nucleus Research Park**



The Nucleus Research Park, a three-block property in downtown Louisville consists of four planned research, technology and office buildings – one of which is The Nucleus – which opened in October and is at full occupancy. The park, dedicated to creating a vibrant technology business district along the city's Healthcare / University / Riverfront corridor, houses multiple operations in close proximity to expedite collaboration and shared expertise among researchers and companies.

● **ShelbyHurst Research and Office Park**



UofL's ShelbyHurst Campus continues to grow with the development of the 125,000-s.f. 700 North Hurstbourne. This follows the success of 600 North Hurstbourne, shown above, which opened in 2012 and is fully occupied. The newest building, a joint venture between the UofL Foundation and NTS Development Company is expected to be certified for its environmental efficiency. When fully developed, the office park is expected to have more than 1 million s.f. of commercial space.

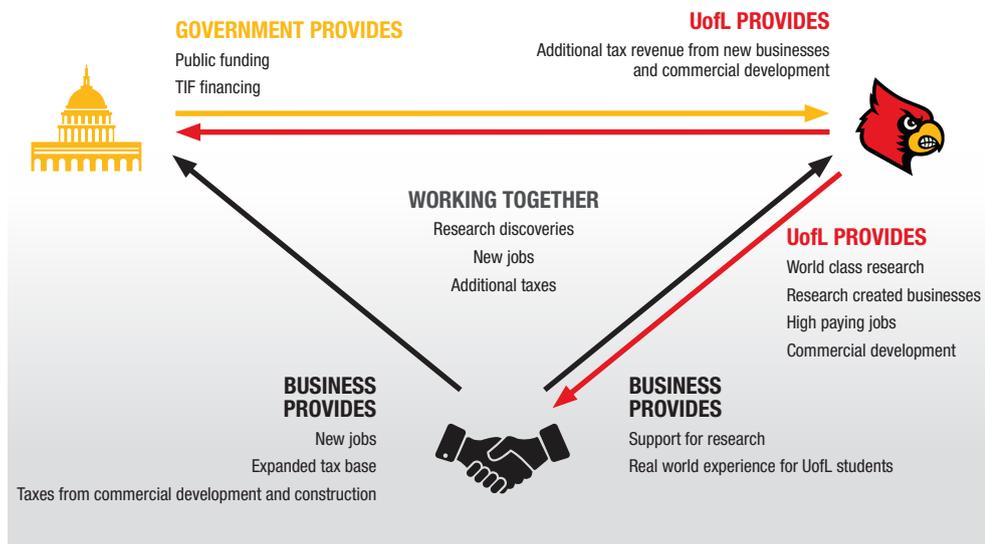
● **Belknap Engineering & Applied Sciences Research Park**



UofL has begun infrastructure construction on the Belknap Engineering and Applied Sciences Research Park, located south of the J.B. Speed School of Engineering.

Innovative economics pay off

UofL's innovative economic model is anchored by seven strategies that include increasing the number of private sector partnerships, utilizing innovative financing tools, and increasing contract research and commercialization income. Recent inclusion in the White House's newly formed Digital Manufacturing and Design Innovation Institute is another example of how these strategies are being applied. The partnership will allow the university to develop a state-of-the-art engineering park, form new industry collaborations, create new jobs and generate tax revenue in the process. The model at right shows how investing in UofL is a solid investment for both the state and the regional economy.



THE NUCLEUS RESEARCH PARK

WELCOME TO THE INCUBATOR OF

INNOVATION

Business First
**COMMERCIAL
REAL ESTATE**

DEAL OF THE YEAR

2014

See how we're stimulating collaboration and entrepreneurship
with this new epicenter of research and business.

UofLnow.com

UNIVERSITY OF
LOUISVILLE

University research to marketplace success

University of Louisville researchers are changing people's lives by not only taking their research from bench to bedside but also by transforming the economy with new businesses, new jobs and the potential for billions in new revenue. One initiative that has enabled the university to do this is its active participation in the state's Bucks for Brains (B4B) program, which provides matching funds that attract a variety of world-class scholars and researchers to continue their groundbreaking work at UofL.

The University of Louisville Foundation has vigorously supported these efforts, investing \$18.2 million in start-up companies that are direct results of leading-edge university research, enabling UofL to become partners in several successful commercial ventures that generate revenue for the university.

UofL or ULF aren't just investing in B4B researchers. The university is driven to invest in other unique areas of faculty research – and in some cases the companies launched by that research.

Institute for Product Realization

An Institute for Product Realization (IPR), a part of the developing Belknap Applied Sciences Research Park, will conduct research in manufacturing and logistics, renewable energy, and analytics and computer science. The facility may include Launchpad and Microfactory components, consisting of staff, 3D printing and equipment dedicated to support industry in the development of new products and processes.



The new Belknap Applied Research Park will be developed next to the Speed School of Engineering (photo left) and will include additional research facilities for the Speed School and private companies in partnership with the engineering school.

PGxl



Founded by Roland Valdes, Jr., PhD and Mark Linder, PhD, PGxl developed PerMIT software for physicians to identify the most effective treatments for patients. The software will reduce adverse drug reactions and make medical treatment more cost-effective. The capabilities of this software are the basis of what is known as “personalized medicine.”

technology that eliminates the need for continued medication by using Facilitating Cell Therapy to improve the body's immune system. Ildstad recently entered into a global licensing and research collaboration agreement with Novartis, which will develop the therapy not only in solid organ transplantation, but also for other diseases including inherited childhood metabolic disorders and red blood cell disorders, such as sickle cell disease and thalassemia.

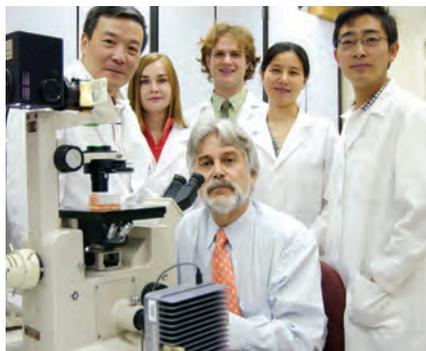
This innovative technology will afford patients a novel regenerative therapy that extends and enhances the quality of life without immunosuppression or genetic manipulation. This product eventually could be used to treat conditions such as Parkinson's disease, Alzheimer's disease, multiple sclerosis, and spinal cord injuries.

Regenerex



UofL and Regenerex research, led by UofL faculty Suzanne Ildstad, MD, have developed groundbreaking stem cell

RhinoCyte



Co-founded by UofL's Fred J. Roisen, PhD, RhinoCyte is focused on developing an innovative adult stem cell technology that will change the way neurodegenerative disorders are treated.

Advanced Cancer Therapeutics



Advanced Cancer Therapeutics obtained exclusive licenses for four new anti-cancer therapeutics and one pharmaceutical vaccine for human papillomavirus (HPV) made from tobacco plants. These advancements may provide patients with broad protection against many strains of HPV, as well as provide a cost-effective alternative to existing HPV vaccines on the market today. (above: Donald Miller MD, PhD) ●

Forget the red carpet. We roll out the barrel.



We know what our guests want from a place called the Gateway to Bourbon Country, and Louisville delivers every time. It's a place where the bourbon is free-flowing and so is the fun, and you'll never have to worry about running out of either. We'll make sure you have a bourbon in your hand and a smile on your face as long as you choose to stay. It's possible here. Get ready to have barrels of fun and visit ItsPossibleHere.com.

Louisville It's possible here.



A thriving manufacturing sector

Louisville and Southern Indiana produce products ranging from spices to power tools

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. Greater Louisville's location, with access to an abundant water supply and opportune logistics, make it a prime manufacturing location.

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 Corporation

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



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

The 13-county Louisville Metropolitan Statistical Area, which also includes four Southern Indiana counties, accounts for 75,100 manufacturing jobs, according to Greater Louisville Inc. When Hardin and Larue counties are factored in, the manufacturing workforce is 81,400 as of Feb. 2014.

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



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



Right: Louisville Stoneware creates iconic, hand-painted dinnerware and oven ware.

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.

Fiberoptic headlight systems
bfwinc.com

Bourbon Barrel Foods

Condiments, spices
bourbonbarrelfoods.com

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 moulding, 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-350,
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 Corporation

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

Kitchen Kompact Inc.

Kitchen/bath cabinets
Jeffersonville, IN –
kitchenkompact.com

Lantech Inc.

Stretch-wrapping equipment
lantech.com

Little Brownie Bakers

Girl Scout cookies
littlebrowniebakers.com

Lear Corporation

Automotive seating
lear.com



Above: PPG Porter Paints has been making paints and stains since 1921.

Right: Louisville Slugger, the premier name in Major League Baseball, has made wooden bats since 1884. Guests can tour the downtown Louisville museum.



Louisville Bedding

Bed pillows, processed fiber
loubed.com

Louisville Golf Club Co.

Custom clubs under the
Persimmon brand
louisvillegolf.com

Louisville Stoneware

Stone plates, bowls
louisvillestoneware.com

Mesa Foods

Corn and flour products
mesafds.com

MedVenture Technology

Medical devices
Jeffersonville, IN – medventure.com

Multi Packaging Solutions

Printer of home
entertainment products
multipkg.com

Nationwide Uniform Corp.

Security/police/postal uniforms
Hodgenville, KY

Papercone Corporation

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, trailing, lifting,
leveling equipment
Shelbyville, KY –
shelbyindustries.com

Stanley Black & Decker

Professional power tools
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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

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Above: Lincoln recently announced it would begin producing the all-new MKC in Louisville in 2014.

The courtroom goes high tech

Louisville's groundbreaking digital circuit courtroom systems set the pace for the nation

BY FRANK GOAD

GOOD things take a bit of time, and development of the advanced presentation and legal communication system in the Jefferson County circuit courtrooms is ongoing, and nothing short of amazing. As of spring 2014, the **Jefferson Courtroom Upgrade Project (JCUP)** is likely the most advanced courtroom audio-visual system in the country.

It represents a unique, forward thinking understanding of how people who form the juries have changed. Even more amazing, private donations from members of the Louisville trial bar are its primary funding source. The state judicial system, which has budgetary woes like all other state branches, has had to contribute no capital to achieve a level of excellence that is not only a point of pride for Jefferson County courts, the Louisville Bar Association and the state but a model other states want to follow.

The current JCUP 2.0 phase is the second revision of the all digital system. An initial courtroom setup was abandoned after better, more flexible and feature-rich technology became available. The initial setup relied primarily on analog technology, while the new version is almost entirely digital and offers levels of user involvement and control not available originally. Each attorney's team can control up to three video screens and accompanying audio channels in the courtroom; they can annotate and "mark up" materials on screen with a telestrator, much like those used on television sports and news broadcast.

Teams control the system by tapping tablet computer icons and "buttons" on its screen.

Every circuit courtroom in Kentucky now records video and audio of trials as they happen and includes them as part of case records. In JCUP courtrooms, digital evidence presented – video of a witness testifying or an attorney illustrating an exhibit with the telestrator – can go into the case record right along with the court's audio and video. It's a big plus should a case go up for appeal or come up for review for any reason. Any subsequent judge and jury can see in exact clarity how each side presented its case.

The Jefferson County Judicial Center is located in downtown Louisville and is utilizing groundbreaking new courtroom technology.



Planning for tomorrow's jurors

"We are building the courtroom of the future to adapt to the juries of the future," said **Patrick W. Michael**, a partner with the Louisville office of **Dinsmore and Shohl, LLP**, and JCUP's Chief Executive Officer. "Millennials are used to seeing and using multiple streams of information at once. They expect rich information and can process it intelligently – this system speaks to the Millennial generation's needs for learning and listening. Besides that, this is a big step in moving to a paperless legal system with this project."

Judge **McKay Chauvin** of Circuit Court, Division 8, echoes Michael's words.

"Whereas traditionally the plan seems to have been to build the courtroom of yesterday tomorrow, JCUP has committed to building the courtroom of tomorrow, today," Chauvin said. "The days in which lawyers could effectively try cases using nothing more than a stentorian voice, a magic marker and a flip chart are gone. Times have changed. Jurors have changed. A steadily increasing percentage of those jurors have come of age in the multi information age."

Continued on page 30



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office continues to expand as we service the needs of our client base.

Continued from page 28

A major first step toward a paperless system was Judge Chauvin's decision in 2009 to send out all court orders electronically, saving around \$6,000 per year on postage, paper and envelopes.

A unique public-private partnership

Today's advanced system is around because members of Louisville's trial bar believed in a vision of what could be enough to pay for it. They knew they would save time and effort not having to arrange for projectors, screens, Internet access and more as well as setting it up in the courtroom.

They realized also, Michael said, that "this system levels the playing field for all involved in a trial. Video interviews and testimony by witnesses and consultants can be shown without having to pay them (again) to appear in court, meaning lower costs with a wider range of evidence to support their case.

"If nothing else, because of the flexibility and speed with which electronic documents can be shared, those involved get a speedier trial."

There are few if any similar systems in the nation.

The project is under the guidance of JCUP LLC, whose sole member is the Louisville Bar Center dba the **Louisville Bar Association**. LBA attorneys provided feedback during the pilot phase to get their feedback and the trial bar, many of whom are LBA members, contributed around \$775,000.



Patrick Michael,
CEO, JCUP



Michael praises as well **Trinity Video Communications of Louisville**. It worked closely with equipment manufacturers to ensure components all were compatible. Trinity is familiar with government and judicial systems, having worked with agencies including Homeland Security, the State Department and Department of Justice at the federal level and a variety of state and local governments and police departments.

Orienting the users

Before attorneys or their staff may use the system, they must pass a hands-on JCUP training course covering hearings and trials. JCUP is developing classes on how to build clear, concise and persuasive content for both a live trial jury or anyone viewing recordings in the future. With the system still being improved upon, user input is constantly evaluated to ensure instructions are clear, devices and user interfaces are well-designed, it performs as it should, and bugs are eliminated.

A fingerprint reader controls access to identify users, ensure they've been trained and that they are a JCUP contributor/member. Adequate funding is being ensured by a subscription system, with non-members given access on a pay-as-they-go basis.

Given the rapid changes in technology, it is likely that this system will look different in five years, Michael said. "The more we use it, the better it gets."

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The Jefferson Courtroom Upgrade Project (JCUP) is likely the most advanced courtroom audio-visual system in the country.

Fisher & Phillips LLP
laborlawyers.com

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frostbrowntodd.com

Fultz Maddox Hovious & Dickens PLC
fmhd.com

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John Nation photo



Continued from page 30

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Sound financial footing

Louisville is the financial leader of the nation's No. 1 state for new business creation

BY ROBERT HADLEY

SUSTAINING Kentucky's recent entrepreneurial growth – the state ranks No. 1 in new business creation, according to the federal Bureau of Labor Statistics – means offering a ready supply of commercial banking outlets as well as accounting firms to help businesses effectively manage their money.

Fortunately, the state's 151 state-chartered banks provide a solid financial-services infrastructure to support the growing economy.



Kent Oyler, Managing Partner, OPM Services, Inc.

“In my opinion, the Louisville Metro has a full complement of traditional banking and financial services,” said **Kent Oyler**, managing partner of **OPM Services Inc.**, a financial consulting firm active in the start-up sector. “We have plenty of competent accounting firms, mergers and acquisition lawyers, banks, etc.”

According to the **Kentucky Department of Financial Institutions**, the commonwealth's banks are on sound financial footing.

Total assets for all state-chartered banks increased from \$46.723 billion in 2012 to \$47.523 billion in 2013, KDFI Commissioner **Charles Vice** said.

“I think there has been some increase in economic activity,” Vice said. “The housing market has picked up a little. During the previous two years, the

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Downtown Louisville's financial sector is home to numerous state and national banking institutions.

mortgage industry has really been driven by refinances.”

With interest rates at all-time lows in 2011 and 2012, many existing homeowners applied for new mortgages at lower interest rates to cut monthly payments and the overall cost of their homes, generating fee income for lenders. Beginning in 2013, Vice noted, mortgage lenders started to see an uptick in lending for new home construction as well.

While commercial loans in Kentucky (those secured by real estate and those not secured by real estate) kept pace with national growth in 2013, business construction loans lagged behind the rest of the nation.

Construction/development loans in Kentucky fell almost 3 percent from 2012 to 2013, while nationwide the same type of loans saw a nearly 4 percent increase.

Oyler and Vice both blame the current regulatory environment for Kentucky's conservative loan growth.

“The current regulatory environment makes borrowing extremely challenging for smaller businesses,” Oyler said via email.

Compliance with the **Dodd-Frank Wall Street Reform and Consumer**

Protection Act and other new rules from Washington can hamper small-business loans, particularly among community banks, Vice explained. Not only do banks have to determine if new rules apply to them, they may also have to hire additional staff to ensure regulations are followed.

“Community banks really want to make sure they get it right up front,” he said. “So sometimes they're taking a more cautious approach to lending just to make sure they get it right. And that in itself may slow down some economic activity.”

According to the KDFI, about 145 of the commonwealth's state-chartered banks have \$1 billion or less in total assets. The distinction is significant given Kentucky's growing business environment.

“If you look at the emphasis smaller banks place on small-business lending,” Vice explained, “it makes up a significantly larger component of their

FINANCIAL SERVICES

loan portfolios compared to larger banks.”

Nationwide, Vice said, banks with \$1 billion or less in total assets devote 28 percent of their loan portfolios to small-business loans versus only 8 percent for banks with \$10 billion or more in assets. A similar trend is reflected among Kentucky banks.

If Kentucky's startup business growth is being underwritten by small, community banks, it also allows those banks to play a role in economic recovery.

“Particularly in Kentucky, we have smaller community-based banks that have a vested interest in seeing their communities succeed,” Vice said. “That’s why you see a larger percentage of their loan portfolio going to these small-business loans, because they know that’s the economic engine driving the community.”

According to the **Federal Deposit Insurance Corp.**, one unique attribute about the Louisville market is that as of 2013 it contains 42 banks and savings and loans with 436 bank branches, far more than any other single city in the state. (Next largest Lexington has 34 banks with 189 offices).

Despite the number of available banks, Louisville metro's financial services market could use some diversification.

Oyler suggests that alternative capital sources, specifically institutional mezzanine funds, private equity firms, venture capital firms, investment banks and real estate investment trusts should be added to the Louisville market.

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“These non-traditional funding sources are the grease for the gears of capital, and in turn job and wealth creation,” Oyler said. “Louisville and Kentucky need to launch a herculean effort to grow and attract more of these funding sources, most of which co-lend or complement our traditional bank-based lenders.”

Once the necessary capital is available for business expansion, companies and entrepreneurs need help managing their resources, particularly when it comes to taxes. Accounting firms play a significant role in entrepreneurial growth, said **Penny Gold**, CEO of the **Kentucky Society of CPAs**.

“From day one, they are often a business owner's first stop, advising new entrepreneurs on business plans, entity selection, bank loan preparations, taxes and TIF (tax increment financing) incentives,” she explained via email. “CPAs are also active leaders in organizations that nurture the entrepreneurial spirit. You will find strong CPA participation in associations like the **Lexington Venture Club**, **Venture Connectors** in Louisville and the **Real Estate Venture Exchange**.”

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New Washington, IN – newwashbank.com

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The Peoples Bank of Bullitt County
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Madison, IN – rvfbank.com

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Springfield, KY – springfieldstate.com

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Town & Country Bank and Trust Co.

Bardstown, KY – mytcbt.com

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Powerful engines of growth

For 100 years, Ford has been an economic driver for Louisville and advanced manufacturing

BY FRANK GOAD

GROWTH in Louisville and Southern Indiana for the past 100 years has largely been paralleled by **Ford Motor Company's** operations locally. That track record was further reinforced when Ford made two more big manufacturing announcements regarding Louisville facilities in late 2013 and early 2014.

And beyond vehicle production, there was another important announcement focusing on Ford's community relations, one designed to build future socioeconomic benefits far beyond today's payrolls and job creation – one focused directly on the area's children. Ford's presence in the state is also felt far beyond the Louisville and Southern Indiana area.

An important economic partner

The **Kentucky Truck Plant** and **Louisville Assembly Plant** together build more than 2,000 vehicles every day. Ford lists employment of more than 8,300 workers, and some sources quote closer to 9,000 before further expected new jobs are added. Beyond Michigan, there are more Ford employees in Louisville than anywhere else. According to the generally recognized job-multiplier effect of nine jobs for each assembly line job, more than 72,000 additional jobs have been created in the area to support the Ford plants. These range from parts manufacturers to companies supplying the vending machines in the plants.

Ford does business with 126 Kentucky parts and service providers and spends more than \$3 billion with them, according to **Gabby Bruno**, regional director for state government relations.

The ripple effect of that money has had long-lasting effects, too, far beyond the estimated half-billion payroll dollars pushed into the area every year, and the over \$85 million in Kentucky and Indiana state and local taxes on that pay.

Beyond jobs, Ford has a strong commitment of giving back to communities in which it does business. Community giving from the Kentucky Truck and Louisville Assembly plants totaled nearly \$1.6 million in 2013.

Ford Motor Company Fund and the larger Ford organization in total have contributed \$13 million since 1960.



Sam Varrit-Hagen/Ford Motor Co. photo

Pictured from left: Todd Dunn, UAW Local 862 President, Mike Abel, UAW Region 8 Rep., Darryl Nolen, National UAW Ford Dept., Greg Fischer, Louisville, Ky. Mayor; Steve Beshear, Kentucky Governor; Joe Hinrichs, Ford President of the Americas, Joe Bobnar, Plant Manager; Scott Eskridge, UAW Local 862 Chairman and Jerry Abramson, Kentucky Lieutenant Governor helped celebrate after Ford Motor Company's big announcement at its Kentucky Truck Plant. Ford is investing \$80 million and creating 350 jobs at the plant to meet surging demand for F-Series Super Duty trucks.

Schools and next generation careers

The most recent civic and community contribution was the March 2014 announcement that Ford had added area schools to its network of more than 15 "**Next Generation Learning**" communities. Inclusion in the program is expected to be a major step forward toward preparing the area's young people for the future and ensuring their ability to compete and remain economically viable.

Beginning in late 2012, more than 90 community leaders worked together for 18 months to craft a three-year master plan to guide community education efforts and raise the number of students participating in career academies within **Jefferson County's 5-Star schools**. The plan calls for a board of senior business leaders to focus on expanding employer engagement with the schools. Ford employees are working with Jefferson County's 15 5-Star public high schools as part of a hands-on learning experience designed to shape the schools into career-themed academies.

The objective is to raise graduation rates from 76.5 percent in 2013 to 83.7 percent in 2016, and accomplish three

other goals for that year: Lowering the annual dropout rate to 3.8 percent; increasing the percentage of students who are college- or career-ready from 51.3 percent to 72.4 percent; and have all students attending 5-Star schools enrolled in a 5-Star career academy.

The Ford Fund and **America's Promise Alliance** came together to provide \$75,000 to support implementation of the Ford Next Generation Learning (NGL) community master plan. The Ford Fund is adding another \$25,000, bringing the total grant to \$100,000.

Louisville is an **America's Promise GradNation** community and an early adopter of the GradNation goal to increase graduation rates to 90 percent by 2020.

Ford supports the program through its NGL leadership team, who gives ongoing guidance and technical assistance during the implementation. They also help participants become part of the national network of NGL communities and take advantage of best practices, practical solutions, peer-to-peer mentoring, online resources and program institutes. One main end result is to show companies considering the area that Ford, Louisville

Ford recently announced it is investing \$80 million and creating 350 jobs to invest in the F-Series Super Duty truck plant. Photo by Sam VarnHagen/Ford Motor Co.

and Southern Indiana are actively preparing students for high-skill jobs with above average wages.

Truck demand spurs growth

On the employment front, Ford made more headlines by announcing it was investing another \$80 million to increase production in Louisville of its **F-Series Super Duty** trucks at the Kentucky Truck Plant. This is on top of the over \$1.2 billion investment made in KTP and the Louisville Assembly Plant, which produces the Escape SUV.

To lock in Ford's most recent investment and the new jobs at KTP, and to encourage Ford to invest \$800 million in new developments in the next several years, the **Kentucky Economic Development Finance Authority** (KEDFA) raised the company's approval for tax incentives of up to \$290 million through the Kentucky Jobs Retention Act (KJRA).



Joe Hinrichs, Ford's President of the Americas

"Customer demand for F-Series Super Duty trucks is growing substantially, and the F-Series overall is America's best-selling truck for 37 years running," said **Joe Hinrichs**, Ford's president of The Americas, during the news conference announcing the expansion. How popular are they? The F-Series light



Sam VarnHagen/Ford Motor Co. photo

trucks were the top selling vehicles in 2013. Celebrating its 65th anniversary last year, F-Series sales topped 750,000 units in 2013, revving up to more than 70,000 sold in December after eight straight months of sales above 60,000 vehicles per month. On average, a single F-Series pickup was sold every 41 seconds in 2013, and demand continues to grow along with America's slow-but-steady economic recovery.

"Building on more than 100 years of manufacturing in Kentucky," Hinrichs said, "we are proud to expand our profitable growth in the region as a result of our leadership in trucks and SUVs. We're hoping we'll continue to see growth in the U.S. economy and growth in truck sales that will allow us to invest even further, but this takes (KTP) up to one of our largest capacity plants in America."

Joe Bobnar, plant manager at KTP, said, "Bottom line, Kentucky Truck Plant builds great trucks. Ford is proud of the work we do here and the thousands of dedicated workers who make it all possible."



Joe Bobnar, Kentucky Truck Plant manager

The plant opened in 1969 and covers around 6 million s.f. The increased demand for Super Duty trucks spurred the investment to expand production capability by 15 percent, or around 55,000 more trucks annually. This expansion also means the creation of another 350 jobs to go along with the almost 4,000 people already employed at KTP.

"This is a great day to be both 'Ford Tough' and a Kentuckian," Gov. **Steve Beshear** said during the announcement. "For more than a century, Ford has created quality vehicles and quality jobs in the Commonwealth of Kentucky. Kentucky is already the third largest auto producing state in the country, and Ford's expansion will push us closer to the top. I'm looking forward to seeing even more Kentucky-made Ford F-Series pickups on the roads and more Kentuckians back to work as a result of this investment."

Louisville Mayor **Greg Fischer** appreciates the city's relationship with the advanced manufacturing giant also.

"Ford's history is Louisville's history – and this new investment further solidifies our 101-year partnership," Fischer said.

Kentucky's excitement is echoed by the business community across the river from Louisville.

"All of us in Southern Indiana are cheering for Louisville on the latest Ford Motor Co. announcement," said **Wendy**



Sam VarnHagen/Ford Motor Co. photo

Joe Hinrichs (right), President of the Americas, Ford Motor Company and Kentucky Governor Steve Beshear after speaking to employees, media and guests during Ford's big announcement at its Kentucky Truck Plant. Ford is investing \$80 million and creating 350 jobs at the plant to meet surging demand for F-Series Super Duty trucks. Photo by: Sam VarnHagen/Ford Motor Co.

Dant Chesser, president and CEO of **One Southern Indiana** (1si). “This is a great opportunity for Louisville and the entire region. The decision to expand jobs and payroll benefits the entire region and all of our businesses. Congratulations to all the partners involved who made this a reality: Mayor Greg Fischer, Greater Louisville Inc. leadership and the many other partners who contributed to this success. Economic Development is a team sport and it’s exciting for players and spectators when we win.”

“The ripple effect of this announcement will be felt in a positive way for years to come,” said **Matt Hall**, executive vice president for 1si. “We applaud all the folks who brought this project to fruition. This is a big win for our region and our economy.”

Another Lincoln from Kentucky

The KTP already produces the **Lincoln Navigator** full-sized SUV in addition to the **Ford Expedition** and F-Series trucks. At LAP, the Ford and Lincoln Motor Cos. announced that the 2015 **Lincoln MKC** small SUV will go into production also alongside the popular Ford Escape compact SUV. The MKC is Lincoln’s entry into the highly competitive small SUV category.

“Louisville Assembly is the home of the Ford Escape and the recently introduced 2015 Lincoln MKC starting this summer. ... This type of investment not only means great things for our workers, but for the Commonwealth of Kentucky and its citizens,” said **Darryl Sykes**, plant manager at LAP.

While the MKC and the Escape are similar in size, the MKC is slightly wider and, fully equipped, offers far more amenities than the Escape. Production is slated to begin in the second quarter of 2014, and space was allocated for other additional assembly lines when the plant was totally revamped a couple of years ago.

This is a logical move as Ford works to re-establish the Lincoln brand. The small premium utility class has grown over 200 percent in the last five years, and more growth is predicted. Some 100 new jobs could be added to handle production, but if predicted growth comes it could mean even more jobs to meet sales demands.

The MKC features advanced technology in keeping with Lincoln’s luxury status. One of them is called “approach detection,” which senses that the vehicle’s owner is within range and headed to the vehicle. Once the key fob in your purse or pocket is detected by the MKC, it will turn on head



and tail lights and shine a “Lincoln welcome mat” light onto the ground by the driver’s door – the image is the Lincoln logo, and it’s projected from under the outside mirror. Its base price will be \$33,995, which is in the range of a fully equipped **Escape Titanium**.

The MKC, however, needs its own new production line.

“Although it doesn’t share most of its underpinnings – we have a unique brake system, unique suspension and other things – we did have some facilities equipped in Louisville to be able to take (production of) the new MKC product,” said **Lisa Drake**, the MKC’s chief engineer. “We did put substantial investment in the plant in order to build the Lincoln, and with the level of quality that would be needed to compete in this segment.”

This is a big step for Ford because this market segment has been dominated largely by Audi, BMW, Mercedes and, most recently, Buick. The new MKC meets the competition head-on with power, luxury and comfort.

More power outside the area

These three big announcements were followed in February 2014 by Ford’s awarding the state a \$120,000 grant for automotive battery research. University of Kentucky professor **Y.T. Cheng** will lead the research.

“The Ford project presents some unique challenges and opportunities to advance state-of-the-art battery manufacturing research and development, and training in Kentucky,” Cheng said.

Lincoln announced it would begin production in Louisville in 2014 of the all-new MKC.

The University Research Project grant will be used to study the preparation of materials used in making electrodes. The goal is to lower the cost, shorten the development cycle and improve the quality and performance of future batteries. It’s the first such grant given to the commonwealth from Ford for research and development. The work is located within the **Kentucky Energy Research Complex** in Lexington. Other industrial research partners include Kentucky-based companies such as **Hitachi, Toyota, Arkema, n-Gimat** and **NOHMs**.

“We are focusing here on how the battery electrodes are made,” said Ted Miller, Ford senior manager of energy storage and materials strategy and research. “Our collaboration with the Kentucky-Argonne Battery Manufacturing Research and Development Center is an important piece of the battery technology puzzle.”

Miller was also instrumental in opening a battery lab at the University of Michigan.

“We appreciate the confidence Ford has put in us to partner with them in the area of developing the technology for vehicle electrification,” said Dr. Tony Hancock, executive director of the **Kentucky-Argonne Battery Manufacturing Research and Development Center**. “This is yet one more step toward realizing Gov. Beshear’s dream of making Kentucky a leader in battery technology. Performing this original research will advance state-of-the-art lithium ion battery production.”

Gov. Beshear added, “Advanced batteries continue to play a significant role in the energy and economic security of the United States, and Kentucky is leading the charge. I’m confident this grant will mark the first of many more research opportunities to come.” ●



Lisa Drake, MKC chief engineer



Y.T. Cheng, University of Kentucky professor

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A logistics powerhouse

Ohio River Bridges Project will further enhance Louisville and Southern Indiana's business assets

BY ABBY LAUB

THE 2016 completion of the Louisville-Southern Indiana Ohio River Bridges Project will enhance the Greater Louisville area's already favorable logistics scene.

Since the river city's founding in 1778, Louisville and logistics go hand-in-hand, as the city is within a day's drive of two-thirds of the U.S. population from its intersection of Interstates 64, 65 and 71. And thanks to airport, waterway and railway access, Louisville is a major freight hub.

But when infrastructure ages, business slows and 2013 exposed the glaring need for repairs on the area's bridges. Earlier this year, the Federal Highway Administration submitted an updated financial plan for the **Ohio River Bridges Project**, which includes two new bridges is estimated to cost \$2.36 billion.

The project – a modernization and rehabilitation project – includes two parts:

- The **Downtown Crossing** includes construction of a new bridge for northbound Interstate 65, renovation and reconfiguration of the John F. Kennedy Memorial Bridge to carry southbound I-65 and rebuilding of downtown interstate interchanges.

- The **East End Crossing** comprises a new bridge and approaches eight miles upriver from the Central Business District to connect the two states' pieces of I-265.

The East End Crossing will be of huge benefit to the already burgeoning River Ridge Industrial Park in Jeffersonville. The 6,000-acre site is immediately off of I-265.

"From an access standpoint it's bridging the gap between Interstate 65, 71 and 64. That increased connectivity to the already



The Ohio River Bridges project includes the construction of two new bridges.

great interstate system we have here in the Louisville MSA – it's an enhancement no question," said **Paul Wheatley**, director of marketing and finance at **River Ridge Development Authority**. "The first interchange when you come across the new bridge will directly serve River Ridge."

In addition, the state of Indiana and local business partners recently came together on a \$22.5 million project recently that will link the nearby Port of Indiana-Jeffersonville to Indiana State Road 62, giving unprecedented multimodal capabilities to the River Ridge area.

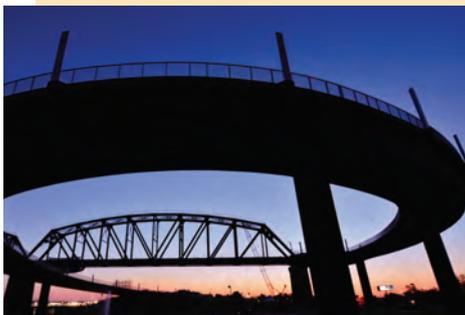
"We are expecting some major growth, and we've already seen major growth from the initial bridge announcement," Wheatley said. "The bridges project really resonated with businesses who were considering Louisville and Southern Indiana. We market not only regionally and statewide, but also nationally and internationally."

River Ridge hosts more than 40 companies, employs nearly 6,000 people and has 4.5 million s.f. of buildings. It is courting some major new tenants.

"We can't force companies to invest here but we can put our infrastructure and site in a position to capitalize on the opportunities when they come," Wheatley noted.

An improved infrastructure will continue to draw new companies and expand the area's reach on an international scale. Similarly, Worldport is credited with connecting Louisville to more than 220 countries and territories around the world.

"In addition to the \$2 billion that UPS has invested in Worldport and the 23,000 employees we employ in the commonwealth, we have attracted 141 companies to move to the region to be close to Worldport to take advantage of the global logistics network," said Mike Mangeot, public relations manager at UPS Airlines.



A low grade walking ramp leads pedestrians up to the repurposed Big Four Railroad Bridge, offering stunning views.

Pedestrians can now cross the river more conveniently

THANKS to a diligent combined effort between Louisville and Jeffersonville, Ind., and the surrounding region, the Big Four Pedestrian/Bicycle Bridge spans the Ohio River to connect Louisville's Waterfront Park with the small-town charm of Jeffersonville. The ramp on the Louisville side opened last year, and the Jeffersonville ramp is scheduled to open in 2014. The Big Four Railroad Bridge sat unused for years and will encourage healthy recreational activities.

Water, rail and airways that pay

Louisville International Airport and nearby Bowman Field, are owned, operated and developed by the **Louisville Regional Airport Authority**. The authority is self-funded and derives operating revenue from a variety of user fees.

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.

The 1,057-acre Port of Indiana-Jeffersonville, across the Ohio River from Louisville, part of the Ports of Indiana system. It has an 11-mile interior rail system, access to three interstates and 3,200 feet of riverfront.

Louisville is served by three Class I railroads – **Canadian Pacific Railway**, **CSX** and **Norfolk Southern**. CSX and Norfolk Southern provide Louisville with direct rail service to markets east of the Mississippi River and connections to the West Coast. The city is one of CSX's four regional hubs.

RIVER RIDGE DEVELOPMENT AUTHORITY

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(812) 285-8979



Jerry Acy, Executive Director, River Ridge Development Authority

The River Ridge Development Authority owns and manages the River Ridge Commerce Center, located on approximately 6,000 acres along the Ohio River in Clark County, Indiana. It is the mission of the River Ridge Development Authority as mandated by Indiana statutes to plan, rehabilitate, redevelop, and prepare the former Indiana Army Ammunition Plant for private enterprise and development.

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Fostering new business

Nucleus a great example of how the region is spurring economic and creative growth

BY FRANK GOAD

GREATER Louisville and Southern Indiana's business climate is a welcoming and diverse environment, helping all businesses – from mom & pop shops to creative startups to large corporations – succeed and raise the bar for future growth.

One of the latest examples of how businesses are being encouraged to succeed is Nucleus.

It's easy to think that once a business is solid the hard part is over. But **Nucleus**, the **University of Louisville's Entrepreneurship and Innovation** incubator, works to help any company's employees learn to think more progressively. Companies new and old who work with Nucleus find a wealth of business resources to help them succeed and grow.

One example is the LaunchIt classes – which are a training and development success by any standard – that have helped many startup businesses successfully launch and established businesses learn to think more entrepreneurially. Nucleus' contributions go much further by also providing unique facilities and spaces that startups might not be able to adequately get for themselves.

While Nucleus has a variety of goals, a prime set of missions is to teach entrepreneurs how to create a successful business by learning to prove and improve business concepts, validate demand for their products and services, and fine tune



In a reflection of the growing venture capital scene, the University of Louisville is redeveloping the former Haymarket site downtown into the Nucleus incubator for life science businesses. The first of four planned structures on the four-acre site is now fully leased. (Aerial photo taken during construction.)

their message to investors, supporters and the public. This goes hand-in-hand with their work to connect their constituents with people in the business and educational communities who share their experience, knowledge and perhaps even their contacts with them.

“We want Nucleus to be the destination site for entrepreneurs, and to do that we are continuing to grow our programs and services. We want to do anything we can to help young, emerging companies become successful,” said **Vickie Brown Yates**, president and CEO of Nucleus. “It used to be people went to college to get a good job, but now we see more and more people embracing entrepreneurship; and that goes along with what we believe is a sort of business renaissance in this state. These are very exciting times, and Nucleus is proud to be a part of it serving our state.”

Nucleus' work also helps “intrapreneurs” – those looking for new ways to improve existing companies.

“It was unlike any business course, class or seminar I've ever taken,” Greg Buccola of Louisville architectural, engineering and construction

management firm Luckett & Farley, said after attending the fall 2013 LaunchIt classes. “It helped me look at our current systems through a different lens and figure out how to provide more value to our clients.”

Growing economy and growing spaces

To meet the growing demand for facilities and space specific to certain industries, Nucleus is developing more spaces around Louisville. Besides the current Nucleus Innovation Park Downtown location on Jefferson Street, and the Market Street facility that opened in 2013, a facility is planned for the UofL campus adjacent to the Speed School of Engineering, and further development is planned for the **Owensboro (Ky.) Innovation Park**. The facilities offer IT support, wet and dry labs, meeting and office spaces, competitive lease rates for fledgling companies and many other things.

While work is still being done to get tenants in the new building on Market Street, it is fully leased out.

For smaller enterprises with more modest needs, the **iHub** facility on South Floyd Street is a “co-working space” that offers smaller, flexible arrangements and access to copiers, conference rooms,



Vickie Brown Yates, President/CEO

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Continued on page 44



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Simon was recently inducted into the Junior Achievement Business Hall of Fame.

Continued from page 42

and other standard office amenities. It's designed for those just getting started who want to network with others who, like themselves, are at the starting gate of a new and hopefully successful venture.

Venture clubs create support networks

Entrepreneurs in the region also get help from the area's and state's vibrant venture club network. Entrepreneurship boosters are making progress toward building a funding-investment network to help start-ups find money to fund their business ideas.

The oldest venture club in the state is **Venture Connectors of Louisville**,

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George R. Bell,
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founded in 1995. Chair Robert Brown said the group averages about 150 people per monthly meeting, and at this point the underlying issue is "critical mass, getting everyone together."

At Venture Connectors there is an emphasis on reminding innovators that people are getting funded and that "there is money in Kentucky," he said. On the other end, the challenge is put forth to investors to continue to put money back into the state and invest in promising new ideas. Typically considered a "fly-over state" in the venture capital investment world, the commonwealth is working to buck that notion and improve innovation and angel networks.

Good things are going on, 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.

Greater Louisville's standing as a global healthcare industry powerhouse is proof the region has what it takes to compete.

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

Real estate and media choices abound

Businesses looking to relocate to the region have a variety of properties – from historic downtown structures, to state-of-the-art business parks and suburban storefronts – to choose from at reasonable prices.

People who live in Greater Louisville and Southern Indiana have countless cultural endeavors to choose from, including sporting events, a diverse arts scene, plentiful outdoor activities and world-renowned food choices. They can choose to live in modern lofts overlooking the Ohio River or in historic Victorian homes. The area's housing market has remained stable despite tough national economic challenges.

These residents can be reached through a large network of news, entertainment and information outlets on paper, on the Internet and over the airwaves. There are plenty of news outlets focusing on the unique lifestyle niches of the area, and regional and national news. A full range of marketing agencies is available.

Louisville is home to the Pulitzer Prize-winning **The Courier-Journal**, a major daily newspaper, as well as major network affiliates covering the region. Local papers and periodicals in Louisville

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Jon Stewart,
President
& CEO

Competition in the workers' compensation insurance market in Kentucky is expected to remain stable in 2014. Employers weighing coverage options should make certain that competing insurance providers are financially stable and provide the tools necessary to help control workers'

compensation costs. KEMI will continue offering competitive rates to employers who control their own destiny by promoting workplace safety and preventing injuries on the job.

include **The Voice-Tribune**, **Louisville Eccentric Observer**, **BG Magazine – Greater Louisville** and **Louisville Magazine**. In Southern Indiana, **Southern Indiana Living** magazine and **News and Tribune** both inform and entertain readers.

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Mark Green,
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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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Ali Turner,
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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.

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Louisville, KY 40204
502.589.8400

NICHOLASVILLE/LEXINGTON:
101 Bradley Drive
Nicholasville, KY 40356
859.885.6161

FRANKFORT:
576 East Main St.
Frankfort, KY 40601
800.589.5886

BOWLING GREEN:
530 Corvette Drive
Bowling Green, KY 42101
270.781.5858

HEADQUARTERS



Louisville is home to several fortune 500 Companies, including Humana, Yum! Brands and Kindred Health.

An international landscape

Powerful worldwide businesses call Louisville and Southern Indiana home

LOUISVILLE'S strategic location, supportive business and political climate, educated workforce and strong quality of life factors make it an ideal location for companies to locate their headquarters. Here is a list of the headquarters you can find in Louisville. Non-Louisville locations are noted.

AAF International
Allied Ready Mix Company LLC
Almost Family Inc.
Appriss Inc.

Atlas Machine & Supply Inc.
Bachman Auto Group
Baptist Health
Beach Mold & Tool Inc.
 New Albany, Ind.
Brown-Forman Corp.
Cafe Press Inc.
Caldwell Tanks Inc.
Churchill Downs Inc.
Community Bank Shares-Indiana
 New Albany, Ind.
Farm Credit Services of Mid-America
Fastline Publications Inc.
 Buckner, Ky.
First Capital Inc.
 Corydon, Ind.

First Savings Financial Group
 Clarksville, Ind.
Firstsource Solutions USA LLC
Heaven Hill Distilleries Inc.
 Bardstown, Ky.
Henderson Services LLC
Humana Inc.
Icap Energy LLC
ILPEA Industries Inc.
 Scottsburg, Ind.
Industrial Services of America
Kentucky Association – Electric Co-Op
Kentucky Lottery Corp.
Kentucky Trailer
Kindred Healthcare Inc.
LG&E and KU Energy LLC
Lockett & Farley Architectural Engineers
Miller Transportation Inc.
North Atlantic Holding Company Inc.
ORR Corp Inc.
Papa John's International Inc.
PharMerica Corp.
Porter Bancorp Inc.
Republic Bancorp Inc.
Rescare Inc.



Papa John's International Inc. is based in Louisville.

Sam Swope Auto Group LLC
 Jeffersonstown, Ky.
Samtec Inc.
 New Albany, Ind.
SGS International Inc.
Signature Health Care LLC
State Fair Board
Stites & Harbison PLLC
S Y Bancorp Inc.
Sypris Solutions Inc.
Texas Roadhouse Inc.
Thorntons Inc.
Whayne Supply Company
Wyatt Tarrant & Combs LLP
Yum! Brands Inc.
Zoeller Company ●



UPS Airlines has corporate offices in Louisville.



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Common sense web.

To build a website or implement an internet advertising program, you no longer have to be poorly served and over charged. Now there's a firm that cuts through the crap to create powerful, effective and economical digital marketing. It's called Red7e.

A nationally known artistic haven

Greater Louisville and Southern Indiana are alive with art, energy and talent

LOUISVILLE is one of only 12 American cities that boasts all five major types of professional arts organizations – ballet, orchestra, opera, theater and children’s theater. It also has a strong history of visual arts and artisanal craftspeople.

Now in the midst of a \$60 million-plus three year-expansion, the Speed Art Museum is being completely re-imagined inside and out. Kentucky’s oldest and largest art museum has a collection that spans 6,000 years and is being transformed with a completion date of early 2016. Substantial in scale and even more remarkable in design and potential, the expansion will bring the museum’s total space to 200,000 s.f. The project plans also include an indoor/outdoor café, a gift shop and an events pavilion.

Crews are working at Speed, which was founded in 1925, to complete the finishing touches on the ground floor architectural concrete elements. The structural steel is being erected for the second floor, and café canopy. The South Building is making progress as well with the pouring of concrete foundations and theater walls. Interior demolition is beginning in preparation for the renovation of the selected spaces including the grand



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

staircase that will all contribute to make Speed one of the finest experiential art museums in the nation.

Louisville also is home to the **Kentucky Center for the Performing Arts**, which plays host to the **Louisville Orchestra, Kentucky Opera, Louisville Ballet, Stage One Family Theatre** and **PNC Bank Broadway Across America-Louisville**. The center’s three theaters are showcases for the performing arts and overflow with entertainment from Broadway to blues.

This year, Kentucky Opera is launching a bold new season and in the words of general director **David Roth** the company “isn’t playing it safe” any longer. The 2014-2015 season is focusing on rare and new operas instead, including Beethoven’s solo opera “Fidelio” and Puccini’s “La Fanciulla del West.”

“We want to produce works by the great masters that have never been produced by Kentucky Opera,” says Roth. “And we want to produce new works, but specifically we want the focus on works that speak to the American experience – operas that tell the American story.”

Also, the Arts & Cultural Attractions Council, part of Greater Louisville Inc., is working to serve the people of Louisville and Southern Indiana through a diversity of arts and cultural attractions.

New Albany’s Riverfront Theater, owned by the City of New Albany, is a visually pleasing popular destination in

Southern Indiana for outdoor concerts and festivals.

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/



Clark Capps photo

The Actors Theatre of Louisville, home of the nationally renowned Humana Festival of New American Plays, was founded in 1964 and designated as the “State Theater of Kentucky” in 1974.

Iroquois Amphitheater
iroquoisamphitheater.com

Juneteenth Legacy Theatre
juneteenthlegacytheatre.com

**The Kentucky Center
for the Performing Arts**
kentuckycenter.org

Kentucky Opera
kyopera.org

Kentucky Shakespeare
kyshakespeare.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
stjamescourttartshow.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/browntheatre ●



Louisville Glassworks offers, classes, demonstrations and more unique visitor opportunities.



Abbey Road on the River

A 2014 festival mecca

Louisville's reputation in the world may be for the Kentucky Derby and all of its corresponding parties and events, but the city comes alive for many events across the calendar.

Abbey Road on the River
arotr.com

What makes you say “yeah, yeah, yeah,” is the May 22-26 Abbey Road on the River festival celebrating the Beatles. This is held at Belvedere Festival Park, the Galt House Hotel, and the Muhammed Ali Center. The celebration represents the 10th anniversary of Abbey Road on the River in Louisville, and the 50th anniversary of Beatlemania. The Beach Boys will join over 60 other international music acts in tribute to the Beatles

Worldfest
louisvilleky.gov/globalization/worldfest
WorldFest, one of the region's largest international festivals, celebrates its 11th anniversary with four days of world food, music, dance and education. This event is held on The Belvedere from Aug. 29-Sept. 1.

From the city's website: “WorldFest is one of the region's largest international festivals. With at least 90 languages spoken in the Louisville public schools and 50 percent of the city's population growth over the past 15 years coming from international residents, Louisville is more culturally diverse than ever before.”

St. James Art Festival
stjamescourttartshow.com
The St. James Court Art Show® is a juried fine arts and fine crafts show held in Louisville on the first full weekend of October. The 57th Annual St. James Court Art Show features more than 700 artists in Historic Old Louisville.

Christmas at the Galt House
christmasatthegalthouse.com/
Christmas at the Galt House has a variety of new Christmas events in downtown Louisville Kentucky. Bring the family and enjoy holiday events like the KaLightscope attraction, a Gingerbread House Contest and a visit with Santa Claus. Experience Kentucky's best Christmas event at the Galt House hotel in downtown Louisville.

IRONMAN Louisville
ironman.com
Centered around the historic Ohio River, Louisville is one of the most vibrant IRONMAN venues on the circuit. It will be held on Aug. 24, sponsored by Norton Sports Health.

The Kentucky State Fair
kystatefair.org
This year, watch for the 108th annual Kentucky State Fair to kick off on August 14-24.

First organized in 1816, the fair didn't become official until 1902 and, after traveling from city to city, it settled in Louisville where today it has a permanent home at the 520-acre Kentucky Exposition Center.

As in past years, the fair's huge popularity is expected to draw some 600,000 visitors during the fair's traditional two-week run in August.

Forecastle Music Festival
forecastlefest.com
Forecastle, held July 18-20 at Louisville's 85-acre Waterfront Park, is one of the country's most anticipated summer festivals. Founded in 2002 by Louisville native JK McKnight, it has grown from a neighborhood event to one of the country's most anticipated summer festivals, drawing tens of thousands.

IdeaFestival
ideafestival.com
Founded in 2000, IdeaFestival is a celebration for the intellectually curious. It will be held on Sept. 30-Oct. 3 in Louisville. It's an eclectic network of global thinkers and one-of-a-kind innovators bound together by curiosity about what is shaping the future of the arts, business, technology, design, science, philosophy and education.

The content of IdeaFestival is as diverse as the network itself – presentations range from discussions about life before life to the existence of parallel universes; from global politics to the philosophy of randomness; from disruptive innovation to living to be 250 and beyond. In the words of one participant, “At IdeaFestival, seemingly unrelated topics offer surprising relationships and insights.”

Kentucky Derby Festival
kdf.org
The Kentucky Derby Festival oversees the top-attended events in the week leading up to one of the top thoroughbred horse racing events in the world. Thunder Over Louisville has become one of the key fixtures. It is the nation's largest annual fireworks event and one of the top five air shows.

With more than 70 events attended by more than 1.5 million people, the festival includes a large half marathon, Pegasus Parade and old-fashioned steamboat race.

—Dawn Yankeelov



Representatives from 55,000 Degrees Count Me In Partner Organizations hold up signs displaying their Count Me In! pledges.

Workforce development drives growth

Education support initiatives are energizing economic opportunity – and Louisville’s future

BY ANNE SABATINO HARDY

WORKFORCE Development has been an economic growth buzzword for some time now, but businesses and educational institutions in Louisville and Jefferson County are partnering like never before to turn buzz to biz.

**55,000
Degrees**



From the **55,000 Degrees** program – a public private partnership to boost the region’s college grad numbers – to efforts by the **Jefferson County Public Schools**, increased education of the local population has become an important priority across the board, says **James Reddish**, vice president for economic and workforce development at **Greater Louisville Inc. (GLI)**.

“Fundamentally, we look at education as a key driver of economic development and workforce development,” Reddish said. “If a company isn’t asking me about workforce development, they’re not serious. If they’re thinking about where do I want to grow and invest, they’re thinking about the people who can do the

work. All the real estate and incentives in the world don’t matter if you don’t have the people to do the business.”

GLI recently used its prestigious Silver Fleur de Lis award to further incent and expand the investment it’s making in regional education.

“As the main business leadership in Louisville, GLI gives awards to folks who make the community better, the quality of life better and the business community better, so this was a no-brainer,” Reddish said. “55K is coming up on four years (of activity), so we are well past the ideas phase and into implementation, and now some positive results are coming back. We wanted to honor (Executive Director) Mary Gwen and Mayor Greg Fischer. My hope is that it’s wildly successful, and we celebrate and throw a bigger party in 2020.”

Mary Gwen Wheeler is executive director of 55,000 Degrees, a position she accepted following her work with longtime former Mayor Gerry Abramson on policy and initiatives focused on youth and education. She is also a member of the Kentucky Board of Education.

“There’s no question – look at any data – to be globally competitive, you have to have an educated population and creative people,” Wheeler said.

The goal of 55,000 additional degrees by 2020 is a lofty one, but one those involved in the program believe is attainable – even though data in a progress report released in late 2013 indicate the program is lagging slightly. Wheeler and others believe the finding has pushed stakeholders to innovate and identify additional demographic to target.

“We’re not on track yet, but we have turned the corner,” she said. “We need to accelerate. We don’t have enough people, demographically speaking, in the traditional (K-12) pipeline. We have to reach out to those who have started (work on) a degree but not completed it, or who only have a high school diploma. We want to create a community of lifelong learning.”

Reddish agrees. “It’s important to know that in 2012 there was a slight setback. If you look at the trends, we are not on track to get to where we need to be on a straight line. We’re just below that, but it should be exponential (growth) rather than straight-line,” Reddish said. “But we are at the



Mary Gwen Wheeler, Executive Director, 55,000 Degrees

highest percent of adults with bachelor's degrees in the city's history. There's been great improvement from 2012."

Environment and socio-cultural considerations, Reddish notes, must be a part of the overall framework to find success, a point Wheeler agrees with.

"There's a social justice aspect to it – that everyone should be prepared for and have access to the jobs of the future," she said. "We want everyone to have the opportunity to pursue their goals and dreams. And we all thrive when that opportunity is present, like the saying, 'All boats rise together.'"

Broad environmental concerns include not only the socio-economic disparities the metro area faces but the environment of prioritizing, accepting and encouraging adult learning – especially by employers. That's why GLI is also working with business partners to help find ways that employees can feel supported by their employers while pursuing continuing education.

"GLI took on a commitment of 15,000 degrees. We targeted returning adults (coming back to college), those who may be stuck at current level and want that degree to qualify for the next step," said Reddish. "We have a program, **Degrees at Work**, that was funded by **Lumina Foundation** in Indianapolis to help educate businesses about why education is important and engage them in getting employees back to work. We want to share information about tuition reimbursement and industry best practices, and connect employees with correct postsecondary institutions and track them through the degree program."

The return on investment for business, she said, is indirect but significant.

"We look at economic development and the mayor's goals and GLI's goals. We want Louisville to grow with the right kind of jobs, the higher paying, long-lasting jobs. And when we talk to people who may be bringing jobs out of (Washington) D.C., Boston, Northern California, they want to know if they can find similar workforce talent. With 55,000 Degrees, we can point to the progress and say these are the right kind of degrees for your business."

Early education crucial prerequisite

"What we learned through the first couple of years of Degrees at Work is how important K-12 is, even to Pre-K," Reddish said. "And now we're working together and saying, how can we support this effort?"

Deborah Anderson, engineering career theme specialist for Jefferson County Public Schools, has worked with the Ford Next

Generation program to develop career themes and opportunities for maximum preparation, even from a young age.

"Skills developed as early as kindergarten can impact a student's ability to achieve throughout their life," Anderson said. "For education and workforce to thrive, it is necessary to have laser focus on developing potential at even the earliest of grade levels as well as assisting students in the development of a career pathway later in school."

The **Ford Next Generation** program is pushing educators and student alike to learn better how to develop high school career-focused experiences that integrate academic content with real-world applications.

"JCPS students have more opportunity now to connect their learning to career opportunities in our community and to the education pathway that will allow them to reach their goals," Anderson said.

For every student, strengths and goals vary. Opportunities are opening in different segments of the economy, including advanced manufacturing especially. The economic growth plans of Louisville and Lexington's cooperative **Bluegrass Economic Advancement Movement (BEAM)** initiative focus on development of careers and jobs in manufacturing – and JCPS wants to prepare students for any opportunity in the future, and everyone needs to be on board.

In fact, the success of the program so far could be attributed to the multilevel participation from businesses, government, educational institutions and the community at large.

"The district has put a greater emphasis on school readiness," she said. "Which enlists families, caregivers, faith-based groups and others in preparing even our youngest students with the necessary skills to be successful when they walk in the school door."

ATA College
ata.edu

Bellarmino University
bellarmino.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



The 55,000 Degrees program had a public bus campaign.

Indiana Tech

Campuses in Louisville and Jeffersonville, IN
indianatech.edu

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 ●

Innovating in the face of cost-cutting

Utilities companies like Louisville Water are using their history and location to make money

KENTUCKY'S industrial power costs are lower than any other state east of the Mississippi, according to the state's **Cabinet for Economic Development**, but staying comfortable is not what area utility companies are content to do.

Louisville Water Co. has an unlimited water source but constantly looks for ways to keep costs down in the midst of increased conservancy efforts by its consumers.

A unique Louisville Water innovation came in early 2014 when it opened a museum, said **Kelley Dearing Smith**, strategic communications and government relations director.

"It's really truly like we opened up a new business," she said. "But the nice thing is we already had the pieces together to go in the exhibit."

The company turned 150 years old and still has its original pumping station, which is a national historic landmark. It underwent interior restoration to prepare it to become the site of the museum, where not only a permanent history exhibit was installed but event space is now available for rental.

"The concept is something we have worked on for the last three or four years. Louisville Water Co. has a very rich archive collection," Dearing Smith said.

Calling the new business a "no brainer" for the company, she said it will provide a new source of revenue while providing a tourist attraction. Visitors can go inside the picturesque Louisville Water tower.

The company is increasing revenue in other ways, too. Working with **Louisville**



Metro Sewer District, it is combining its back office support functions.

A changing economy means people are using less water.

"Louisville used to be a blue-collar workforce, and there were a lot of jobs in Louisville that used a lot of water," Dearing Smith said. "Our customer base has really changed, and part of the challenge of the water company has been to maintain these low rates but also control costs and look for new lines of business."

The company's average daily water delivery in 2013 was 116 million gallons. It is the largest water utility company in Kentucky.

Companies are being smarter with their water consumption, forcing Louisville Water to diversify.

"We are very focused on regionalization," she said, noting it is now working with companies in Hardin County, Fort Knox and Lebanon Junction. "We are very focused on sending water outside of our immediate area. We have excess capacity with the (Ohio) River, and we can still produce a lot more."

Some regionalization efforts are paying off, and more deals are on the horizon.

LG&E and KU to build new facilities

Power provider **Louisville Gas & Electric and Kentucky Utilities** is planning to build a second natural gas combined-cycle generating station and a solar power

Louisville Water Company recently opened the WaterWorks Museum at Louisville Water Tower Park.

facility, which will create hundreds of jobs, including construction jobs.

Earlier this year the company requested approval to build the NGCC generating unit and solar facility on existing properties.

Because of increased federal environmental regulations, LG&E/KU previously announced it would be retiring 800 megawatts of older coal-fired generation – at **Cane Run, Green River** and **Tyrone** stations – and building a 640-megawatt NGCC unit at Cane Run. In October, the companies announced plans to build a second NGCC and a photovoltaic solar facility, following a year-long review of proposals to address the remaining unreplaced power generation and long-term load growth.

LG&E/KU evaluated bids that included renewable energy, existing energy within Kentucky and building new generation. After careful analysis, building a second NGCC at the existing Green River site near Central City in Western Kentucky proved to be the best long-term solution for baseload generation. The new unit is expected to add 700 megawatts of capacity and cost about \$700 million to construct. The companies will seek to construct a 10-megawatt solar facility costing \$36 million at the E.W. Brown generating station near Harrodsburg.

LOUISVILLE WATER COMPANY

550 S. 3rd St.
Louisville, KY
(502) 583-6610
louisvillewater.com



James H. Brammell
President & CEO
Louisville Water Company

Louisville Water began in 1860 as Kentucky's first public water provider and today serves over 850,000 people in Louisville Metro and parts of Bullitt, Nelson, Oldham, Shelby and Spencer counties. Louisville Water is known for quality and innovation; "Louisville pure tap®" was named the People's Choice for best-tasting tap water in America.

“Due to the more stringent environmental regulations, we are planning to retire six of our older coal-fired units, which will require us to build additional units,” said **Ed Staton**, vice president of state regulation and rates.

The utilities intend to have the solar facility online in 2016 and the NGCC unit online in 2018. If approved, LG&E and KU’s generation capacity will be 59 percent coal-fired, 40 percent natural gas-fired and 1 percent renewable.

Power companies in Kentucky have an edge on economic development. Favorable energy rates can be attributed to several factors such as the abundance of local coal supply, with Kentucky third in the nation in coal production; a good history with coal-fired generating plants, which have generated nearly all the electricity



LG&E and KU is in the midst of building a new \$700 million power facility.

produced in the state; and careful regulation of rates and services by the Kentucky Public Service Commission.

Natural gas costs in Kentucky are competitive for both the industrial and commercial sectors. A large majority of gas consumed in the state is obtained from the interstate pipeline system running between the Gulf Coast and the Northeast, which passes directly through Kentucky. The remainder of the natural gas used in the state is produced by wells in the Kentucky coalfields.

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 GAS AND ELECTRIC COMPANY AND KENTUCKY UTILITIES COMPANY

220 West Main Street
Louisville, KY 40202
(502) 589-1444
lge-ku.com



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

Louisville Gas and Electric Company and Kentucky Utilities Company are part of the PPL Corporation family of companies. LG&E and KU are regulated utilities that serve a total of 1.2 million customers and have consistently ranked among the best companies for customer service in the United States. LG&E serves 321,000 natural gas and 397,000 electric customers in Louisville and 16 surrounding counties. Kentucky Utilities serves

543,000 customers in 77 Kentucky counties and five counties in Virginia. The companies define themselves by their dedicated employees, corporate citizenship and commitment to customer satisfaction. Both companies celebrated their centennial anniversaries in 2013.

Louisville/Jefferson County Metropolitan Sewer District

msdlouky.org

Louisville Water Co.

louisvilleky.gov/LWVC

Touchstone Energy Cooperatives

touchstoneenergy.com ●



**In Louisville, the water is so good, we gave it a name...
Louisville pure tap®.**

Louisville Water Company has over 150 years of experience in providing a high-quality and abundant supply of drinking water. In fact, we’re a lifeline to the area, supplying **pure tap®** to every home, business, park, school, fire hydrant and more.

Learn the story of Louisville Water and **pure tap®** at LouisvilleWater.com



A cultural mecca with great facilities

Louisville is a not-to-miss destination and convention city

Louisville boasts a reputation as “a lively, offbeat cultural mecca on the Ohio River,” according to the world’s most successful travel publisher Lonely Planet, when it named Louisville the top U.S. travel destination in 2013.

With facilities like the \$238 million **KFC Yum! Center** in downtown Louisville and the **Kentucky Exposition Center** situated within sight of the Louisville International Airport, it’s no wonder the city attracts so much attention in the meetings and conventions world, as well as entertainment and leisure.

Now undergoing an expansion and renovation at its downtown location, The **Kentucky International Convention Center’s** expansion and renovation is expected to generate more than \$53 million annually in economic dollars and increase the total number of jobs at the facility to more than 1,000.

Originally built in 1977, the facility has received funding for this project from a blend of state-issued bonds, and financial backing from the **Louisville Convention and Visitors Bureau** plus the proceeds from a one-percent local transient room tax. The 300,000-s.f. KICC is a multi-use facility in Louisville and along with the Kentucky Exposition Center, hosts major conventions for the area. The state project now underway will have RFPs issued through the **Kentucky Finance and Administration Cabinet** and the architect/design group will be selected in summer of 2014. A timeline of the project will be available next year.

The expected economic impact of an improved KICC and the growing impact of eclectic tourist areas like the **East Market District** and **Bardstown Road** will continue to enhance Greater Louisville. And thanks to the **Big Four Railroad Bridge** being connected to Southern Indiana, visitors will be able to cross the Ohio River by foot, catching breathtaking views from high above the river.

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.

Abbey Road on the River

World’s largest Beatles festival
abbeyroadontheriver.com



The Kentucky International Convention Center is set to undergo a major renovation.

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

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/cory.html

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

Gheens Science Hall and Rauch Planetarium

At the University of Louisville
louisville.edu/planetarium

The Bernheim Arboretum and Research Forest, located 25 miles south of downtown Louisville, was established in 1929 and includes miles of scenic trails and park area.

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

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
kentuckyartsonline.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



The Kentucky Derby Museum includes a jockey experience.



Kentucky State Fair

kystatefair.org

Lanier Mansion

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

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 – marioncountkychamber.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

JEFFERSON COUNTY, KY.



LOUISVILLE METRO GOVERNMENT

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

Mayor
Greg Fischer

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

Eileen Pickett, Interim President/CEO
614 W. Main St.
Louisville, KY 40202
(502) 625-0000
greaterlouisville.com



Eileen Pickett,
Interim
President/CEO,
Greater
Louisville Inc.

LOUISVILLE DOWNTOWN DEVELOPMENT CORPORATION

Rebecca Matheny,
Interim 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 2013 POPULATION: 756,832

NO. OF HOUSEHOLDS: 303,915

MEDIAN HOUSEHOLD INCOME: \$46,701



Louisville is achieving great things

LOUISVILLE Mayor **Greg Fischer** gave a rallying cry to city residents to keep up the good work in his State of the City Address in January 2014.

“We can build bridges. In fact, I believe the men and women of Louisville can do anything,” he proclaimed. “Indeed, we must do it! Continue growing your businesses, continue your acts of compassion, and make your voice heard with elected officials. There is no challenge too large that great citizenship cannot solve.”

Louisville, founded at the **Falls 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 today 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 Johns**, **Yum! Brands**, **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.

Louisville is continuing to make big strides and has ambitious plans for the future:

- The city's **Give a Day** program racked up more than 107,000 volunteers or acts of kindness in 2013.

- A record percentage of Louisvillians, 42 percent, hold an associate's degree or higher.

- The city recently completed phase 2 of its **Vision Louisville Plan**.

- “Jobs follow people” today, Fischer pointed out, and cited growth industries needing more highly skilled workers. Louisville is working on this all the way down to the grade-school level. In addition, he cited the example of Oklahoma City and how its convention center, music hall, ballpark, trolleys and other amenities have kept up with the lifestyle demands necessary to continue to attract good jobs and good workers. He encouraged Louisville to keep up with cutting edge cities like Oklahoma City, Nashville, Austin and Indianapolis.

“People don't follow jobs. Jobs follow people. and people are increasingly living where the quality of place is high. People are looking for the entire package – good schools, the arts, reasonable cost of living, a beautiful natural environment, and a modern, diverse built economy. ... Louisville has many assets, but the truth is we have to up our game if we are going to live up to the expectations that all of us have.”

- Vision Louisville garnered “80,000” ideas, which included more hike and bike opportunities, ultra high speed internet, waterfront housing, and sustainable communities.

- **LIFT** – Local Investments for Transformation – is one of Fischer's top priorities. It is about local control and gives cities and counties the options of identifying and funding a specific project or groups of projects, with the project specifications and cost identified.

- Louisville aims to fund a 100-mile recreational trail around the city.

- Louisville grew by 12,000 jobs last year, meaning it regained all 42,000 that were lost during the Great Recession. In fact, the city has regained jobs faster coming out of the recession than most other American cities.

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.

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



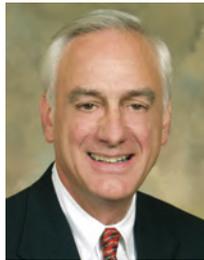
Vicky Aubrey Welch
District 13
Council Member



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

THE COUNTIES OF GREATER LOUISVILLE

ADAIR COUNTY, KY.

Estimated 2013 Population: 18,732

No. of households: 7,267

Median household income: \$31,169

Chamber of Commerce:

Sue Stivers, Executive Director
columbia-adaircounty.com

County Seat: Columbia

Mark Harris, Mayor
cityofcolumbiaky.com

Judge-Executive: Ann Melton

BRECKENRIDGE COUNTY, KY.

Estimated 2013 Population: 20,040

No. of households: 7,405

Median household income: \$39,695

Chamber of Commerce:

Sherry D. Stith, Executive Director
breckinridgecountychamberky.com

**Breckinridge 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 2013 Population: 76,854

No. of households: 27,791

Median household income: \$53,992

Chamber of Commerce:

Jenny Estep, Executive Director
jenny@bullittchamber.org

**Bullitt County Economic
Development Authority:**

John Snider, Executive Director
jsniderbcda@yahoo.com

County Seat: Shepherdsville

Scott Ellis, Mayor
sellis@shepcity.com

Judge-Executive: Melanie Roberts
judgeroberts@windstream.net

Below: Jim Beam is produced in Bullitt County.

Taylor Purdom/Flyte Aerial Imaging photo



CARROLL COUNTY, KY.

Estimated 2013 Population: 10,953

No. of households: 4,268

Median household income: \$40,938

Chamber of Commerce:

Mark Smith, President
www.carrollcountyky.com

**Carroll County Community
Development Corporation:**

Robert Yoder, Executive Director
carrollcountyky.com/develop/
industry.html

County Seat: Carrollton

Gene McMurry, Mayor
carrolltonky.net

Judge-Executive: Harold Tomlinson
carrollcounty.gov.us

CLARK COUNTY, IND.

Estimated 2013 Population: 112,938

No. of households: 42,848

Median household income: \$50,559

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:

Jack Coffman, Rick Stephenson,
John Perkins, Jacob C. Elder
co.clark.in.us

CRAWFORD COUNTY, IND.

Estimated 2013 Population:

10,621

No. of households: 4,259

Median household income:

\$40,027

**Crawford County
Economic Development:**

Don DuBois, Executive Director
selectcrawfordcounty.com

County Seat: English

County Commissioners:

Daniel Crecelius, Randy Gilmore,
James Schultz
www.selectcrawfordcounty.com/
government.html

FLOYD COUNTY, IND.

Estimated 2013 Population: 76,244

No. of households: 29,188

Median household income: \$53,208

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:

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

GRAYSON COUNTY, KY.

Estimated 2012 Population: 25,964

No. of households: 9,945

Median household income: \$33,290

Chamber of Commerce:

Wesley Basham, President
graysoncountychamber.com

Industrial Development Corporation Inc.:

Dudley Cooper, Executive Director
growgrayson.com

County Seat:

Leitchfield
William H. Thomason, Mayor
leitchfield.ky.gov

Judge-Executive: Gary Logsdon
graysoncountyky.gov

GREEN COUNTY, KY.

Estimated 2013 Population: 11,180

No. of households: 4,480

Median household income: \$33,573

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
Lisle Cheatham, Mayor
greensburgonline.com

Judge-Executive: Misty N. Edwards
greencountyky.gov

HARDIN COUNTY, KY.

Estimated 2013 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 2013 Population: 39,163

No. of households: 14,368

Median household income: \$52,184

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 Ethridge, Kenny Saulman, Jim Klinstiver
harrisoncounty.in.gov

HENRY COUNTY, KY.

Estimated 2013 Population: 15,445

No. of households: 6,018

Median household income: \$43,083

Chamber of Commerce:

Pat Wallace, Executive Director
chamber.henrycountyky.com

New Castle-Henry County Economic Development Commission:

nchcedc.org

County Seat:

New Castle
Denny Benham, Mayor
newcastleky.com

Judge-Executive: John Logan Brent
henrycountyky.com

JEFFERSON COUNTY, IND.

Estimated 2013 Population: 32,249

No. of households: 12,725

Median household income: \$43,635

Chamber of Commerce:

Trevor Crafton, Executive Director
madisonindiana.com

Jefferson County Industrial Development:

Nathan Hadley, Executive Director
locateinmadison.com

County Seat:

Madison
Damon Welch, Mayor
madison-in.gov

County Commissioners: Robert Little, Mark Cash, Tom Pietrykowski
jeffersoncounty.in.gov

LARUE COUNTY, KY.

Estimated 2013 Population: 14,064

No. of households: 5,269

Median household income: \$39,103

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 2013 Population: 20,045

No. of households: 7,423

Median household income: \$37,710

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
marioncountyky.gov

MEADE COUNTY, KY.

Estimated 2013 Population: 29,210

No. of households: 10,253

Median household income: \$45,629

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 2013 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 2013 Population: 62,364

No. of households: 19,446

Median household income: \$83,164

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 2013 Population: 23,972

No. of households: 9,028

Median household income: \$41,610

Chamber of Commerce:

Keith Colbert, Executive Director
scottchamber.org

Economic Development Corp.:

Robert Peacock, Executive Director
scottcountyin.com

River Hills Economic Development & Regional Planning Commission:

riverhills.cc

County Seat: Scottsburg

William H. Graham, Mayor
cityofscottsburg.com

County Commissioners: Larry

Blevins, Mark Hays, Robert Tobias

SHELBY COUNTY, KY.

Estimated 2013 Population: 44,216

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 2013 Population: 17,637

No. of households: 6,234

Median household income: \$62,652

Chamber of Commerce:

Jan Kehne, 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 2013 Population: 24,649

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 2013 Population: 8,816

No. of households: 3,464

Median household income: \$52,805

County Seat: Bedford

Russell Clifton, Mayor
trimblecountyky.gov

Judge-Executive: Jerry L. Powell

trimblecountyky.gov

WASHINGTON COUNTY, IND.

Estimated 2013 Population: 27,780

No. of households: 10,757

Median household income: \$41,125

Chamber of Commerce:

Adam Kelly, 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: Phillip

Marshall, John Fultz, David Brown

WASHINGTON COUNTY, KY.

Estimated 2013 Population: 11,875

No. of households: 4,541

Median household income: \$39,748

Chamber of Commerce:

Olivia Thompson, Executive Director
springfieldkychamber.com

Economic Development Authority:

Daniel Carney, Executive Director
sweda.org

County Seat: Springfield

John Ceconi, Mayor
springfieldky.org

Judge-Executive: John A. Settles

Sources: U.S. Census Bureau (census.gov)

Louisville is a sports hub

Host to world-class sporting events, the area doesn't shy from the spotlight

BY ABBY LAUB

THE sports scene in Louisville is a diverse one, attracting hundreds of thousands of people to the area every year.

The **Louisville Cardinals** call the city home and the athletics powerhouse just upped the river city's sports ante by joining the prestigious **Atlantic Coast Conference**, effective this summer. In the ACC, UofL will face teams like University of North Carolina, Wake Forest, Virginia Tech and Notre Dame. In 2013 the Cardinals basketball team won the **National Championship**.

But non-collegiate athletics also are prominent in the home of the **Louisville Slugger**. The **Louisville Bats**, the Triple A affiliate of the Cincinnati Reds play in the heart of downtown Louisville right next to Waterfront Park at Louisville Slugger Field.

This summer, Louisville hosts the **PGA Championship** at the famous Valhalla Golf Club, and the city also landed the **2014 USA Gymnastics Championships**, a new event that showcases the national championships for acrobatic gymnastics,



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

The Louisville Sports Commission, a nonprofit organization, is busy bringing more events to Louisville. The organization provides leadership and support for the sports segment of inbound travel for the Louisville Convention & Visitors Bureau (LCVB) and supports quality of life and branding initiatives for the local community through sports. It works in a partnership model with the LCVB, local universities, facility operators, the hospitality industry and government agencies.

Photo courtesy Louisville Sport Commission



Left: Churchill Downs hosts the Kentucky Derby every year.

Below: The Louisville Cardinals men's basketball team won the NCAA national championship in 2013.

rhythmic gymnastics and trampoline/tumbling events. It is expected to draw thousands of spectators from around the country and the world.

IRONMAN also calls Louisville home. First held in 2007, **IRONMAN Louisville** is one of the most vibrant competitions on the iconic triathlon circuit. The 140.6-mile race takes competitors through the area's historic Bluegrass region, past stately Victorian Louisville mansions and wraps up in the heart of downtown.

Last year, Louisville hosted the **World Cyclocross Championships**, held outside of Europe for the first time.

Louisville's **Triple Crown of Running** keeps the amateur athletics community running with dozens of annual events.

Also, the **NCAA** awarded Louisville 13 NCAA post-season championships to be held from 2014 through 2018. Only Kansas City was awarded more events. ●



Left: Louisville hosts dozens of foot races every year; thanks in part to the Louisville Triple Crown of Running.

Above: IRONMAN Louisville's 140.6-mile race finishes in the heart of downtown Louisville and attracts thousands of visitors to the city.

DEMOGRAPHICS

Greater Louisville counties & principal cities served by the Kentucky Indiana Exchange



Population

	Actual				Estimates			
	1980	1990	2000	2010	2013	2015	2020	2025
Adair (Ky.)	15,233	15,360	17,244	18,656	18,732	19,391	20,052	20,622
Breckinridge (Ky.)	16,861	16,312	18,648	20,059	20,040	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	10,953	11,140	11,440	11,691
Clark (Ind.)	88,838	87,777	96,472	110,232	112,938	109,024	111,310	112,783
Crawford (Ind.)	9,820	9,914	10,743	10,713	10,621	12,120	12,366	12,467
Floyd (Ind.)	61,205	64,404	70,823	74,578	76,244	72,830	73,569	74,173
Grayson (Ky.)	20,854	21,050	24,053	25,746	25,997	26,476	27,048	27,465
Green (Ky.)	11,043	10,371	11,518	11,258	11,180	11,217	11,112	10,943
Hardin (Ky.)	88,917	89,240	94,174	105,543	108,191	111,225	116,612	121,541
Harrison (Ind.)	27,276	29,890	34,325	39,364	39,163	40,297	41,185	41,694
Henry (Ky.)	12,740	12,823	15,060	15,416	15,445	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	756,832	768,000	793,817	817,427
Larue (Ky.)	11,922	11,679	13,373	14,193	14,064	14,596	14,961	15,265
Marion (Ky.)	17,910	16,499	18,212	19,820	20,045	20,637	21,424	22,152
Meade (Ky.)	22,854	24,170	26,349	28,602	29,210	29,819	30,901	31,801
Nelson (Ky.)	27,584	29,710	37,477	43,437	44,540	46,791	50,119	53,337
Oldham (Ky.)	27,795	33,263	46,178	60,316	62,364	67,412	74,990	82,306
Scott (Ind.)	20,422	20,991	22,960	24,181	23,972	25,375	25,850	26,216
Shelby (Ky.)	23,328	24,824	33,337	42,074	44,216	46,838	51,944	56,950
Spencer (Ky.)	5,929	6,801	11,766	17,061	17,637	20,157	23,655	27,189
Taylor (Ky.)	21,178	21,146	22,927	24,512	24,649	25,336	26,079	26,716
Trimble (Ky.)	6,253	6,090	8,125	8,809	8,816	9,172	9,514	9,807
Washington (Ind.)	21,932	23,717	27,223	28,262	27,780	29,413	30,015	30,436
Washington (Ky.)	10,721	10,441	10,916	11,717	11,875	12,121	12,577	12,989
Totals	1,338,654	1,338,251	1,468,603	1,613,203	1,642,862	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

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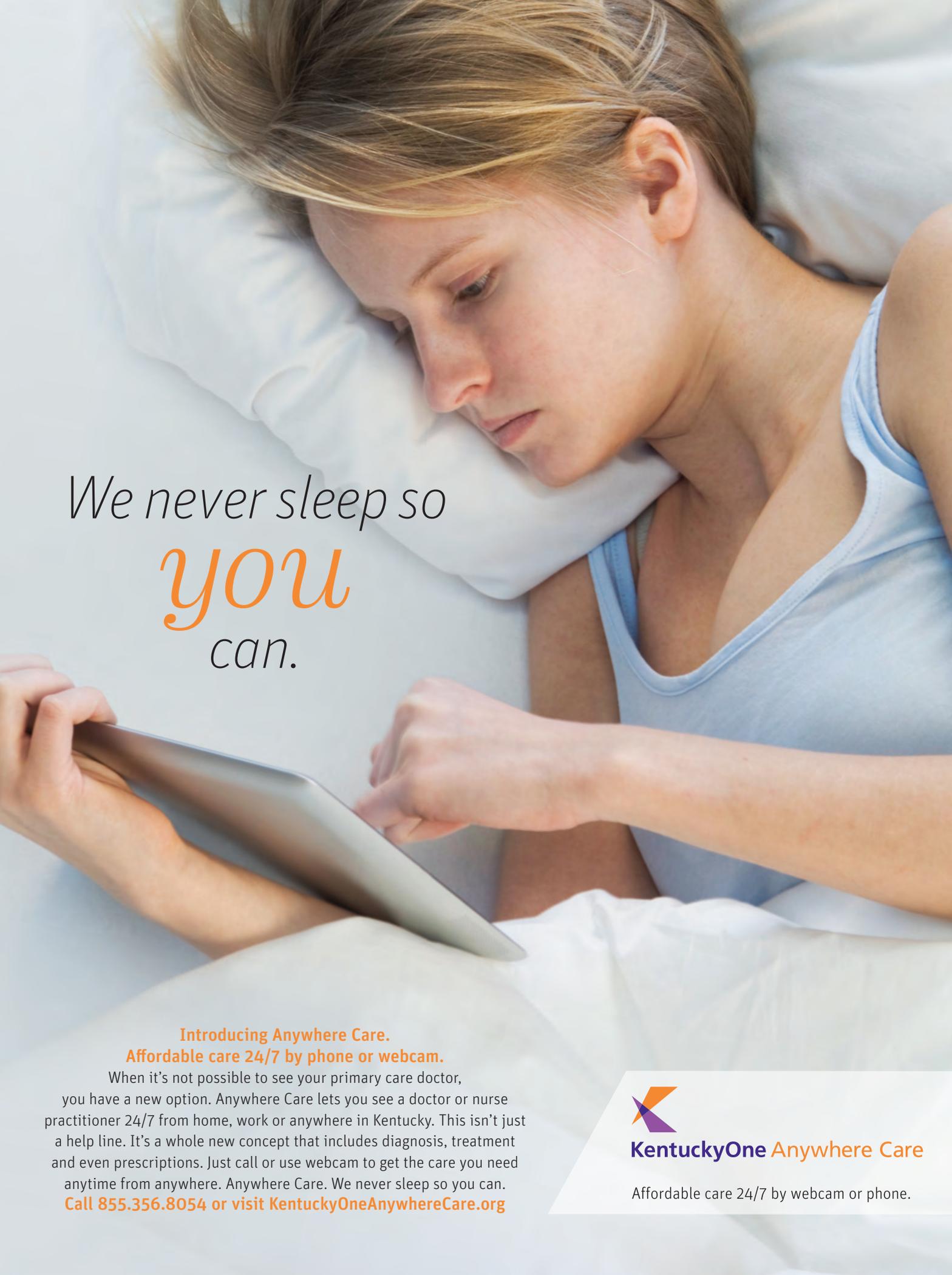
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