

KENTUCKY'S AUTHENTICITY KEY TO • TOURISM SUCCESS

Experience-seeking travelers like traditional, hands-on culture of bourbon, horses, food - and an Ark Page 22

LANE ONE-ON-ONE: HANK PHILLIPS President/CEP, **Kentucky Travel Industry Association**





ELECTRONIC SERVICE REQUESTED 601 West Short St. Lexington KY 40508

Our energies go to:

protecting the environment.

At LG&E and KU, our more than 3,600 employees are committed to providing the service you deserve. That's why we're investing nearly \$1 billion in new projects to further protect Kentucky's land and water quality — for generations to come. It's just another way our energies go to serving you.



lge-ku.com/investments



- □ Government Affairs
- □ Healthcare Regulation
 - □ Real Estate
- Litigation
- □ Estate Planning
- □ Professional Liability Defense



SOMETIMES, THE MORE YOU FIGHT, THE LESS YOU WIN.

201 East Main Street, Suite 900
Lexington, Kentucky 40507
(859) 231-8780 | www.mmlk.com
(5)

9300 Shelbyville Road, Suite 110
Louisville, Kentucky 40222
(502) 327-5400 | www.mmlk.com

MCBRAYER



Kentucky's Business News Source For 33 Years

APRIL 2018

Volume 33 Number 4



22 COVER STORY KENTUCKY'S AUTHENTICITY IS KEY TO TOURISM SUCCESS

Experience-seeking travelers like traditional, hands-on culture of bourbon, horses, food – and an ark

26 BIGGER, BETTER CITY CENTERS

Kentucky's largest convention facilities aim to support local goals as they stay competitive

30 CULTIVATING A PLAN FOR GROWTH

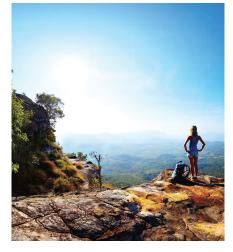
Their Kentucky home still inspires renowned garden designers Jon Carloftis and Dale Fisher

35 INVESTING IN FINANCIAL LITERACY

Kentucky high school students would have to prove money skills to graduate







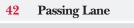
On the Cover

Kentucky's bourbon distilleries and industry attracted 1.2 million visitors in 2017, but a great diversity of assets across the commonwealth attract many millions seeking 'authentic' experiences such as exploring natural beauty and enjoying the state's unique local food. Tourism supports more than 190,000 jobs and has an economic impact of more than \$15 billion a year.

Departments

- 4 Perspective
- 6 Fast Lane
- 14 Interstate Lane
- 15 Kentucky Intelligencer
- 16 Corporate Moves
- 17 On the Boards
- 18 Lane One-on-One: Hank Phillips President and CEO, Kentucky Travel Industry Association





Banking

Lane List

Emerging Lane

Spotlight on the Arts

Exploring Kentucky

35

36

38

39

40

44 Kentucky People

lanereport.com

Kentucky Business News Online

Read up-to-the-minute Kentucky business news stories, current and archived copies of *The Lane Report*, *Market Review, BG – A way of life, Next – Your Future After High School in Kentucky, Health Kentucky, Research Kentucky* special reports, white papers and community profiles.

Faster Lane Email news bulletin

Three or more times a week, the editors of *The Lane Report* publish Faster Lane – email bulletins of fast breaking and important Kentucky business and economic news. **Visit lanereport.com to sign-up for this free, must-have, at-your-fingertips news service.**





unmatched adventure and soul-renewing relaxation – where you least expect it.

Historic Plaza Theatre Museum of the Barrens Fort Williams Veterans Wall of Honor

Brigadoon State Nature Preserve Barren River Lake Mammoth Cave National Park

Kentucky

Diamond Caverns



WWW.VISITGLASGOWBARREN.COM





Kentucky's Business News Source for 33 Years

executive editor/vice president Mark Green Associate editor

> Karen Baird DIGITAL EDITOR Jonathan Miller

> CREATIVE DIRECTOR

Jessica Merriman

DIGITAL REPORTER Matt Wickestrom

CREATIVE SERVICES Stone Advisory Paul Blodgett CORRESPONDENTS

Michael Agin; Katherine Tandy Brown; Russ Brown; Chris Clair; Clary Estes; Kevin Gibson; Susan Gosselin; Robert Hadley; Lorie Hailey; Debra Gibson Isaacs; Abby Laub; Esther Marr; Greg Paeth; Robin Roenker; Josh Shepherd; Sean Slone; Katheran Wasson; Gary Wollenhaupt; Dawn Yankeelov

> PUBLISHER/CEO Dick Kelly

SENIOR ASSOCIATE PUBLISHER Donna Hodsdon

> ASSOCIATE PUBLISHER Kristina Dahl Melissa McGarry

DIRECTOR OF BUSINESS OPERATIONS Nicole Conyers White

MARKETING CONSULTANT

Curtiss Smith

CIRCULATION/IT Josiah White



SYNDICATED COLUMNS Creators Syndicate PRINTING & CIRCULATION SERVICES Publishers Printing Co.

WEB MARKETING & PUBLISHING

eLink Design <u>IT SERVICES</u> NetGain Technologies

INTERNET SERVICES QX.net

Lane Communications Group is a member of

THE ALLIANCE

The Lane Report is published monthly by: Lane Communications Group 601 West Short St Lexington, KY 40508 editorial@lanereport.com For more information and advertising rates contact: PHONE: 859-244-3500

The annual subscription rate is \$29. (Kentucky residents add \$1.74 sales tax.) Newsstand price is \$4.50.

Send check or money order to: Circulation Manager *THE LANE REPORT* 601 West Short St Lexington KY 40508 or go to lanereport.com/subscribe

THE LANE REPORT corrects all significant errors that are brought to the editors' attention.



UPDATE MAKES KY MORE BIZ FRIENDLY

Workers' comp modernization a win for Kentucky employers

BY DAVE ADKISSON

ENTUCKY'S lawmakers filed nearly 900 bills during the 2018 General Assembly, and while many would undoubtedly have had an impact on the business community, perhaps the most significant to win approval was the legislation that modernizes the state's workers' compensation system.

The General Assembly's pro-business actions played a strong role in delivering a record number of new jobs and investments in the state over the past year. But writing the next chapter in this success story required changes in workers' compensation to modernize the system and address the challenges of recent court decisions.

There have been no meaningful changes in Kentucky's system since 1996. That means the business community has been stuck with outdated statutes that do not take advantage of efficiencies and updates such as those other states have implemented.

For example, Kentucky, unlike 40 other states, had yet to adopt medical treatment guidelines. For years, injured workers with more common workplace injuries and treatments have experienced delays due to complicated approval processes that are easily remedied with the establishment of treatment guidelines.

The legislation approved during this session requires the adoption of a pharmaceutical protocol that can reduce the use of prescription opioid drugs while saving an estimated 10 percent to 20 percent in prescription drug costs. We all are trying to find a solution to the opioid crisis, and this is one way we can make a significant difference.

While the bill makes many improvements to the system, its passage was also critical because of what could have transpired had the legislation not been approved. Over the past few years, the Kentucky Supreme Court found several Kentucky workers' compensation statutes unconstitutional, dealing a blow to every employer in the commonwealth.

We heard from some of our larger, self-insured chamber members that due to these negative Supreme Court decisions, they had to allocate six-figure



Rep. Adam Koenig of Erlanger

increases for their workers' comp reserve funds. That's money that couldn't be spent on hiring, expanding or community investments.

The Kentucky Chamber was not alone in its advocacy for the bill, joining with a coalition of nearly 50 businesses along with private and public agencies and associations to advance the cause. The Kentucky League of Cities, the Kentucky Association of Counties, the Kentucky Retail Federation, the Kentucky Professional Firefighters Association and large important employers such as Toyota, Ford and UPS all joined with the Kentucky Chamber to demonstrate the broad appeal of the bill.

This coalition worked to include better benefits to injured workers. For example, the maximum average weekly wage that could be paid out to an injured worker was increased. The list of cancers presumed to be related to the work of firefighting was added to ensure that firefighters would receive treatment, and the 15-year cap on medical benefits that was part of an early version of the bill was softened to allow those who are permanently partially disabled to continue treatment for life, provided that an administrative law judge agrees treatment is warranted.

We commend the bill sponsor, Rep. Adam Koenig (Erlanger), for his tireless persistence in seeing this bill through the legislative process and Senate President Robert Stivers (Manchester) for his leadership in passing this bill in the Senate. The legislation improves Kentucky's competitive position by reducing system costs while improving treatment and outcomes for injured workers, allowing a faster return to work and a reduced period of disability.

Thank you to the General Assembly for taking action to continue improving Kentucky's position as a businessfriendly state.



All editorial material is fully protected and must not be reproduced in any manner without prior permission.



SATURDAY, APRIL 21ST AT 6:30

Taylor Made Farm Yearling Complex, 1290 E Hickman road Nicholasville KY 40356

RSVP by April 6 to 859-254-9474

BLACK TIE OPTIONAL | LEXINGTONDREAMFACTORY.ORG

TENTED OUTDOOR EVENT - KEEP THIS IN MIND WHEN CHOOSING SHOES FOR THE EVENT

UBER & LYFT RIDES AVAILABLE



























FAST LANE A compilation of economic news from across Kentucky

BARDWELL: KINGS ROYAL BIOTECH BUILDING \$30 MILLION FACILITY, HIRING 140 TO EXTRACT CBD FROM KY HEMP



Kings Royal Biotech will use industrial hemp to extract cannabidiol, which is used to treat a variety of health issues such as epilepsy, anxiety, diabetes and cancer.

Manufacturer of cannabidiol isolate has broken ground in Bardwell for a \$30 million facility that is expected to create 140 full-time jobs in the Western Kentucky community.

King's Royal Biotech Inc. plans to build a 75,000-s.f. building on nearly nine acres in Carlisle County, where it will utilize state-of-theart methods to extract, refine and recrystallize cannabidiol from industrial hemp.

CBD isolate and full-spectrum oil – which are used for health issues such as anxiety, inflammation, epilepsy, diabetes and cancer, among others – will be sold in commercial quantities throughout the United States and worldwide.

"Industrial hemp is the next big thing in Kentucky," said Keith Taylor, chief operating officer at KRB. "The bourbon industry is

synonymous with the state, and it is our goal to reach that level of success, where any time someone thinks of hemp-related products, they think of Kentucky."

KRB incorporated in Kentucky in 2017 and has partnered with a China-based company specializing in industrial hemp-related products to establish the Bardwell operation. Taylor noted Kentucky's ideal conditions for the growth of hemp as a major influence in its decision to locate in the state.

KRB has partnered with Andrea Schiavi of Lexington-based **Schiavi Seeds LLC** to provide hemp seeds certified through the Association of Official Seed Certifying Agencies. Schiavi Seeds in 2017 became the first company since the 1930s to produce certified hemp seeds in the commonwealth.

"Kentucky's nationally-renowned industrial hemp research pilot program continues to grow," said Agriculture Commissioner Ryan Quarles. "The number of processors is increasing, creating new market opportunities for our farmers and jobs for Kentuckians." According to a statement released by the state, the Bardwell plant is believed to

be the largest operation of its kind in the nation.

ASHLAND: BRAIDY INDUSTRIES ISSUES \$75M OF COMMON STOCK, ACQUIRES ALLOY AND METALLURGY EXPERT

ESS than one year after announcing plans to construct a \$1.5 billion greenfield aluminum mill in Greenup County, **Braidy Industries** has completed a \$75 million Series B common stock issuance at \$10 per share and finalized its acquisition of ultra-high-strength alloy and powder metallurgy provider **Veloxint**.

"The close of our Veloxint acquisition places Braidy Industries in position to meet the demands and challenges of a transportation industry in need of cost-effective light-



weighting," said Braidy Chairman and CEO Craig T. Bouchard. "In the very near term, Veloxint will become the 'lighter and stronger' standard for transportation, mining, tools and consumer goods. This is a terrific win for Kentucky, and consistent with the goal of converting the northeast corner of our beautiful state into the global intersection of science and advanced manufacturing."

The manufacturing base for Veloxint will be co-located with the Braidy Industries aluminum rolling mill at the EastPark Industrial Center in Ashland. Veloxint research and prototyping facilities will continue to be located in the Boston area and will be enhanced and expanded in scope.

Veloxint expects to begin staffing advanced manufacturing positions, and will incorporate its training program in collaboration with **Ashland Community and Technical College** into the Braidy Industries Advanced Manufacturing Degree Program.

Veloxint will be led by its current CEO, Alan Lund, who will also assume the additional role of Braidy Industries' chief technology officer.

STATE: QUARLES TO LEAD AGRICULTURAL TRADE MISSION TO CANADA

ENTUCKY Agriculture Commissioner Ryan Quarles has announced that he will lead an agriculture and agribusiness-focused trade mission to Canada this summer.

The Canada 2018 Trade and Business Mission, organized by World Trade Center Kentucky (WTC-KY) and presented by Kentucky Farm Bureau and Masterfeeds/Alltech, will take attendees to Toronto and Guelph on June 18-22, 2018.



Ryan Quarles, Kentucky Agriculture Commissioner

Canada, the world's 10th largest economy and member of the North American Free Trade Agreement, is Kentucky's top agriculture and agri-food export market. In 2016 Kentucky's agriculture and related industries exported \$230 million in goods to Canada.

The World Trade Center Kentucky organizes trade and business missions to provide Kentucky business owners with the opportunity to establish connections with prospective buyers and suppliers and meet with government officials, explained Ed Webb, Trade Center president and CEO.

The goal of the upcoming trade mission, said Quarles, "is to generate export opportunities by connecting our farm community to new international markets."

Mission attendees will be given a country-level political and economic briefing in Canada as well as a business etiquette and culture briefing in Kentucky prior to the mission.

In Canada, attendees will visit grain farms, participate in round-table discussions, attend an agriculture and agribusiness symposium, go to business to-business meetings and attend business networking receptions.

"Nearly 20 percent of all agricultural and related exports went to Canada last year," Quarles noted. "By working with our friends at the World Trade Center of Kentucky, and our new Ambassador to Canada Kelly Craft – a Kentuckian herself – I am confident we can increase the amount of ag exports fr



Kelly Craft, United States Ambassador to Canada

the amount of ag exports from our state."

Your hopes and dreams.

Our great loan programs and expertise.

Apply online or give Tim or his team a call for your mortgage loan or home equity line of credit.

Here for what's next.

unitedbank

34 Locations in 21 Communities in Kentucky

Tim Jones Sr. Vice President / Secondary Market Mortgage Manager NMLS 837869 Melissa Johnson NMLS 712796 Franklin, Anderson and Mercer Counties

Leah Taylor-Wright NMLS 1040160 Fayette, Jessamine, Scott and Woodford Counties

Pam Singleton NMLS 442806 Hardin, Bullitt and Jefferson Counties

Ann Rittinger NMLS 421724 Boone, Campbell and Kenton Counties



APPLY ONLINE TODAY! UnitedBankKY.com

800.227.1602

MEMBER FDIC

f) 🕥

in

ALL LOANS SUBJECT TO APPROVAL NMLS 665059

FAST LANE

BUSINESS BRIEFS



ASHLAND

■ Kentucky Power has received authorization from the Kentucky Public Service Commission to sell up to 200,000 tons of high-sulfur Northern Appalachian coal and pass reduced fuel costs on to customers. The coal will be delivered later this year to the Mitchell Plant in Moundsville, W. Va., a twounit, coal-fired facility that is co-owned by Kentucky Power and Wheeling Power and

operated by Kentucky Power. In its application filed in November, Kentucky Power told the PSC that it currently had enough high-sulfur coal to operate at capacity for 53 days. The company's target is 15 days. Kentucky Power is headquartered in Ashland and provides service to about 169,000 customers in 20 Eastern Kentucky counties.

BARDSTOWN

■ After announcing earlier this year that it would be laying off approximately 100 employees at its Bardstown plant, **American Greetings Corp.** has now announced that it will be closing the facility completely by February 2019. The Cleveland-based greeting card company has operated the Bardstown facility since 1984, but has seen its production needs change significantly as the industry has shifted. The company employs approximately 500 people, making it one of the community's largest employers.



BOONE COUNTY

■ Blue Grass Metals Inc., a supplier of wire forms for the automotive industry, is investing more than \$4 million to expand its operations in Boone County. The project involves adding a 50,000-s.f. facility adjacent to its existing 80,000-s.f. building and purchasing new equipment that will give the 25-year-old company the ability to produce wire forms for seat frames, exhaust brackets, frame components, stamping and tube fabrication. The expansion will add 15 jobs to the existing 62-member staff.



CAMPBELL COUNTY

■ Maxim Crane Works has opened a new \$4.71 million office that consolidates the company's operations and leadership functions in Campbell County, where the company has operated a regional headquarters since 1937. Maxim, which is one of the largest crane and lift providers in North America, bases about 400 cranes in Wilder for quick deployment to customers across the eastern United States. The company plans to add 100 full-time positions.

CORBIN

■ Eastern Kentucky University is partnering with the Corbin Independent School District to build a career and technology center on EKU property adjacent to the university's Corbin campus. The school district has received a \$90,000 grant from the Kentucky Department of Education via J.P. Morgan Chase & Co. to plan and implement a regional academy that will provide both career and technical education and academic courses, including dual-credit classes.

ELIZABETHTOWN

■ Eurotrol has opened an 11,000-s.f. distribution facility in Elizabethtown that will serve as the company's principle distribution hub for North, Central and



South America. Eurotrol, headquartered in The Netherlands, provides markets around the world with artificial blood samples used to ensure the precision and accuracy of in-vitro diagnostic equipment. Eurotrol President Bart Maas said the Elizabethtown site provides the company with easy access to the **UPS Worldport** in Louisville, which enables timely shipping of its temperature-sensitive products.

STATE: ANNUAL UNEMPLOYMENT RATE DROPS TO LOWEST LEVEL SINCE 2000

KENTUCKY JOB

GAINS/LOSSES IN 2017

ENTUCKY'S **annual unemployment rate** dropped to 4.9 percent in 2017, the lowest annual jobless rate for the state since 2000, when the rate was 4.2 percent.

The commonwealth saw nonfarm employment gain 11,300 jobs in 2017, according to the Kentucky Center for Education and Workforce Statistics.

"The increase in Kentucky's labor force is the largest since 1997," said University of Kentucky's Center for **Business and Economic** Research (CBER) Director Chris Bollinger. "As the commonwealth's economy has improved over the past couple of years, discouraged workers who stopped looking for work have returned to the labor market. The number of people unemployed has

(By sector)	017
SECTOR	CHANGE
Trade, Transportation & Utilities	+4,100
Educational & Health Services	+3,900
Leisure & Hospitality	+3,100
Manufacturing	+1,900
Other (repair/ maintenance; personal and laundry services; religious, civic and professional organizations)	+700
Construction	+400
Professional and Business Services	-1,900
Financial Activities	-100
Information (publishing, internet, data processing, broadcasting and news syndication)	-200
Mining and Logging	-200
Government	-400

declined, even as these individuals returned to labor market."

Kentucky's unemployment rate for 2017 was higher than 39 states, but lower than eight states. Kentucky's 4.9 rate was tied with Arizona and Pennsylvania. Nationally, Hawaii had the lowest jobless rate in 2017 at 2.4 percent, while Alaska had the highest rate at 7.2 percent. Among its surrounding states, Kentucky's unemployment rate was lower than Ohio, Illinois and West Virginia but higher than Missouri, Virginia, Tennessee and Indiana.

WESTERN KY: MURRAY ENERGY ACQUIRES WESTERN KENTUCKY COAL RESOURCES

HIO-based **Murray Energy Corp.** has acquired full ownership interest in **Western Kentucky Coal Resources**, which owns underground mines in Ohio County and Muhlenberg County.

Murray Energy previously held a 51 percent ownership in the company, with the remaining 49 percent owned by St. Louis-based **Armstrong Energy Inc.** Armstrong filed for Chapter 11 bankruptcy in November 2017 and in December filed paperwork with Kentucky, notifying the state of its intent to close all of its Kentucky mines.

Western Kentucky has over 400 employees and owns five mines in the Illinois Basin, including three surface mines and two operating underground mines. The underground mines are now operating as **Western Kentucky Coal Co.**'s **Genesis Mine** (formerly **Kronos Mine**) and the **Muhlenberg County Coal Co.**'s **Pride Mine** (formerly the **Survant Mine**). Western Kentucky Coal also owns three coal-processing plants as well as river-dock coal handling and rail loadout facilities.

According to information released by Murray Energy, Western Kentucky Coal Resources has 337 million tons of coal reserves.

RICHMOND: EKU JOINS PROJECT TO BUILD KY'S FIRST P3 ASSISTED-LIVING FACILITY



An assisted living facility located on the edge of Eastern Kentucky University's campus in Richmond will fill a need for senior housing while serving as a clinical learning space for EKU students.

THE Eastern Kentucky University board of directors has voted in favor of moving forward on a project with the City of Richmond to develop a low- to moderateincome assisted-living facility in a tax incentive financing (TIF) local development area on the south side of the EKU campus.

The project, which will be implemented in partnership with a private developer and operator, would be the first of its kind in Kentucky.

The assisted-living facility would serve at least 100 low-income seniors and would create up to 60 new jobs, including a clinical learning space for 20 students from nursing, occupational therapy, nutrition, recreation and other academic disciplines.

The project is similar to a recent partnership that resulted in the construction of EKU's Scholar House for single parents who are full-time students. The Scholar House features 36 twobedroom apartments and offers an on-site child-development facility and access to counseling and life-skills workshops. Most services are free; housing costs and childcare are income-based.

The university hopes to see the assisted-living project serve as a model for future efforts across the state.

BUSINESS BRIEFS

ERLANGER

■ Furlong Building Enterprises held a ribbon-cutting ceremony on March 22 for its new company headquarters on Price Avenue in Erlanger. Furlong CEO Jude Hehman said the new space offers convenient access to I-75 and I-275 and a flexible space design that will allow the company to grow. Furlong, which provides design-build construction services for commercial, industrial, office, medical and retail projects, has been recognized by the Northern Kentucky Chamber of Commerce as one of the region's fastest-growing companies for three of the last four years.

HILLVIEW

■ Online fashion retailer **Gilt Groupe** has notified the state that it plans to close its Hillview distribution center. The closure, which will be implemented in phases, will impact some 250 employees. The facility's weekend shift was slated to be released around April 9, with another round of layoffs scheduled on or about May 11; remaining employees will be released on or before Sept. 28. Gilt opened the 300,000-s.f. warehouse operation in 2010.

LAGRANGE

■ Blue Bell Ice Cream, a Texas-based company that has churned up a dedicated fan base for its frozen treats, is reopening its distribution facility in LaGrange to service Louisville, Lexington and surrounding areas. The



company stopped production and issued a voluntary recall back in 2015 after one of its products was found to have listeria. After addressing the production issue, the company has gradually re-entered markets across 20 states. The LaGrange distribution facility employs approximately 20 people.



FAST LANE

BUSINESS BRIEFS

LEXINGTON

■ The University of Kentucky Center for Applied Energy Research has received a \$740,000 grant from the United States Department of Energy's National Energy Technology Laboratory for a project to lower the cost and improve the efficiency of industrial water treatment. The grant will help advance UK CAER's portfolio of water-treatment research, a critically important project for Kentucky companies. "If successful, this technology would significantly lower the cost for water treatment," said Xin Gao, senior research engineer at the center, and the principal investigator for the funded project.

■ Baptist Health Lexington has become the first hospital in Kentucky and only the second hospital in the nation to receive the American Heart Association Cardiovascular Center of Excellence accreditation. The AHA developed the new comprehensive level of designation in collaboration with the American College of Cardiology to recognize hospitals committed to following proven treatment guidelines to fully address the needs of patients with complex cardiac conditions.

■ Lexington-based **Bates Security** has acquired **ABCO Security Services**, a Prestonsburg company that services more than 1,650 customers. The transaction represents Bates' second Kentucky acquisition since 2015 and its sixth in Kentucky since 2010. Bates now has a significant presence in Central, Northern and Eastern Kentucky, in addition to an office in Jacksonville, Fla., and ranks as the nation's 59th largest security company.



LOUISVILLE

■ Almost Family Inc., a Louisville company that specializes in home health care, has acquired Louisville-based MD2U, a primary-care practice that focuses on treating homebound patients who are unable to travel to their medical appointments. MD2U's nurse practitioners – located in Kentucky, Indiana, Ohio and North Carolina – make house calls to treat patients on-site.

■ WireCrafters LLC is investing more than \$5 million to expand its operations in Louisville, where it produces wire partitions for tool cribs, secured storage and maintenance areas, machine guards, vertical-lift enclosures and more. The 26,000-s.f. addition will provide more space for the company's welding department and allow the company to reduce its turnaround time for products. To support the expansion, WireCrafters plans to add 100 employees to its current 155-member staff.

■ After announcing in February its plans to pare the workforce at its Louisville headquarters by 5 percent and reduce CEO Fred Durham's pay from \$300,000 to \$125,000, Louisville-based **CafePress** announced in March that it would be implementing yet another restructuring initiative to "improve business performance, profitability, cash flow generation and productivity." The second announcement involves an additional 7 percent workforce reduction in an effort to reduce fixed costs and software development spending by another \$3 million. In connection with the announcement, Chief Operating Officer Robert D. Barton has submitted his resignation to pursue other professional interests.

■ Allegiant has announced plans of to begin nonstop flight service between Louisville International Airport and Myrtle Beach, S.C., beginning June 6. The seasonal route will operate twice weekly, on Wednesdays and Saturdays.



■ The Evansville (Indiana) Teachers Credit Union has announced its intent to acquire Louisville-based American Founders Bank. ETCU President and CEO Bill Schirmer said the acquisition complements the credit union's long-term business strategy and will allow the organization to better serve its members in the Louisville area, where it currently has two mortgage-loan production offices. American Founders has two Louisville banking locations and as of December 2017, had \$113 million in total assets and \$95 million in total loans. ETCU has \$1.5 billion in total assets and serves more than 193,000 members across five states.

OWENSBORO: VALOR OIL GROWS SERVICE AREA BY ACQUIRING NKY'S HARPER OIL

WENSBORO petroleum distributor Valor Oil has purchased Harper Oil Products Inc. and Harper Properties Inc. in a deal that brings together two long-time Kentucky companies.

The Harper family has worked as wholesale petroleum distributors and convenience-store operators in the Northern Kentucky region since 1955.

Harper Oil Products provides services to retail fueling stations, commercial, industrial, agricultural, oil heat and governmental customers with both branded and



Valor Oil is an Owensboro-based petroleum distributor that serves clients throughout Kentucky and the surrounding states.

unbranded fuels and lubricants. Harper Properties' nine **Hop Shop** convenience stores are located throughout Northern Kentucky, with locations in Fort Mitchell, Florence, Walton, Verona, Crittenden, Williamstown, Owenton, Carrollton and LaGrange. The company also has a **Dairy Queen Grill & Chill** location in Walton.

Valor Oil is a full-line petroleum distributor that has been family owned for three generations. The company provides fuels, additives, lubricants, racing fuels, diesel exhaust fluid and other services to gas stations, convenience stores, and a wide variety of businesses in the commercial, industrial, marine, mining, oil heat and farming sectors in Kentucky, Central Tennessee, Southern Indiana, Southern Illinois and Southern Ohio.

With the acquisition, Valor will now have a physical presence in Owensboro, Bowling Green, Louisville, Florence and Maysville.

LOUISVILLE: CHURCHILL DOWNS ON TRACK TO ACQUIRE 2 CASINOS FOR \$225.5M

HURCHILL Downs Inc. has announced its intent to acquire the **Presque Isle Downs & Casino** in Erie, Penn., and the **Lady Luck Casino** in Vicksburg, Miss., in two transactions totaling \$229.5 million.

Presque Isle, which opened in 2007, operates 1,600 slots, 32 table games and a poker room and also conducts approximately 100 live Thoroughbred races each year.

Lady Luck Vicksburg operates approximately 620 slots, nine table games and includes an 89-room hotel.

Both properties are owned by **Eldorado Resorts Inc.**, a publicly traded casino entertainment company headquartered in Reno, Nev.

CDI CEO Bill Carstanjen noted that the Presque Isle property gives the company a foothold in Pennsylvania, which recently passed legislation authorizing real money online gaming. Meanwhile, the Mississippi casino is adjacent to CDI's **Riverwalk Casino** in Vicksburg and provides operational efficiencies.

The Lady Luck Vicksburg transaction is expected to close in the second quarter of 2018. Closing of the Presque Isle purchase, which is conditional on the closing of the Lady Luck Vicksburg transaction, is expected to close in the fourth quarter of 2018.

WALTON: ARANDELL CORP. ADDS SECOND PRINT-OPERATION FACILITY IN WALTON

RANDELL Corp., a

leader in catalog

printing and

omnichannel solutions, is

expanding its presence in

Northern Kentucky with

the acquisition of a

second facility in Walton.

president and chief

executive officer of the

Wisconsin-based company,

Bradley J. Hoffman,



Arandell's expansion in Walton will give the company a multiplant footprint for mailing and distribution.

said the expansion will not only provide more capacity but will also help the company be more flexible and responsive to customers' evolving needs.

The Kentucky facility positions Arandell to expand its service offerings, providing more cost-effective services and a multiplant footprint for mailing and distribution capabilities. With the new facility, Arandell will add significant new capabilities and back-up capacity, including tabloid-size printing, double-web output, press-pasting and rotary trimming, aqueous coating, eight-color printing, log delivery system, additional perfect binding and additional poly bagging.

Arandell will continue to focus on color-critical, timesensitive projects requiring co-mailing services and the new facility's additional printing and finishing capabilities will expand the depth and breadth of the services it offers in the business-to-consumer marketplace.

BUSINESS BRIEFS

LOUISVILLE

■ Mint Julep Experiences, a Louisville-based company that specializes in Bourbon Trail, horse farm and culinary tours, has expanded into the Nashville market. Owners Sean and Lisa Higgins are now offering two day-long Tennessee whiskey adventures, with tours departing from downtown Nashville



five days a week, Wednesday through Sunday. Since its inception in 2008, Mint Julep Tours has grown to nearly 50 employees and 20 vehicles and now serves more than 30,000 guests per year in Kentucky.

■ Electronics supplier **Flextronics America** has notified the state of its intent to lay off 314 employees by Sept. 1, 2018. The layoffs are tied to a corporate restructuring plan that includes moving some business operations to other locations and discontinuing some of the company's business relationships. According to the Flextronics website, the Louisville location handles global business services.



■ The Joint Chiropractic, an Arizonabased franchisor and operator of chiropractic clinics, has announced a nationwide franchise plan that includes opening a new clinic in Louisville. Founded in 1999, The Joint has expanded steadily and now has more than 380 clinics across the United States. Franchise and corporate locations saw a 17 percent increase in

revenue growth from 2015 to 2016, with similar projections for 2016-2017.





Kentucky is home to 49 state parks, each with their own story.

They are filled with amazing wildlife, geological features, history, food, and memorable locations for family getaways.

Enjoy your rejuvenating getaway in a lodge, cottage, or campsite at your choice of historical, boating, hiking, or golfthemed settings.

Make your Summer plans now! Visit parks.ky.gov.

> P •• S S F #kystateparks



FAST LANE

BUSINESS BRIEFS

MOREHEAD

■ Morehead State University is implementing an administrative reorganization that will save the university more than \$1 million. According to *The Morehead News*, both the assistant vice president for academic success and assistant vice president for regional engagement positions are currently



empty and will not be filled, while two facilities management positions will be merging. With the current vice president for administration, Beth Patrick, leaving for another job, that position is being eliminated. Russ Mast has been named vice president of student affairs and his previous position, assistant vice president of student engagement, is being eliminated. MSU President Jay Morgan said the restructuring is part of the university's effort to reduce costs at the administrative level in order to keep its emphasis on the classroom and student success.

MURRAY

■ The Small Business Development Center at **Murray State University** helped create 282 new jobs across the region in 2017, a record high for the center, which was founded in 1981. In addition to offering management consulting services, the center hosts specialty services and training workshops that cover topics such as social network marketing, strategic planning, human resource management and marketing basics.



Ě

B Kentucky Wesleyan College has partnered with the University of Kentucky College of Pharmacy to offer an accelerated program that allows students to earn both a bachelor's degree and a doctor of pharmacy degree with one less year of coursework. Qualifying Wesleyan students will receive priority applicant status during the admissions program and will attend

KWC for three years before transferring to UK for the four-year doctor of pharmacy program. Students will earn a Bachelor of Science in chemistry from Kentucky Wesleyan following completion of their first year of pharmacy school at UK.

PIKEVILLE

■ Big Sandy Community & Technical College is teaming with Verizon Innovative Learning, the education initiative of the Verizon Foundation, to sponsor a program that introduces more girls to science, technology, engineering and math (STEM) skills. Kicking off this summer with a threeweek intensive learning experience, up to 100 girls from local middle schools across Eastern Kentucky will attend courses at the BSCTC Pikeville Campus in augmented and virtual reality, coding, 3D design, entrepreneurship and design thinking principles.

RICHMOND

■ Richmond-based **Baldwin CPAs** has merged with **Buchenberger**, **Eggers and Spurr**, a professional services firm located in Louisville. The newly merged firm is operating as Baldwin CPAs, and Buchenberger, Eggers and Spurr has relocated to Baldwin's Louisville office on 1st Street. In addition to its Richmond and Louisville locations, Baldwin also has offices in Flemingsburg, Lexington and Maysville.

LOUISVILLE: AIRBNB AGREES TO PAY ROOM TAX, GIVES TOURISM COFFERS A BOOST

OUISVILLE Metro Government and **Airbnb** have finalized an agreement that allows Airbnb to collect and remit taxes on behalf of its hosts in Louisville and Jefferson County who rent their homes to out-of-town visitors.

As part of the agreement, which went into effect April 1, Airbnb will automatically collect and remit the Louisville transient room tax (8.5 percent) for taxable bookings. The agreement allows Louisville to fully benefit from people visiting and staying longer through home sharing and streamlines the local tax process for hosts.

The agreement comes at a time of dynamic home-sharing growth in the Greater Louisville area. In 2017, Louisville-area Airbnb hosts earned \$10 million in supplemental income while welcoming over 78,000 guest arrivals to the city.

СІТҮ	TOTAL 2017 GUEST ARRIVALS	TOTAL 2017 HOST INCOME
Louisville	78,080	\$10 million
Lexington	27,630	\$3.1 million
Covington	5,230	\$489,000
Bowling Green	3,840	\$391,000
Stanton	3,310	\$370,000
Bardstown	2,620	\$257,000
Paducah	2,600	\$261,000
Berea	1,760	\$117,000
Nicholasville	1,580	\$185,000
Murray	1,470	\$129,000

"We believe this agreement will unlock significant new revenue for **Louisville Convention Bureau** moving forward," said Laura Spanjian, policy director for Airbnb. "With clear, fair rules to regulate home sharing and now a tax agreement to bring in new revenue, Louisville has emerged as a national model for how cities can capitalize from the sharing economy."

The agreement is Airbnb's third tax agreement in Kentucky. In September 2017, the company announced a statewide tax agreement with the **Kentucky Department of Revenue** that authorized Airbnb to collect and remit the state sales tax on all Kentucky Airbnb bookings (including in Louisville Metro). Earlier this year, Airbnb and Lexington announced an agreement authorizing Airbnb to collect and remit Lexington's local room tax.

Airbnb reports that its nearly 3,500 Kentucky hosts welcomed a total of 166,000 guests in 2017 and averaged about \$4,900 annually in supplemental income.





WOMEN'S BUSINESS & LEADERSHIP CONFERENCE "I Am That Woman"

May 23, 2018 | Marriott Griffin Gate | 8:30am-3:30pm **Keynote: Laura Bell Bundy | Entertainer & Creator** Keynote Sponsor: KEMI

Martha Layne Collins Leadership Awards Luncheon | Award Recipients







PRESENTING SPONSOR



COO/CNO Baptist Health • Lexington SPONSOR | EXHIBIT | REGISTER | www.womenleadingky.com

LOUISVILLE: TSA TIGHTENS SECURITY FOR CARRY-ONS AT LOUISVILLE AIRPORT



All personal electronics larger than a cell phone must now be placed in a bin as part of stricter airport screening procedures.

HE Transportation Security Administration has implemented stronger screening procedures for carry-on items at Louisville International Airport.

TSA officers must now ask travelers to remove electronics larger than a cell phone from their carry-on bags and place them in a bin with nothing on top or below, similar to how laptops have been screened.

"The simple step of separating personal electronic items for screening allows TSA officers to more closely focus on resolving alarms and stopping terror threats," said TSA spokesman Mark Howell.

In standard screening lanes, TSA officers will be stationed in front of the checkpoint X-ray machines to guide passengers through the screening process. Travelers are encouraged to organize carry-on bags and keep them uncluttered to expedite the screening process.

There are no changes to what travelers can bring through the checkpoint; food and liquid items that comply with the 3-1-1 liquids rule (each liquid must be in a 3.4-ounce or less container, all containers must be placed inside one clear quart-sized plastic bag and each passenger is only allowed one plastic bag), electronics and books continue to be allowed in carry-on bags.

The TSA suggests passengers arrive at the airport two hours prior to their scheduled departure time to allow adequate time to navigate the ticketing, baggage and security screening processes.

The new security measures do not apply to passengers enrolled in TSA Precheck who are using TSA Precheck lanes. The Precheck program allows TSA to focus resources on passengers who may pose a high risk to security while providing expedited screening to those travelers who have been identified as low-risk, trusted travelers.

<<

We want to know what's going on at your company! If

you have news to share with Kentucky's business community, please forward your press releases and photos/logos/graphics to editorial@lanereport.com. In order to reproduce well, images must be large enough to publish in high resolution (300 dpi).

BUSINESS BRIEFS

TAYLOR COUNTY

■ Taylor Regional Hospital has announced an affiliation agreement with KentuckyOne Health that will offer a range of support and increased efficiencies for the hospital through Saint Joseph Hospital. Through the partnership, Saint Joseph will provide access to subspecialty services not currently available in Taylor County. Work has already begun to provide spine surgery



at Taylor Regional and collaboration will also be available in areas such as payer contracting, supply chain and purchasing.



WILLIAMSBURG

■ The University of the Cumberlands has signed a cooperative agreement with the University of Kentucky College of Medicine-Northern Kentucky that grants two outstanding sophomore students who meet UK College of Medicine admission criteria assured

acceptance into the program upon graduation from Cumberlands. In addition to assured acceptance, the UC students will have exposure to hospital and office practices through shadowing and mentoring experiences with physicians established in Northern Kentucky, through a collaboration with **St. Elizabeth Healthcare**.

STATE

■ A newly released study of college, industry and employment data reveals that the **Kentucky Community and Technical College System** (KCTCS), its students and alumni add \$2.3 billion to Kentucky's economy each year. That impact is the equivalent of 37,389 jobs, meaning that one out of every 67 jobs in Kentucky is supported by the activities of KCTCS colleges and their students. The top three business segments impacted are manufacturing, health care and construction.

■ The **Council on Postsecondary Education** has approved campus diversity plans for Kentucky's public four-year universities and the 16 colleges of the **Kentucky Community and Technical College System**, becoming the only state in the nation to develop a statewide policy that ties campus performance on diversity, equity and inclusion goals to new academic program approval eligibility. The fiveyear plans aim to boost enrollment, retention and graduation rates of students, particularly underrepresented minorities and low-income students.



■ Eighty-five **Kroger** supermarkets across Kentucky are now carrying **Kentucky Cattleman's Ground Beef**, a minimally processed product sourced from Kentucky farms. The beef is processed at **The Chop Shop** in Wolfe County and then packaged at **Creation Gardens** in Louisville, utilizing packaging that is specifically designed to keep beef longer in the refrigerator. Kentucky ranks as the top cattle-producing state east of the Mississippi River, with more than 38,000 producers and more than 1 million beef cows.



Only minutes SW of Lexington offering historic B&B's and Inns, hotels, private rentals and lake properties. Beaumont Inn
Bright Leaf Golf Resort
Herrington Lake & Kentucky River
Trails, Horseback Riding & Zipline

Olde Towne Distillery
Lemons Mill Brewery

800-355-9192 www.HarrodsburgKY.com

EXPERIENCE

OLD FORT HARROD STATE PARK



INTERSTATE LANE

Business news from Indiana, Ohio, Tennessee and West Virginia

BUSINESS BRIEFS

INDIANA

■ ElringKlinger, a global manufacturer and supplier of auto parts, is building a 60,000-s.f. facility in Fort Wayne, Ind., that will create up to 150 new jobs by 2022.



The plant will produce aluminum shielding systems for acoustic and thermal protection for passenger cars and commercial vehicles. The Fort Wayne site will be the Germany-based company's fifth operations center in the United States and its first in Indiana. Operations are expected to begin in September.

■ Berry Global Group Inc., an Evansville, Ind., company that is a global supplier of consumer and industrial products, is investing more than \$70 million to expand its manufacturing facility in downtown Evansville. The expansion will include the addition of four new thermoforming lines to produce plastic packaging and will create up to 150 new jobs by 2020.

Cummins Inc., a Columbus, Ind., manufacturer of engines and related technologies, has acquired **Johnson Matthey**'s automotive battery systems business in the United Kingdom, a subsidiary of Johnson Matthey that specializes in high-voltage automotive-grade battery systems for electric and hybrid vehicles. As part of the acquisition, Cummins and Johnson Matthey have also agreed to collaborate on the development of high-energy battery materials for commercial heavy-duty applications.

оню

■ Veeva Systems Inc., a San Francisco-based company that specializes in cloud-based software for the life-sciences industry, is expanding its presence in the Columbus, Ohio, area with plans to add 130 new employees over the next several years. The company is investing \$1 million to build a new facility in Dublin, Ohio, that will serve as the company's regional office and will be adding positions across its engineering, information technology, services and finance organizations in the region.

■ Fifth Third Bank has signed a power-purchase agreement with North Carolina-based SunEnergy1 that will make the Cincinnati-based bank the first



publicly traded company to commit to purchase 100 percent renewable energy through solar power alone. The purchase agreement will lead to the construction of a \$200-million, 80-megawatt solar project in North Carolina that will generate roughly 194,000 MWh/year of electricity.

TENNESSEE

■ Global automotive supplier **DENSO** is investing \$190 million to expand operations at its facility in Athens, Tenn. The expansion will add four production lines, increasing the company's ability to produce and deliver key parts for automobiles such as fuel injectors, fuel pumps, oxygen sensors, ignition coils, monolithic carriers and spark plugs. The expansion will create 320 new jobs at the plant.



■ FedEx Corp. is making a capital investment of more than \$1 billion to modernize its Memphis hub and improve operational efficiency. The Memphis hub project includes construction of a new large sort facility and installation of stateof-the-art sort systems,

construction of a bulk truck load building, and a new area to improve handling of the oversized shipments that have increased with the growth in e-commerce. The Memphis hub, which currently has 11,000 employees and 163 aircraft gates, is the largest sort facility in the FedEx network, processing 47 percent of total FedEx volume and 69 percent of U.S. domestic volume each business day. Construction on the new facility is expected to begin in 2019 and be completed by 2025.

OHIO: AIRSTREAM ADDING 280 JOBS TO SUPPORT \$40M RV PLANT PROJECT

IRSTREAM Inc., manufacturer of the iconic "silver bullet" travel trailer, is poised to break ground on a \$40 million project that it is calling the most significant plant expansion in company history.

The company plans to build a new 750,000-s.f. facility in Jackson Center, Ohio, that will be completely powered by renewable energy credits. The new plant will consolidate multiple production spaces into one facility and bring the assembly of the company's travel trailers under one roof. The existing 255,000-s.f. travel trailer plant in Jackson Center will be converted for use in building Airstream's motorized touring coaches, freeing up space to support



Airstream's new 750,000-s.f. manufacturing facility in Jackson Center, Ohio, is expected to be operational by 2019.

coaches, freeing up space to support a growing line of products that appeal to a broad spectrum of RV enthusiasts.

As a result of the expanded capacity, Airstream expects to add 280 new jobs, bringing total employment in Jackson Center to around 1,200 people. A training center in the new factory will provide Airstream and dealer associates with a hands-on shop floor environment for earning certifications, learning new skills, and mastering new production and maintenance techniques.

Airstream's current Jackson Center facility has long been a popular destination for Airstream owners and other tourists seeking a glimpse inside the company's hand-made manufacturing process. A new Heritage Center will enhance those visits with exhibits illustrating the company's 87 years of inspiring adventure and help drive regional tourism in nearby communities. Plans call for the display of numerous classic and historic Airstream products, including artifacts from the relationship between Airstream and the **NASA** space program.

Airstream began operating in Jackson Center in 1952. The current plant was built in 1971 and has been Airstream's sole manufacturing location since 1979.

INDIANA: GEICO HIRING NEARLY 1,500 NEW EMPLOYEES FOR INDY EXPANSION

EICO, one of the nation's largest auto insurance companies, is expanding its operations near Indianapolis, where it plans to add 1,474 new jobs by the end of 2022.

The Maryland-based company is investing more than \$16 million to expand its existing office space in Carmel, Ind., a city just north of Indianapolis that is one of the fastest-growing communities in the country. The expansion will allow the company to add information technology and claims positions to its existing sales, service and emergency roadside operations.

GEICO established its customer service center in Indiana in 2013 and currently employs approximately 1,200 associates in the Hoosier state. The company plans to add more than 350 IT positions and 1,000 customer service and claims-handling positions.

Established in 1936 as an automobile insurance company, GEICO (Government Employees Insurance Company) now ranks as the second-largest private passenger auto insurer in the country, serving more than 16 million auto policies and covering more than 27 million vehicles.

KENTUCKY INTELLIGENCER®

A sampling of business and economic data

TOP SMALL-BUSINESS LENDERS IN KENTUCKY

The Kentucky Small Business Association recently recognized the state's top lenders to small businesses across the commonwealth in 2017. There were 683 SBA 7(a), 504 and microloans approved for the year, a figure that puts 2017 in the top five of all time for SBA loan dollars in the state.

WHAT MATTERS MOST IN A JOB OFFER?

Hiring the right person for the job is critical, no matter what the industry. And as the job market becomes increasingly competitive, it's all the more important to put together a package to help you land – and retain – the best job candidate for your company. A recent study asked job seekers what – aside from salary – they considered most important when considering a job offer.

LOANS BY COMMUNITY BANKS				
Bank	# of Loans	Loan Totals		
Community Trust Bank Inc.	64	\$7,802,500		
MainSource Bank	17	\$6,429,100		
Stock Yards Bank & Trust	16	\$2,844,900		
Republic Bank & Trust 12 \$4,029,200				
LOANS BY NATIONAL/REGIONAL BANKS				

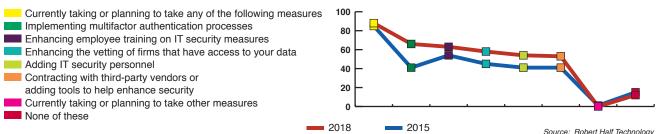
Bank	# of Loans	Loan Totals	
Huntington National Bank	82	\$21,792,500	
U.S. Bank	42	\$ 5,180,500	
JPMorgan Chase Bank	17	\$ 2,892,400	
Fifth Third Bank	14	\$ 1,728,300	
	Source: Kentucky Small Business Associatio		

	Total	Ger	nder		Age	
	Total	Male	Female	18-34	35-54	55+
Vacation time/ paid time off	26%	24%	27%	22%	27%	29%
Corporate culture/work environment	24%	25%	23%	21%	23%	29%
Career advancement potential	21%	24%	19%	30%	22%	10%
Work-from- home options	11%	9%	12%	10%	12%	10%
Professional development/ training opportunities	9%	11%	8%	14%	8%	6%
Other	9%	8%	10%	4%	8%	16%
Some responses do not total 100 due to rounding. Source: Accountem						

GETTING SERIOUS ABOUT CYBERSECURITY

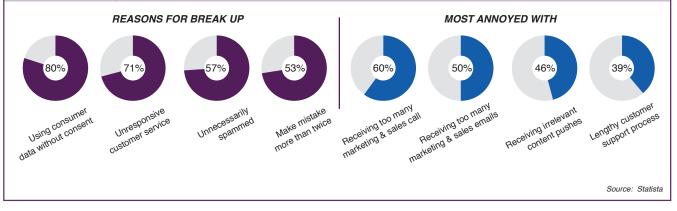
With cyberattacks on the rise, more and more companies are getting serious about taking advanced steps to protect their information. A recent study surveyed 2,600 chief information officers across the nation to ask the following question:

WHICH OF THE FOLLOWING MEASURES IS YOUR COMPANY CURRENTLY TAKING OR PLANNING TO TAKE WITHIN THE NEXT 12 MONTHS TO ENHANCE IT SECURITY?*



KEEPING CUSTOMERS HAPPY

It's not always easy to gain new customers, so it's important to keep the ones you have – and keep them happy. But sometimes that's easier said than done. So what causes at customer to bail? A recent global survey of 20,000 people revealed why customers leave a brand and what annoys them most.



CORPORATE MOVES

New leadership for Kentucky businesses

ACCOUNTING

Kelly A. Paine has joined the Louisville certified public accounting firm of Louis T. Roth & Co. as firm administrator.

ADVERTISING/MARKETING

■ Ken Schaeffer has been named director of national accounts for Louisville-based J&L Marketing.

BANKING/ FINANCE Justin

Carroll has j o i n e d Frankfortbased United B a n k & Ja Capital Trust Co.'s Versailles



Popp

Justin Carroll

office as vice president and commercial lender. **Berry Popp** has been named vice president and will join the bank's Lawrenceburg Main office as a commercial lender.

■ Matt Hunsaker has been promoted to finance officer, first vice president at Henderson-based Field & Main Bank.

■ Owensboro-based First Security Bank has announced the following appointments: **Joe Berry** – vice president of community development; **Jackie Pyland-Tipmore** – assistant vice president, banking center manager, South Frederica branch (Owensboro); **Jamie Roby Johnson** – marketing specialist; and **Dalana Jones** – commercial banking officer, Bowling Green banking center.

BUSINESS SERVICES

■ Greg Pope has been selected to lead EY's National Executive Assistant Team center as office managing partner for Kentucky and southern Indiana. Pope succeeds David Calzi, who assumes the lead role for EY's central regional government and public sector.

EDUCATION

■ Northern Kentucky University has named Valerie Hardcastle to serve in a dual role as the St. Elizabeth Healthcare executive director for the Institute for Health Innovation and vice president for health innovation.



Valerie Hardcastle

■ Loretta Reynolds has been appointed dean of the chapel at Berea College.

■ Laura Griffin has been named assistant dean of osteopathic principles and practices integration at the University of Pikeville– Kentucky College of Osteopathic Medicine.

■ The University of Louisville has named **Rhonda Bishop** as its new vice president for enterprise risk management, audit and compliance.

s been

■ Al Campoli has been joined Lexington-based engineering firm ECSI as director of mining and energy services.

FOOD/SPIRITS/ HOSPITALITY

■ Megan Gabriel has joined C o v i n g t o n - b a s e d Commonwealth Hotels LLC as field director of sales and marketing.

Elizabeth McCall has been promoted to assistant master distiller for Woodford Reserve.

GOVERNMENT

■ Jean Porter has been named communications director for Louisville Mayor Greg Fischer.

■ Jon Larson has been appointed judgeexecutive for Fayette County.

■ John D. Small has been appointed commissioner of the Kentucky Department for Natural Resources. George L. Seay Jr. has been named deputy commissioner of the department.

■ Benjamin F. Adams III has been appointed commissioner of the Kentucky Department of Veterans Affairs.

Adam R. O'Nan has been appointed judgeexecutive of Union County.

INSURANCE

■ Jeremiah Hale has joined Keystone Insurers Group as Kentucky state vice president.

LEGAL

David M. Dirr has been named partner at DBL Law, a full-service law firm with offices in Crestview Hills, Louisville and Cincinnati.

MANUFACTURING

■ Miriam Shealy has been named vice president of accounting for Ashland-based Braidy Industries Inc.

MEDIA

Dean Barke has joined Buckner-based Fastline Media Group as chief financial officer.

NONPROFIT

Elizabeth Wessels-Martin has been named president of the Center for Women and Families in Louisville. She succeeds **Marta Miranda Straub**, who is retiring.

REAL ESTATE

■ Justin Landon has been named chief executive officer of the Lexington-Bluegrass Association of REALTORS.

Bobby Vormbrock has

joined Red Edge Realty's new office in Mount Washington as a managing partner.

RESEARCH

■ Joseph Mooney has been promoted to senior corporate counsel for CTI Clinical Trial and Consulting Services, a Covington-based contract research organization. Sandy Stagge has been promoted to senior director, clinical trials.



DEPARTURES

Rhonda Tracy has stepped down as chancellor of the Kentucky Community and Technical College System due to family obligations.

Kay Adkins has announced plans to step down as president of Ashland Community and Technical College at the end of June.

Sam Nelson has retired as vice president of franchise sales for Lexington-based Fazoli's.

■ Bob King will retire on June 10 as president of the Kentucky Council on Postsecondary Education.

■ **Greg Tulley** has retired as director of development for the City of Newport.



Bob King

Nathan Churchill has left

his position as managing partner at the Lexington-based construction firm of Churchill McGee to help victims of hurricane damage in the Caribbean rebuild their homes and communities. The firm, which Churchill co-founded in 2003 and now operates with offices in Lexington, Louisville and Cincinnati, will retain its name.

TECHNOLOGY

■ Andras Bende has been named chief financial officer for Paducah-based Computer Services Inc.

UTILITIES

Cindy Wiseman has been named managing director of external affairs and customer service for Ashland-based Kentucky Power.



■ Matthew Moffitt has been appointed vice president of operations for Owensborobased Kenergy.

OTHER

Brad Patrick has joined Lexington-based Valvoline Inc. as chief people and communications officer.

Sherman Brown and **Jeff Busick** have been named partners at McCarthy Strategic Solutions, a Frankfort government relations firm.

■ **Preston Gorman** has been named vice president of technology services for Lexington-based Associations International. **Cindy Stanley** has been named executive director of AI's client partner, the Accounting & Financial Women's Alliance.

■ Turning Point Brands Inc., a Louisvillebased provider of tobacco products, has announced the following appointments: **Robert Lavan** – chief financial officer; **Brian Wigginton** – vice president-finance, chief accounting officer; and **Brad Beard** – vice president-finance, business planning.

■ Americans for Prosperity has hired **Andrew V. McNeill** as state director for its Kentucky chapter.



ENGINEERING

Gabriel

s been naster eserve.

ON THE BOARDS

Kentuckians named to organizational leadership roles

AGFIRST FARM CREDIT BANK

■ James Alvin Lyons has been elected to serve on the board of directors of AgFirst Farm Credit Bank, part of the nationwide Farm Credit System and an affiliate with Central Kentucky Ag Credit. Lyons is a Scott County farmer and businessman.



James Alvin Lyons

BLUE GRASS AIRPORT

Blue Grass Airport has announced its officers and board of directors for the coming year: Chair - William V. Alford Jr.; Vice Chair/ Treasurer - Elizabeth Woodward; Secretary -James Coles. Other members of the Airport Board include Ronnie Bastin, Doris Benson, Larry Deener, Garven Denning, Daniel Mason, Richard Moloney and Don Mosier.

BLUEGRASS COMMUNITY & TECHNICAL COLLEGE

Ron L. Walker Jr. has been appointed to the Bluegrass Community & Technical College board of directors. Walker, of Richmond, is an assistant U.S. attorney with the U.S. Department of Justice.

CABBAGE PATCH **SETTLEMENT HOUSE**

Cabbage Patch Settlement House, a Louisville nonprofit organization that provide support for at-risk children and youth, has announced its new board members and officers for 2018: President – Bill Meyer, Strothman and Co.;



Meyer

Immediate Past President - Henry (Chip) Snyder, PNC Real Estate; Treasurer - Karen Thomas, Yum! Brands; Secretary, Liz Haas, Homepage Realty; board members: Rob Christian, Tellennium Inc.; Rob Crady, Hilliard Lyons; Julia Bright Crigler, Bright Strategies; Michael Duke, The New School Group; Charlie Farnsley, Bahe Farnsley Advisors; Angela Hagan, Humana; Sally Harper, Sellersburg Internal Medicine and Pediatrics; Scott Prince, Prince College Counseling; Jessica Rives, Brown-Forman; Allison Pitman, Bandy Carroll Hellige; and Susan Staples, Zirmed Inc.

CENTRAL KENTUCKY RIDING FOR HOPE

■ John Douglas has been named to the board of directors for Central Kentucky Riding for Hope, a nonprofit organization that offers a variety of equineassisted activities and therapies. Douglas is vice



Douglas

president and commercial banking relationship manager for Old National Bank in Lexington.

COLLEGE PERSONNEL ASSOCIATION OF KENTUCKY **Brian Bourke** and Alex Hackbarth have

been elected to the executive committee for the College Personnel Association of Kentucky. Bourke is an assistant professor in the Murray State University College of Education and Human Services. Hackbarth is a residence hall director at MSU.

DENHAM-BLYTHE CO.

Adam Jones has been appointed to the board of directors of Denham-Blythe Co., a Lexington-based construction and design company.



Iones

GATEWAY COMMUNITY & TECHNICAL **COLLEGE FOUNDATION**

Steve Brunson has joined the board of directors for the Gateway Community & Technical College Foundation. Brunson is a senior vice president with Forcht Bank in Northern Kentucky.

GREATER LOUISVILLE FOUNDATION INC.

■ Alice Houston has been appointed to the board of directors of The Greater Louisville Foundation Inc. Houston is co-founder and CEO of HJI Supply Chain Solutions.

JEFFERSON COMMUNITY & TECHNICAL COLLEGE ■ Hernan E. Mujica and Elizabeth "Libby"

Adams have been appointed to the Jefferson Community & Technical College board of directors. Mujica, of Louisville, is chief information officer for Texas Roadhouse in Louisville. Adams, of Pleasureville, is executive director of the Shelby County Industrial & Development Foundation.

KENTUCKY BOARD OF OPHTHALMIC DISPENSERS

Somerset pharmacist Robert Samuel Goforth has been appointed to the Kentucky Board of Ophthalmic Dispensers.

KENTUCKY COMMISSION ON THE DEAF AND HARD OF HEARING

James Edward Runyon and Barbara Harris have been appointed to the Commission on the Deaf and Hard of Hearing. Runvon, of Pikeville, is a loss prevention and safety manager for Lowe's. Harris, of Danville, is a retired teacher from the Kentucky School of the Deaf.

KENTUCKY CONSUMERS' ADVISORY COUNCIL

Kyle M. Winslow, Larry Wayne Bailey, Frank Miller Jr. and Laura Leigh Goins have been appointed to the Kentucky Consumers' Advisory Council. Winslow, of Erlanger, is an associate attorney at Hemmer DeFrank Wessels PLLC. Bailey, of Richmond, is retired. Goins, of Frankfort, is the vice president of communications for the Kentucky Retail Federation.

KENTUCKY LOTTERY CORP.

■ Jan M. Buddeke has been appointed to the Kentucky Lottery Corp. board of directors. Buddeke, of Prospect, is a retired banker.

KENTUCKY PHARMACY AND THERAPEUTICS **ADVISORY COMMITTEE**

■ William J. McIntyre has been appointed to the Kentucky Pharmacy and Therapeutics Advisory Committee. McIntyre, of Jenkins, is an emergency department physician.

KENTUCKY SCHOOL CURRICULUM, ASSESSMENT AND ACCOUNTABILITY COUNCIL

Aaron Scott Collins has been appointed to the School Curriculum, Assessment and Accountability Council. Collins, of Fulton, is superintendent of Fulton County Schools.

KENTUCKY TOURISM DEVELOPMENT FINANCE AUTHORITY

Kimberly Huston and **Vanda Rice** have been appointed to the Kentucky Tourism Development Finance Authority. Huston, of Bardstown, is president of the Nelson County Economic Development Agency. Rice, of Manchester, is a retired speech language pathologist.

KENTUCKY WORK READY SKILLS INITIATIVE AND WORK READY SKILLS ADVISORY COMMITTEE

Katherine Gornik has been appointed to the Kentucky Work Ready Skills Initiative and Work Ready Skills Advisory Committee. Gornik, of Lexington, is the founder and former president of THIEL Audio.

SOUTHEAST KENTUCKY **COMMUNITY & TECHNICAL COLLEGE**

Ronnie Roderick Hampton has been appointed to the Southeast Kentucky Community & Technical College board of directors. Hampton, of Lynch, is a state mine inspector for the Kentucky Department of Mines and Minerals.

SUNRISE CHILDREN'S SERVICES

Billy Lyons, David Pinkston and Andy Weeks have joined the board of directors of Sunrise Children's Services, one of the state's largest private child services providers. Lyons, is corporate counsel at Conduent Inc. in Lexington. Pinkston is a practicing veterinarian at Ashland Animal Clinic in Ashland and chairman and co-owner of Advanced Veterinary Services, a seven-practice corporation. Weeks, of Louisville, is director of information security at Humana Inc.





Billy Lyons

Weeks

VENT HAVEN MUSEUM

David

Pinkston

Bob Wylly and **Tom Ladshaw** have been named to the board of directors of the Vent Haven Museum in Fort Mitchell, the world's only museum dedicated to ventriloquism. Wylly is retired from Procter & Gamble. Ladshaw is a comedy magician and ventriloquist.

YEW DELL **BOTANICAL GARDENS**

Sarah Cronan Spurlock has been appointed to the board of directors of Yew Dell Botanical Gardens in Louisville. Spurlock is an attorney with the law office of Stites & Harbison.



Sarah Cronan Spurlock



LANE ONE-ON-ONE

Kentucky's leaders express their opinions



Hank Phillips

Hank Phillips is president and CEO of the Kentucky Travel Industry Association, an 800-member organization that represents the state's \$14.5 billion and growing travel and tourism industry. Prior to joining KTIA in 2014, Phillips served for five years as Kentucky's deputy commissioner of tourism; was vice president of association management for AMR Management Services, a professional association management firm in Lexington; held various senior management positions with the National Tour Association, a Lexington-based global travel trade association: and served as a consultant to clients such as the American Tourism Society and the Nashville Convention and Visitor's Bureau. In 2002, Travel Agent Magazine named him "Association Person of the Year" based on the public relations and member-support efforts undertaken by NTA in the aftermath of 9-11. A native of Lebanon, Ky., Phillips is a graduate of Centre College and now resides in Lexington.

AS \$14.5 BILLION TOURISM SECTOR GROWS, KENTUCKIANS ARE MAIN BENEFICIARIES

Visitors seeking 'authentic' experiences create jobs and pay taxes, says Travel Industry Association CEO Hank Phillips

BY MARK GREEN

Mark Green: Tourism contributed \$14.5 billion to Kentucky's economy in 2016 and supports 192,697 jobs. Can you provide a brief description of some of the impacts and jobs that non-insiders might not realize are part of tourism?

Hank Phillips: The story of Kentucky tourism is that it is a premier economic driver for Kentucky and Kentucky communities. The \$14.5 billion is what visitors spend when they come to this state and then that money turns over and is infused into our economy. That impact makes tourism the third-largest industry from an economic impact standpoint, trailing only health care and the automotive industry.

You mentioned the jobs. That is where the impact of tourism is perhaps most visible, but another aspect of that impact is that tourism also generates over \$1.5 billion in local and state tax revenue. When you turn that around, it means tourism saves Kentucky households over \$1,100 a year by virtue of the local and state tax revenue generated by the industry. So clearly, definitely, it is an economic driver.

In terms of jobs, tourism is an enormous jobs generator for the state, including high-quality jobs. To look a little deeper, we've identified over 50 categories of businesses – and that's as much a sampling as it is a complete list – that are part of the tourism industry. On a literal A to Z basis, they go from airports and artisan centers to zoos and zip line operations. Within those various businesses there is a wonderful array and quantity of jobs.

As an example, consider just one hotel. Within that one business, there are all the back-of-the-house people, the wait staff and housekeeping. There are the front-line people. But then there are also the people like event professionals, executive chefs, accountants, salespeople, managers and senior executives. Then multiply that times every hotel, times every other kind of tourism business in the state and you can see the enormous jobs power of tourism.

MG: When the Great Recession hit, everybody pulled back but it seemed like tourism helped pull the state out of the hole and was generating revenue at a time when few other areas were. Hotel construction was one of the first signs of recovery that we saw.

HP: Right. Travelers are resilient, and there are a lot of them. The industry certainly took a hit, like every other business; it was not immune from that. But one of the things about travelers is that so many of them travel for special interests.

We see that in Kentucky with certain segments of the industry: horses, bourbon, outdoor recreation. Those are some of the most resilient travelers. They travel for a purpose, for a specific reason, a specific affinity. And, yes, that tends to weather some economic storms. That was the case during the Great Recession.

MG: How does Kentucky's tourism industry compare to that of other states? Where do we tend to fall in the rankings nationally or regionally?

HP: It's somewhat at a mid-range. There are different ways of looking at the industry. In terms of pure visitation, there are states that are in the uppermost echelon of destinations: Florida and California are obvious examples. Other states are in the general upper tier, Tennessee being one; Michigan has come on strong in recent years. Colorado would be another. And then there are a number of other states that are in the middle to upper range; Kentucky is one of those. We are ahead of a lot of states.

Another way of looking at that is competitiveness and funding. The funding of Kentucky's state tourism efforts, carried out by the Kentucky Department of Tourism, is in the lower third of states. Due to the great work of the Department of Tourism and of Commissioner Kristen Branscum, along with the local destination marketing organizations, we are playing well above our funding level in a competitive sense. The state and local teams deserve a great deal of credit for that.

MG: What are the Kentucky Travel Industry Association's primary activities for the industry and its members? What is your budget and staff?

HP: The Kentucky Travel Industry Association is the organization that represents the full spectrum of Kentucky's travel and tourism industry. We work from a simple proposition that an industry that delivers so much value to its state deserves an association that also delivers enormous value. That motivates us as an association.

Our services flow from four cornerstone areas: advocacy, education, information and business development. They're all important, but advocacy – our members would say – is the first among equals of our services. The foundation of our advocacy is to work very hard to get ingrained in the thinking of legislators, local officials and the business community that tourism is a vital contributor to Kentucky's economy. When that understanding is reached, then when issues come along – policy issues or legislation that can either enhance or hurt the industry – a legislator that really "gets" tourism is much less likely to vote for something that could be harmful and is much more likely to support something that can enhance the industry.

The rest of our services are:

• Education: various conferences and working hard to keep our members abreast of trends and best practices.

• Information: We disseminate a large quantity of information. Just one example is a monthly online journal.

• Business development: involves enhancing our members' businesses through more visibility and putting more resources at their disposal.

As far as the association operationally is concerned, over the last three years our revenues have increased approximately 50 percent and our membership has increased 26 percent. Just as the industry has been doing well, the association has been doing as well. One thing I'm proud of is that we have a very small staff: a team of two full-time people, including myself, and two part-time people. What that really means, besides the extraordinary work they do, is that we have a highly engaged membership, a tremendously supportive board, and partners like the Kentucky Department of Tourism, all of whom help bring about all the success that the association is enjoying.

MG: What are the major trends the tourism/travel industry is seeing?

HP: One trend has been underway for a while but continues to build and become more predominant: Travelers no longer want to simply do what I refer to as 'stop, stand and stare.' They are more active. They want experiential opportunities. They want experiential opportunities. And they want authenticity. And everything I've just said is exactly what Kentucky delivers through the diverse assets and experiences the state offers to visitors. That whole set of influencers is very much an ongoing trend.

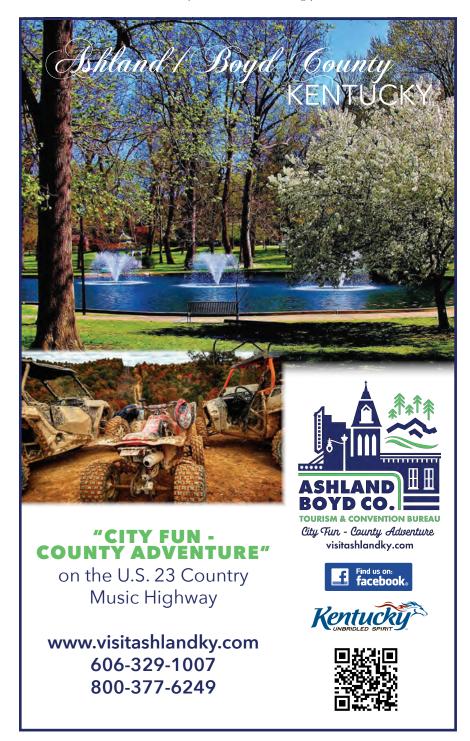
Here are some examples of how this trend plays out to make Kentucky so appealing: Certainly bourbon is an example, as are our horse and equine experiences. But I'll give you one that is more specific, and that is food. This is a specific trend within that broader set of trends. People have always enjoyed food as a part of their travel, but now food has become a reason to travel. And picking up on that trend, the Department of Tourism has declared 2018 the Year of Kentucky Food and is mounting a very aggressive and creative effort to demonstrate to prospective visitors that one of the many special things about Kentucky is Kentucky food.

MG: What sectors of tourism are growing and which are contracting?

HP: If we look at the latest data available, every region of Kentucky has grown in the economic impact of tourism, and that's how we tend to measure the industry's productivity. There has been no contraction of that productivity in any region. But one instance where there's been specific growth – regionally and in terms of destinations – is the Ark Encounter (in Grant County near Williamstown), which has had a huge impact on the number of visitors coming to that region. The Northern Kentucky region has experienced heavy growth and visitation and hotel occupancy is way up, driven by the Ark Encounter.

Last year, certainly, as a one-time phenomenon, the solar eclipse had a big impact in west Kentucky.

But then more generally, bourbon is still an extraordinary draw, and increasingly on a statewide basis. I've



LANE ONE-ON-ONE

mentioned horses and equine. Another thing about Kentucky is the whole outdoor adventure and recreation aspect. And our urban areas are doing extremely well: Northern Kentucky again, Louisville, Lexington. But people are also branching out into the authenticity that our small towns and rural areas offer. There's really not a downward trend in any aspect of Kentucky tourism right now.

The wonderful treasure chest of all of those varied and different experiences is combining to result in Kentucky being a hot destination right now. The South generally is hot, no pun intended, but within that there is something really special going on with Kentucky

An important strength we have as a travel destination is our people, and this is supported by research. When visitors experience Kentuckians, they see us as being different – positively different. Our authenticity, our humor, our sort of brashness – all of that, combined with warmth and friendliness and hospitality, makes Kentuckians unique. That translates into memories visitors take home and talk about, and it contributes to a sort of "cool" zone that Kentucky finds itself in as a "hot" destination.

MG: We hear a lot about zip lines these days, but when people are going into the tourism industry, what kind of businesses are they opening?

HP: There's not one specific trend. Tourism lends itself to a variety of small businesses and also to entrepreneurial pursuits, and we see that in the growth of craft breweries and distilleries. When we talk about outdoor adventure, certainly ziplining is one of those, but we can also point to wildlife viewing, particularly in Eastern Kentucky with its huge elk herd the largest elk herd east of the Mississippi - bald eagles and other wildlife where that experience is being converted into business opportunities: guides and wildlife viewing services. With the growth of bourbon experiences, there are companies now capitalizing on that in terms of tour companies and others that deliver those experiences.

In Central Kentucky, borrowing from distillers, horse farms have become more and more receptive to visitors, opening their gates to people to experience our horse culture. That has led to some business opportunities.

On a larger scale, it is a growth period for Kentucky hotels, which are hugely important linchpins of tourism, obviously. That growth provides people with different forms of lodging and accommodation options. That has been a major positive.

MG: Who are Kentucky tourism's primary customers or visitors? What are the top age, socioeconomic and place-of-origin profiles?

HP: Increasingly, what we're seeing, and what the Department of Tourism, whose job it is to market Kentucky, is seeing are younger travelers and there's a strong emphasis now on attracting more millennial visitors. International visitation is on the uptick, too. Seasoned international travelers want to experience the real America, emphasis on "real." And Kentucky absolutely offers that.

An opportunity that should and is being pursued is to reach out to a more diverse audience, particularly African-American visitors, which is a huge market. By way of example, the U.S. Civil Rights Trail, a multistate set of historical attractions, was recently launched and there are three sites in Kentucky.

The areas and states of origin of visitors to Kentucky still tend to be the nearby states, but increasingly Kentucky is on the radar of visitors from throughout the U.S., and as noted, international visitors

MG: Just as Kentucky's location allows businesses to ship everywhere within a day, does its central location also encourage people to travel here?

HP: Absolutely. Proximity to prospective visitors is hugely important. The very same points that are touted by those who recruit businesses to the state are factors in recruiting visitors to the state. The "ship everywhere" part of your question is a reminder that tourism is actually an 'export.' That especially becomes apparent when you talk about international visitors to the state. If an export is a product or service created in one place and bought by people from another place, that's what tourism is. That is a dimension of tourism people may not always see at first glance, but tourism is very much an export.

MG: How does the travel industry view the status of the development of "bourbonism" as Mayor Greg Fischer in Louisville calls it? How much room for further growth do you foresee?

HP: Bourbonism has nowhere near reached a plateau. I'm not sure there will be the exponential, explosive growth that we've seen in recent years, but there's no reason to think it won't continue on an upward trajectory. Part of that is because – and this is why the mayor refers to it as "bourbonism" – it's not just the wonderful experience that somebody has at a distillery, coming to learn how bourbon is produced, but it's a much more comprehensive experience that involves history and heritage and culture and cuisine. That's why as an industry we are so

thrilled with the impact that bourbon has had. That impact goes far beyond just things like the Kentucky Bourbon Trail and expands out into so many other aspects of visitor experiences. I always point to, as many people do, California's wine country. That is a regional destination built around one product, but when you think about what else people experience there and the memories they come away with, it's not just wine. That is the centerpiece, but there is so much more to experience in that region. Kentucky is every bit that and more in regard to bourbon and all there is beyond bourbon.

MG: Are there public policy steps Kentucky can take to improve and support its tourism industry?

HP: Certainly being in the bottom third of the states in investment in state-level tourism advertising and marketing is something we would like to improve. However, more immediately, one area that is extremely important is local tourism marketing and the funds that support it. More specifically, for the smaller communities in this state, the primary source of tourism marketing funds is their ability to enact a restaurant tax of up to 3 percent. The money generated goes to the local convention and visitors' bureaus for tourism purposes. All communities can enact a local hotel-room tax, and that is the primary funding source for many cities. However, smaller cities typically don't have many hotels to generate a sufficient amount of revenue for tourism. Therefore, the statute allows those smaller cities to enact a restaurant tax.

Increasingly, and as tax reform becomes more likely, some have mounted efforts to convert the restaurant tax to a general city government funding source rather than a dedicated funding source for tourism in the small communities. We are concerned about that. It comes back to legislators understanding the economic power of tourism and the jobs it creates and to do no harm to the funds that help generate that value, especially in our smaller communities. Consider some of those communities I'm talking about and the tourism implications: Bardstown, Harrodsburg, Berea, Shelbyville, Pikeville. Those are communities that have the restaurant tax and where tourism is a particularly prominent factor in their economy and contributor to their jobs. If the restaurant tax changes to be used for other things rather than generating the dividends that tourism pays, those communities' economies will be hurt and Kentucky's overall economy will be hurt. As tax reform approaches, we want to be very sure that no harm is done, especially in regard to the restaurant tax.

MG: Who are Kentucky's main tourism competitors?

HP: Everybody! Back to talking about the internet and digital communication, the same person that can see information about Paris, France, can see information about Paris, Ky. In that broad sense, everyone is chasing the visitor dollar. And by the way, the food is even better in Paris, Ky., than it is in Paris, France.

In narrower terms, the closer states in proximity to us are key competitors. But it's also important to understand that just as there's heated competition, there's also extensive collaboration in this industry. For example, the Northern Kentucky Convention and Visitors Bureau works very closely with Cincinnati and there are tour itineraries that include Kentucky and Tennessee. Travelers don't really care if they're crossing a river or if they're in one state versus another; they are looking for experiences. There is competition, and it's heated competition, but there's also a very intense and relevant collaborative factor when it comes to tourism marketing.

MG: Kentucky has been experiencing a hotel construction boom the past several years. How significant is this for the state's tourism/travel industry?

HP: It's been very important. The hotel business is critical to tourism generally and specifically as a funding source. It is somewhat a chicken-and-egg relationship: If there are more visitors coming to Kentucky and more room demand, that generates construction, the construction then opens up new and different accommodation opportunities and that generates more visitors. A byproduct is that the state's marketing and advertising efforts are funded by a 1 percent statewide hotel-room tax; and local hotel taxes are the predominant funding source of local tourism marketing - in addition to the restaurant tax in the smallest communities - so an expanding hotel industry results in expanded tourism marketing.

MG: Will Kentucky residents notice this Year of Kentucky Food taking place this year? We like to eat too!

HP: Tourism in Kentucky is often used as a marketing strategy for Kentucky products, including Kentucky food. If you think about it, that's what the Kentucky Bourbon Trail is. Distillers are using visitation and tourism to build their brand awareness and brand loyalty. For the same reason, the GM Corvette assembly plant and the Corvette Museum in Bowling Green have tours, as does Toyota in Georgetown. Ale-8-One Bottling in Winchester does tours. In Lebanon, the cooperage that produces bourbon barrels does tours. In Louisville, Louisville Slugger has tours and a museum.

In that same vein, as Kentucky foods are marketed as a visitor attraction, the effect will be Kentucky food momentum and expansion that Kentuckians will see – and taste! It is enormously important, as we talk about tourism as an economic driver and all of the other values and benefits that tourism brings, to keep in mind that the ultimate beneficiary of tourism efforts is not the visitor; it's not even the businesses that are in the tourism industry – it's the residents of Kentucky. That's who, bottom line, benefits from tourism in terms of the jobs, in terms of the taxes generated and in terms of the quality of life that is enhanced when visitors are attracted to Kentucky.



Mark Green is executive editor of The Lane Report. He can be reached at mark@lanereport.com.

taste & sip your way around NKY



Coppin's at Hotel Covington 2. Smoke Justis
 Hofbrauhaus Newport 4. The Gruff 5. Purple Poulet
 Walt's Hitching Post 7. Braxton Brewing Co. 8. Chuy's Florence
 Greyhound Tavern 10. Otto's 11. Keystone Bar & Grill
 Frida 602 13. Drake's Florence 14. Carabello Coffee
 Bouquet

#makeitNKY





COVER STORY

Kentucky's Authenticity is Key to Tourism Success



Experience-seeking travelers like traditional, hands-on culture of bourbon, horses, food – and an ark

BY DEBRA GIBSON ISAACS

HE days of "stop, stand, and stare tourism" are over. Enter adventure tourism; business, religious, culinary and sports tourism; virtual, space, medical and nautical tourism; ecotourism and agritourism. There's even disaster, birth and slum tourism listed on websites offering travel opportunities.

"Travelers are no longer folks who want to simply do what I refer to as stop, stand and stare," said Hank Phillips, president/ CEO of the Kentucky Travel Industry Association. "They are more active. They want experiential opportunities. They want hands-on, sensory experiences. And they want authenticity."

It's an area in which Kentucky has succeeded. The industry, which is responsible for more than 190,000 jobs, clocked in at \$14.5 billion for 2016, but in 2017 certainly went significantly higher with traditional mainstay sectors growing, new sectors showing strength and onetime events attracting visitors literally from across the nation and beyond.

The bourbon bellwether

In Kentucky, the bourbon industry has led the state into this new age of tourism.

Kentucky is the birthplace of bourbon, producing 95 percent of the world's supply. That fact alone has long made it an economic engine – an \$8.5 billion signature industry that generates some 17,500 jobs with an annual payroll of \$800 million, according to the Kentucky Distillers Association. Bourbon production

Hank Phillips,

President/CEO,

Kentucky Travel

Industry

Association

The Kentucky Bourbon Trail distilleries had more than 1.2 million visitors to its member sites in 2017, drawn to see how a unique and increasingly popular American product is made from local grains and infused with flavor by aging in Kentucky's climate. Visitors here are participating in an educational tasting during a tour at Heaven Hill Distillery in Bardstown.

and consumption adds more than \$825 million to federal, state and local tax coffers every year.

Meanwhile, KDA recently reported nearly 1.2 million people visited distilleries along the Kentucky Bourbon Trail in 2017, the second year in which the number has topped 1 million. Adam Johnson, senior director of the Bourbon Trail experience, said he "sees



Adam Johnson, Senior Director, Kentucky Bourbon Trail

us cracking that number" in 2018.

Behind those burgeoning numbers is some innovative marketing fashioned by KDA members – individual distillers who have joined forces to help themselves and their industry through the nonprofit organization. Back in 1999, it was KDA members who created the idea of a "bourbon trail," according to Johnson – a way to collectively market all the commonwealth's distilleries and collaboratively create a memorable experience for visitors.

"The first thing they did was to create a brochure," Johnson said. "Now there are websites, maps and additional marketing. The distilleries are standardizing their hours to make it easier for members. We are putting more and more resources into it."

The payoff can be seen not only in the record number of visitors but in capital construction involving distilleries. In the past five years, more than \$1.1 billion in capital projects have been completed or are planned and underway, Johnson said. New distilleries are being built, aging warehouses and bottling facilities are morphing into tourism centers, new revenue streams are being added.

There were 52 distilleries in Kentucky as of August 2016 with several more license

New Riff Distilling opened an eye-catching urban bourbon craft distillery in Newport in 2014 and amounced an expansion only two years later. New Riff is one of three facilities on Northern Kentucky's B-Line bourbon experience. The other two are Boone County Distilling Co. in Independence and The Old Pogue Distillery in Maysville.

applications in the pipeline, almost triple the number of distilleries in 2009.

Most of that growth is due to the emergence of craft distilleries, and these small-batch brands now are drawing tourists, too, to their Kentucky Bourbon Trail Craft Tour.

Distilleries are also adding new experiences to the mix.

Restaurants, for example, are providing a tourism win/win – a new revenue stream for the distillery and a new activity for the visitor. Johnson said four distilleries have added restaurants: Fred's Smokehouse at Jim Beam; Glenn's Creek Cafe at Woodford; Star Hill Provisions at Maker's Mark; and Elkhorn Tavern at Barrel House.

Maker's Mark in Loretto was one of the first. The nationally known bourbon distiller transformed a historic home on the property into Star Hill Provisions, a full-service restaurant and bar. The restaurant offers farm-to-table food, taking advantage of another big trend in culinary tourism: use of locally sourced ingredients.

Star Hill Provisions is taking advantage of a law passed in 2016 that allows the distilleries to offer their product for consumption on site. The restaurant offers handcrafted cocktails and meals designed to complement the spirits.

In 2017, the Jim Beam American Stillhouse in Louisville debuted a tableside cocktail experience for bourbon tastings and at-home mixology. A "cocktail concierge" creates The Stillhouse's contemporary drinks, and Beam's Louisville bourbon tour



Five state recreation and tourism facilities in 2015 affiliated themselves into the Kentucky Zipline Trail, and there are at least seven other zip lines. Most have at least five individual zip lines and some nearly a dozen. The Bed & Breakfast Association of Kentucky co-promotes the ziplines.



includes a small working distillery, a bottling line, tastings and a bottle-your-own bourbon experience.

None of this has gone unnoticed. In February 2018, travel website Lonely Planet named Kentucky Bourbon Country eighth in its top 10 destinations in the United States: "The state's distilling heritage runs deep, and those looking for a taste should head straight for Kentucky Bourbon Country, the golden triangle between Louisville, Lexington and Elizabethtown where this seasoned spirit comes to life. You'll find an enticing network of the country's most well-known distilleries and top-notch restaurants with bourbon-inspired menus.

"But this industry isn't so steeped in tradition that it forgets progress – craft distillers are opening their doors, longdefunct bourbon districts are being revitalized, and in 2018 the Frazier Museum (on Louisville's West Main Street) was named the official starting point of the Kentucky Bourbon Trail."

2018: The year of Kentucky food

Adding restaurants at distilleries is yet another way the bourbon industry continues to keep itself at tourism's forefront. Food experiences have become an important means of attracting visitors around the world.

"Research has shown that when you take the overall traveling public, 77 percent consider the food culture when making a travel choice," said Kristen Branscum, commissioner of the Department of Travel and Tourism.

"That is why the Department of Tourism decided to deem 2018 as the 'Year of Kentucky Food.' We have the greatest farmers and producers in Kentucky and very talented chefs, cooks and pit masters who create masterpieces with these products. Not to mention that food and drink go hand-in-hand, which is a natural fit for our Kentucky bourbon. We have already seen fantastic results and interest by focusing on the entire sphere of Kentucky food as an anchor and driver to visit."



Kristen Branscum, Commissioner, Kentucky Department of Travel and Tourism

In fact, although the "Year of" designation is new, the Department of Tourism has been promoting the state's culinary assets for years, beginning with the launch of its KentuckyCuisine.com website back in 2014.

Kentucky traditions attract attention

In fact, one of Kentucky's most recognizable traditions involves a culinary experience. The mint julep has been the iconic beverage of Churchill Downs and the Kentucky Derby for nearly a century. Each year, almost 140,000 mint juleps are served during the Kentucky Oaks and Kentucky Derby weekend at Churchill Downs Racetrack. That means a lot of bourbon.

Bourbon and horses are virtually always at the top of any list of the commonwealth's tourism draws, and the Derby, the crown jewel of Kentucky tourism, combines both.

A 2001 study by Wilkerson & Associates, the most recent such report, found the Kentucky Derby and events during the two weeks leading up to it have an estimated \$400 million economic

COVER STORY



Joel Duff, a University of Akron biology professor who writes the Naturalis Historia blog for TheNaturalHistorian.com, visited Ark Encounter in July 2017, one of more than 1 million visitors the Grant County religious attraction had in its first year of operation.

impact on the region. Statewide, the equine industry has a \$4 billion impact, generating more than 55,000 jobs.

The Derby is always monstrously huge from multiple perspectives – television coverage, visitors, perception of the state and, of course, revenues.

Birthdays are also a tradition, and Kentucky celebrated its 225th in 2017.

"While our official birthday of statehood was June 1, there were 225 celebrations throughout the year," Branscum said. "These events ranged from special dinners highlighting Kentucky foods, 225 themed art and sand sculptures at the Kentucky Artisan Center (in Berea) to listening tours conducted by the Kentucky Historical Society to capture the voices of all our citizens. Many communities created their own 225 events, but there were so many communities that incorporated this Kentucky celebration into their existing events."

The Ark makes a splash

While Kentucky's traditions such as the Derby provide "bird in the hand" revenues, a less-discussed brand of tourism – religious tourism – has emerged and proven it can bring in significant revenues as well.

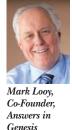
One of the newest and biggest examples is the Ark Encounter, a visually arresting, full-sized reconstruction of the biblical Noah's Ark in Williamstown. More than 500 feet long and 51 feet tall (1.5 football fields long and rising higher than a modern four-story house), the structure cost some \$100 million to create.

The Ark drew more than 1 million visitors in its first year, according to Mark Looy, co-founder and chief communications officer at Answers in Genesis, the Ark's owner. Looy projects 1.4 to 2.2 million visitors per year beginning in 2018.

"We are predicting that because our first year would not be described as a 'typical' year – that is, we did not see many motorcoach tour buses, which are now accelerating. 2017-2018 will exceed our excellent first-year figure, when we drew over 1 million guests," Looy said. "So, 2018 is shaping up to be another excellent year, especially with a 20 percent growth of motorcoach tours bringing people to the Ark from all over America and Canada."

Nearly 95 percent of the Ark's visitors are from outside Kentucky, Ohio and Indiana, he said, and new hotels are under construction in Grant County and Boone County to meet the demand.

"A group from France recently had to book their hotel rooms in Louisville because hotels in Northern Kentucky did not have enough available rooms to accommodate them, due to the Ark demand," Looy said. "Meanwhile, the Ark's sister attraction, the Creation Museum,



experienced its best year of attendance since it opened in 2007, when it drew 404,000 guests its first year."

Kentucky's massive new ark replica "is revolutionizing religious tourism," according to an article in Harvard Divinity School's Theological Journal.

The article quotes Answers In Genesis founder and President Ken Ham: "If you do something in a first-class, professional way, with the quality you'd see at Disney, Universal or the Smithsonian, it will give you a reputation such that people will talk about it, come back and, by word of mouth, encourage others to come."

Eric Summe, president and CEO of meetNKY, the Northern Kentucky Convention and Visitors Bureau, agrees.

"Whether you are religious or not, seeing the largest wooden structure anywhere is compelling," he said.

The economic impact of the Ark Encounter on the area has been equally significant, according to Summe, who said the attraction has been "terrific for the region."

Numbers for "hotel stays have increased double digits," he said. "People stay and make a week or a weekend out of

Madisonville is Western Kentucky's Easiest Weekend Escape

Spend a couple of days with us exploring your adventurous side while riding our off-road recreational trails, cycling, kayaking or hiking trails in Kentucky's first Trail Town, Dawson Springs. Enjoy boutique shopping, specialty dining or take in a concert at the Glema Mahr Center for the Arts.

Visit www.visitmadisonvilleky.com for more information.



More than 116,000 visitors descended on the Hopkinsville area for an Aug. 21, 2017, total eclipse of the sun so that they could experience the longest "totality" for the rare astronomical event.

it. They go to other attractions, too, such as the (Newport) Aquarium, Turfway Park and MainStrasse Village. They go to see the Florence Freedom (baseball team)."

Although Northern Kentucky represents only 10 percent of Kentucky's population, the area attracts 20 percent of the state's tourism dollars, Summe noted.

One-time events shine

Each year brings not only new venues but new opportunities as well. In 2017, the U.S. saw its first total solar eclipse in years, and (pun intended) it eclipsed most any Kentucky event before it in terms of economic impact.

NASA declared Hopkinsville to be the world's Point of Greatest Eclipse, the location during full sun blockage where the moon was closest to the Earth, creating the longest "totality" experience.

The natural phenomenon on August 21 drew 116,500 visitors to Hopkinsville

and Christian County, according to Hopkinsville Mayor Carter Hendricks. Visitors traveled to Hopkinsville from 25 foreign countries, three U.S. territories and 47 states, he said. Officials estimated the economic impact on the community at \$28.5 million (based



Hendricks, Mayor, Hopkinsville

on a Kentucky Department of Tourism calculator modified to reflect the spending of eclipse visitors).

"Eclipse weekend brought many emotions and moments that transcended my expectations," Hendricks said. "For instance, while standing on 9th and Bethel I had a surreal moment where in less than a minute, I met an individual from Belarus, a family from Spain, and then began an interview with the Tokyo Broadcasting System. We truly welcomed



the world to 'Eclipseville,' and couldn't be prouder of the hospitality that our residents offered visitors."

Mayor Hendricks is determined that the community's success drawing and entertaining eclipse visitors will not end with that event.

"First and foremost, preparation for the eclipse got us to look beyond the way we thought about an event and challenged us to be innovative," Hendricks said. "We took pride in working harder than ever before. It changed us culturally that we could entertain this large of an audience from all over the world."

The result? Hopkinsville is now host to an annual music festival the third weekend of August every year. Launched the year before the eclipse, the festival already now draws "tens of thousands," according to Hendricks. There also now is a barbeque festival.

The city's Pennyroyal Area Museum, a 1915 post office turned regional museum for African-American heritage and military history, is getting a \$1.5 million update, and the arts center is getting a \$1 million update. Construction of a new multipurpose sports venue will be complete in late October.

"This is all part of our vision of being a destination city with historical tourism, sports tourism, and arts and culture," he said.

Investing in the future

Hopkinsville is not the only community planning big.

"Tourism is big business in Kentucky, and it is becoming more so every year," Commissioner Branscum said. "But what we at the Kentucky Department of Tourism have focused on over the last two years is moving Kentucky into the top tiers of travel destinations. With that goal in mind, it requires that we approach our marketing and advertising with a global perspective.

"As we look to aggressively attract visitors internationally and domestically, it puts us in competition with all destinations for traveler dollars – destinations like New York City, Paris, Fiji, etc. We have to plan and execute marketing like these larger destinations, and that requires us to utilize our budget efficiently and invest in the research that allows us to focus our approach."

The 2017 Tourism Economic Impact Report will be released the week of May 7 as part of Kentucky Tourism Week. Look for an article in a future issue of *The Lane Report* about how Kentucky is faring in this important economic sector.

Debra Gibson Isaacs is a correspondent for The Lane Report. She can be reached at editorial@lanereport.com.



CONVENTION FACILITIES



Bigger, Better City Centers

Kentucky's largest convention facilities aim to support local goals as they stay competitive

BY SUSAN GOSSELIN

HERE is a simple logic behind why Louisville, Lexington and Covington are building, have announced or are actively planning more than \$500 million in convention center expansions.

Convention business contributed \$115 billion annually to the U.S. economy and \$28 billion in taxes, according to a 2014 study released by the Convention Industry Council. It grew more than 9 percent from 2009 to 2012 while the overall economy sputtered.

The Events Industry Council, a Washington-based organization, found \$330 billion in direct spending in 2016 connected to 1.9 million events – a spending figure representing an 18 percent jump in four years, according to a study made in partnership with Tourism Economics. As they plan to meet current and expected demand, civic leaders in Kentucky's largest convention cities are thinking strategically not only of economic opportunity but about how to make their downtowns more walkable and attractive to visitors.

Louisville: Remaking downtown for the meeting trade

Louisville was early to understanding that what is good for the convention and meeting crowd is good for local residents, too. For the past decade the city has been working to develop its downtown into a tourist-friendly, pedestrian-friendly business and entertainment center.

The Omni Hotel, a new 612-room luxury hotel, features 70,000 s.f. of meeting space; a speakeasy; bowling An artist's rendering view of the planned new Lexington Convention Center, looking south, after its \$230 million renovation and expansion.

alley; spa; rooftop swimming pool; and a 20,000-s.f. fresh market and grocery. The downtown Marriott and Hyatt Regency hotels, long-time bastions of the local convention hotel scene, have each recently finished multimillion-dollar renovations as well.

"By the time the (Kentucky International) Convention Center expansion is completed this year, we will have 4,500 rooms adjacent to it," said Stacey Yates, vice president of marketing and communications for the Louisville Convention & Visitors Bureau. "Within that footprint, we'll have Whiskey Row, Museum Row and Fourth Street Live, all of which are major



Stacey Yates, Vice President Marketing and Communications, Louisville Convention & Visitors Bureau

shopping, dining and attraction opportunities for visitors. And then one mile away there's the NuLu district, which is rivaling Bardstown Road and Frankfort Avenue as one of Louisville's best finedining districts. People coming to conventions are more discerning than they used to be. When they travel to a city for business, they want to feel like they are being surrounded by the culture of the place. We're going to make sure we give that to them."

The centerpiece will be the expanded convention center itself, which is undergoing a \$207 million renovation expected to be complete by August. It will grow KICC's 146,000 s.f. of space to 200,125 s.f. of contiguous space, and a total footprint of 300,000 s.f., Yates said.

Kentucky Venues oversees space in the center and operates the 1.1 millions.f. Kentucky Exposition Center at the Kentucky Fairgrounds. Sales staff working on landing new conventions estimate the expansion will allow KICC to go after an additional 25 percent of the business-meeting market, Yates said.

"The expanded center will be anything but the concrete box people typically associate with convention centers. It will have lots of glass and skylights for natural light. We'll have mixed finishes like wood grain and copper detailing, to reflect our unique place in bourbon history," Yates said. "And we've recently chosen Levy's catering to handle our culinary needs. They'll really be tapping into the culinary roots of our commonwealth, offering up unique interpretations of Kentucky's foodways like burgoo and bourbon-flavored dishes."

The nearly complete expansion already has doubled KICC's business. In 2018, 14 groups are booked at the convention center, bringing 41,500 visitors to the city. In 2019, 28 groups are scheduled, bringing in an expected 83,500 attendees. By 2023, the expanded center will have hosted 67 groups with 319,607 attendees, bringing an estimated \$145.7 million in economic impact to the city. And that's only what has been booked so far.

Interest in the new convention center facilities has been "very high" according to Doug Bennett, senior vice president of convention development for the LCVB. "We expect to have a very high percentage of conversion for groups that are tentatively looking at Louisville," he added.

Yates notes that *Visitors Bureau* Louisville's success in

attracting conventions is also tied to the Kentucky Exposition Center, which is 5 miles south of KICC and adjoins Louisville International Airport. Between the expanded center and the fairground facilities, Louisville can boast 1.3 million s.f. of meeting spaces, ranking it sixth nationally.

"A lot of people don't realize that about Louisville," Yates said, "but we're competitive with cities much larger in size than us."



This year, KICC will host the Trade Show News Network's "Fastest 50" event, which brings together the event planners for the top 50 fastest growing conventions in the country.

Building regional business in Covington

When it comes to attracting convention business, Covington sees bigger sistercity Cincinnati just across the Ohio River as an ally.

"Cincinnati has its convention center and so do we, but we don't consider Cincinnati to be part of our competitive set," said Eric Summe, CEO of the Northern Kentucky Convention and Visitors Bureau. "The Northern Kentucky Conv



CEO, meetNKY

Northern Kentucky Convention Center competes with cities like Overland Park, Kan., or Richmond, Va.

Kentucky

The Kentucky International Convention Center in downtown Louisville expects to reopen in August after a \$207 million renovation and expansion. The Louisville Convention and Visitors Bureau already has booked at least 67 events with more than 319,000 attendees over the next several years.

"We're part of a 15-county regional tourism network. Our hotel rooms and meeting spaces amplify Cincinnati's convention capabilities and allow us to go after our own clientele as well."

Northern Kentucky Convention Center's current overall 204,000 s.f. includes 110,000 s.f. of meeting, exhibition and social function area and has been exceeding expectations. In 2017 it attracted 31 conventions with an estimated \$8.5 million local economic impact.

But according to Summe, the facility is losing successful long-time events when they grow out of the space.

BOWLING



Doug Bennett,

Senior Vice

Convention

Development,

Convention &

President

Louisville

From corporate retreat to family getaway, **rev your engine**!

CALL OR VISIT ONLINE FOR MORE INFO 800.326.7465 • VisitBGKY.com

Lost River Cave

CONVENTION FACILITIES

"To keep up with demand, the big centers really need to expand or renovate every five to 10 years," Summe said. "You need new technology and fresh designs. It's what's necessary to keep the business you have and attract new business."

Northern Kentucky's local governments have taken action to get the center the financial resources it needs. Last year, meetNKY was successful in lobbying Boone, Campbell and Kenton County local governments to all pass a 1 percent lodging tax increase, which will be dedicated to fund an expansion for the center.

Details on what the new center will be are still very much on the drawing board. Summe said meetNKY is in the final stages of drafting a request for proposal for firms who can help them conduct a full market analysis. Summe hopes to have a firm selected and an analysis completed by later this year. Then the process of figuring out how, and in what direction to expand will begin.

"We're situated at River Center Boulevard (just south of the Ohio River). We could expand south, into an IRS parking lot. We could expand east into a surface (parking) lot. Or we could expand west, into what is now the current IRS (Taxpayer Advocate Service) Center. No matter which way we go, there are substantial variables, which will all have to be analyzed to figure out the best course of action."

The convention center will expand from its current location rather than move and start over with new construction, Summe said.

"We have a suitable facility that's not that old and six hotels within three to four blocks. The IRS is getting ready to



vacate its facility, which will bring 23 acres of land into play downtown that have not been allocated to a new use yet. It's the right time to be talking about this expansion, and getting funding in place to complete it."

Designing new possibilities for Lexington

Lexington officials had expected their \$230 million expansion of the Lexington Convention Center to be under active construction now, but opted to delay it to search for a construction partner who fits their financial parameters.

When eventual construction does finish, the new convention center will be 49 percent larger, with a total 756,600 s.f. That includes 100,841 s.f. of exhibition space; 25,080 s.f. of ballroom The Northern Kentucky Convention Center near the riverfront in Covington is beginning to plan for an expansion as the events some of its major clients conduct grow larger. The 204,000-s.f. building has about 110,000-s.f. of meeting, exhibition and social function space. Boone, Campbell and Kenton counties each increased their bed tax rate in 2017 and dedicated the additional revenue toward paying for a convention center expansion and renovation.

space; and 14 meeting rooms. It will have 50,000 s.f. of hospitality club areas to be shared by Rupp Arena/University of Kentucky on basketball game days.

The latter element was an important part of an agreement UK recently signed to keep its college basketball games – which have among the highest average attendance numbers in the nation – at Rupp Arena for another 15 years.



The key tenant issue is now settled, but final design and budget details for the expansion are still being hammered out.

"By late December (2017) we began to see numbers, and we had a hard time aligning budget and cost," said Lexington Center CEO Bill Owen. "The board made the difficult decision to sever our relationship with the design firm, and we opened up the process to



Bill Owen, CEO, Lexington Center Inc.

competitive bidding again. We've just received responses to that RFP. By mid-June, we hope to be able to make a decision on the construction firm that will take us forward."

In March, the Lexington-Fayette Urban County Government council pledged up to \$20 million in funding for the proposed expansion and renovation, doubling a \$10 million commitment it made in 2016. Lexington in 2016 also increased its hotel tax by 2.5 percent, committing the revenue from that hike to pay off \$230 million in bonds – including more than \$60 million the General Assembly included in the state budget it approved.

Other funding in the project's capital stack includes more than \$100 million that the 15-year lease with UK is expected to generate, plus naming rights for the convention center complex. Under the new lease with UK, the university may market the new facility's naming rights – not including "Rupp Arena," whose iconic brand name will remain.

Once budget-appropriate construction bids are secured and shovels break ground, Owen expects the project will take roughly three years to complete. Current plans are to demolish all the 1976 portions of the present Heritage Hall exhibition space. Some of the shopping center between the Hyatt hotel and Rupp Arena will be demolished or repurposed, including the food court.

The completed renovation-expansion will modernize the heart of Lexington's downtown, Owen said, and improve the relationship between it and the facility.

"The goal is to make people who come to the convention center feel like they are interacting with the street outside, and vice versa. The building will have lots of glasscurtain (outer) walls and wood accents that will complement the greenways just outside. A pavilion in front will connect the building to the Town Branch Greenway. The new design will also free Rupp Arena, making it look more dominant from Main Street to Broadway. A catwalk will look down the grand stair between the Hyatt and the arena and into Triangle Park. And, of course, the new glass-fronted exterior of Rupp Arena will be a major facelift, taking it firmly into the new millennium. It's an exciting time for us."

Owensboro, Bowling Green also growing

The \$40 million 92,000-s.f. convention center that Owensboro opened in 2014 continues generating significant follow-on development, including a \$15 million Holiday Inn Owensboro Riverfront that opened in 2015. Developers Matt Hayden and Jack Wells are now planning a \$33 million hotel-apartment complex across Second Street from the convention center that will have 110 to 120 rooms and up to 160 apartments. An \$8 million, 445-space city parking garage is slated to open in August just east of the complex. The \$15.4 million International Bluegrass Music

Largest U.S. Convention Centers Ranked by Exhibit Space

CENTER	MILLION S.F.
McCormick Place (Chicago)	2.6
Orange County Convention Center (Orlando)	2.1
Las Vegas Convention Center (Las Vegas)	1.94
Georgia World Congress Center (Atlanta)	1.4
Kentucky Exposition Center (Louisville)	1.1
New Orleans Ernest N. Morial Convention Center (New Orleans)	1.1
NRG Park (Houston)	1.06
International Exposition Center (Cleveland)	1.05
Mandalay Bay Resort & Casino (Las Vegas)	1.04
Sands Expo & Convention Center/The Venetian (Las Vegas)	1.25*
* Adjoining facilities combined. Source: Statistica.com	

Center will open later this year a few blocks away.

Bowling Green has conducted a \$1.5 million upgrade of its 60,000-s.f. Sloan Convention Center to keep it competitive with other facilities in its category. The lobby received sound-baffling flooring and walls, new lighting and furniture, and several custom art pieces. In phase two, the roof was replaced, landscaping was revamped and the parking lot restriped.

Susan Gosselin is a correspondent for The Lane Report. She can be reached at editorial@lanereport.com.

Paducah-Kentucky's Creative City!

The UNESCO Creative Cities Network recognizes that harnessing and cultivating creativity is essential to the prosperity of any city. Paducah is united with like-minded, forward-thinking Creative Cities focused on building better, stronger cities through creativity, culture and innovation.

Visit **www.paducah.travel/creativecity** to view Paducah's UNESCO Annual Report and plan a visit to experience world-class creativity! PADUCAH

City of Craft^S & Folk Art UNESCO CREATIVE CITY

ENTREPRENEURSHIP



Cultivating a Plan for Growth

Their Kentucky home still inspires renowned garden designers Jon Carloftis and Dale Fisher

BY ESTHER ZUNKER

N a typical weekday afternoon, acclaimed garden designer Jon Carloftis guides his pickup into his driveway, swings open the door and two plump yellow labs joyfully leap out. Carloftis follows, carrying a box of plants protectively into the refurbished 167-year-old home he shares with business and life partner, Dale Fisher.

Entering the kitchen, which also doubles as his office, he piles a few more logs on a smoldering, cozy fire.

"The most luxurious thing is to have a fireplace in your kitchen," Carloftis said. "My grandmother had one. I leave it burning all the time ... even on cool days during the summer." The life Carloftis and Fisher lead feels laid back and relaxed. They do their paperwork from home, and sometimes finish each other's sentences. But they have two distinct personalities, and the balance seems to be one of the keys to their success.

"We both love design, and we play off each other's strengths," Fisher said. "I like to call it the 'melding of the minds.' "

With a nationally renowned landscape and garden-design business now spanning 30 years, Carloftis and Fisher have no doubt cultivated some of the secrets to longevity as entrepreneurs. One of their best pieces of advice for aspiring business owners: Give people a reason to talk about you. Jon Carloftis, left, and Dale Fisher conduct a search for obsolete farm equipment to use as art on an old friend's farm in Woodford County. Farm chic has been one of their recent landscape design themes.

Over time, the reputation of their company, Jon Carloftis Fine Gardens, has spread far and wide. While it may be considered boutique in size, with just five employees, the notoriety of its clients and the publicity their work has received speaks volumes.

Carloftis has worked for such A-list celebrities as Jerry and Linda Bruckheimer, Julianne Moore and Edward Norton. Carloftis' designs have also been featured in national magazines, including *Country Gardens*, *Country Home*, *Garden Design*, *Martha Stewart Living* and *Metropolitan Home*. Uber-trendy *Garden and Gun* named the yard of their home its Favorite Southern Outdoor Space. Carloftis has written three garden-themed books and his work has been highlighted on HGTV and the Style Channel.

In recent years, since moving from New York back to their native Kentucky, Carloftis and Fisher have focused on local projects, including renovations at Maker's Mark and Castle & Key distilleries; gardens at Eastern Kentucky University, the University of the Cumberlands and the Governor's Mansion; and several large horse farms and roof gardens in Louisville and Lexington.

Client focus is path to success

At the heart of it all, Carloftis and Fisher are just Kentucky boys, longing to stay close to home and do what they love best: design. While many successful businessminded people are perpetually focused on building outward as a way to earn more, these Kentucky-born designers focus instead on the quality of their work.

"I learned a big lesson early on that if you are in the high-end, luxury business, you have to be on top of every bit of it, and you have to (physically) be there," Carloftis said. "I don't want my company to get really big, because I don't want to deal with a lot of people. I'd rather have luxury and less, and enjoy what I do. It's not the typical business model. "

Carloftis, a 10th-generation Kentuckian, attributes their success to really listening to what customers want. He notes that while many famous designers insist on giving everything their 'look,' his goal is not to have his own stamp on a project, but rather it become a reflection of his clients' individual style.

"It's interesting to meet people and have no predisposition," Carloftis said. "I really get into it and learn what they want. Sometimes they don't know what they want, but there's a way to pull it out of them. Also, when we present issues with a project to a client, we offer multiple solutions and let the client be involved. That way they feel like they're a part of the process."

It's not uncommon for Carloftis to visit a client's property and meet with them a dozen times before creating a blueprint for a project. Another requirement is to have a genuine affinity for the people and companies he works for.

"We have to like the person (client), because business needs to be enjoyable," Carloftis said. "But I believe our success comes down to being honest and listening to them."

They currently are working about 15 projects, mostly corporate but a few residential.

Carloftis grew in New York

Carloftis has carried this philosophy with him from the beginning, when he launched his career as one of America's pioneers in rooftop gardening.

A University of Kentucky graduate, Carloftis entered the "real" world without knowing exactly what his life calling would



be. He had earned a degree in communications and studied horticulture. He loved both plants and design, but wasn't yet sure how the two fit together.

"(While at UK), I joined an agricultural fraternity," Carloftis said. "I worked on a farm one summer for extra money and fell in love with it, but never thought anything would actually come from it. I knew I wanted to be in agriculture, but also something that had to do with design."

Following college in 1988, he went to New York with intentions of only staying one summer. But the connections he made there blossomed into a 25-year career of designing and installing rooftop gardens for well-known clients all over Jon Carloftis and Dale Fisher bought and renovated a historic Lexington home, Botherum, which was built in the mid-1800s and had been empty for several decades, when they moved back to Kentucky a few years ago.

Manhattan. His name spread like wildfire – much as it does today – simply by word of mouth and the sheer quality of his work.

"When I started the business, it was just me," Carloftis said. "I passed out business cards and served as the designer, contractor and bookkeeper. I was a one-man band."

Fisher, a native of Louisville, entered the business in 2012 and things have



ENTREPRENEURSHIP



never been the same – in a good way. While he does relish the design aspect, his forte is on the finance side of things, ensuring the business is run like a welloiled machine and turns a healthy profit.

"Working for insurance companies in the past, I was always in charge of where we were financially," said Fisher, who has a degree in finance and most recently served as chief financial advisor for Humana in Louisville. "If you're a business owner, you need to ensure you're making money. There's a great saying, 'No margin, no mission.' That means you've got to make money to keep doing all the wonderful things you do. So I watch out for those things and try to safeguard us (financially) in order for us to do well."

Kentucky roots stay strong

While Carloftis and Fisher could have easily made a life for themselves in New York, they felt their Kentucky roots calling them home around five years ago.

"We love Lexington," said Carloftis, whose family lives 50 miles away on the Rockcastle River. "(Growing up) we bought groceries, went to the bank and did almost everything here, so Lexington has always felt like it was my home, especially after attending college here for four years. When I moved to New York, Lexington never left my memory or heart."

Upon their return to Kentucky, Carloftis and Fisher lived on Chenault Road in Lexington's Chevy Chase area and had a home in Bucks County, Pa., outside New York City. But that changed when the house of their dreams went up for sale.

"Dale wasn't sold on it because it was in disrepair and scary, but I knew as soon as we walked through the gate it was going to be mine some way, somehow," said Carloftis of the 1851 historic home called Botherum in downtown Lexington.

Within a year of purchasing it, Carloftis and Fisher had brought Botherum back to life, and for their efforts they received the highest honor in the state for their historic restoration of the home and garden.

Botherum is a beautiful reflection of Carloftis and Fisher's own style, from the eclectic array of bird's nests on a table in their dining room, to the beams of reclaimed wood and vibrant taxidermy rooster in their kitchen. They also love to entertain, throwing large soirees on various occasions to celebrate with family and friends.

"What I love about Jon Carloftis is that he wants every garden to be absolutely amazing, and he'll do anything to make it happen," Fisher said about his partner. "And he also wants everyone to feel happy and entertained at our house."

For Carloftis and Fisher, their business also functions as a hobby. When they travel, they prefer driving instead of flying because it allows them to meander off the beaten path to scour antique stores for miscellaneous treasures for their home.

Rob Samuels,

Operating

Chief

Officer, Maker's Mark

Old distilleries are new palate

One of Carloftis and Fisher's biggest ongoing garden projects is at Maker's Mark Distillery in Loretto, Ky.

"Maker's Mark has been nothing but a pleasure," Carloftis said. "Since Rob Samuels took over (in 2011 as chief operating officer), he's Jon Carloftis Fine Gardens has been updating the grounds of the Maker's Mark Distillery near Loretto, Ky.

really been working on making the whole distillery into a great experience."

Carloftis and his team have worked on updating, further beautifying and accentuating the Victorian style started by Samuels' grandparents in the 1950s.

"It was my grandmother who originally had the vision of making the distillery a place where people would want to come and experience something special," Samuels said. "We want it to be the warmest and most inviting home place of any brand, and Jon is helping us get there."

Carloftis and Fisher also recently applied their skills to the grounds of Castle & Key Distillery in Woodford County, land originally acquired in 1887 by legendary distiller Col. Edmund Haynes Taylor Jr. but abandoned since 1972. During its heyday, in addition to fine bourbon, Old Taylor Distillery was known for its European gardens and one-of-a-kind springhouse overlooking Glenns Creek and the wooded hillside that feeds it.

Carloftis was tasked with helping restore the property to the unique bourbon tourist destination it once was.

"My partner Wes Murry and I knew that it would take someone special to carry out our vision of the landscape

design for this site and that this would be a very important component of the renovation project," said Castle & Key co-founder Will Arvin. "Jon and Dale came for a tour of the property and were immediately inspired by the place;



Will Arvin, Co-founder, Castle & Key

they instantly saw the vision of what the site could become. With the shared passion and the vision Jon and Dale brought to our project, the decision to work with them was easy."

Carloftis and Fisher revived the property's long-neglected English sunken garden, installed a botanical trail with native Kentucky plants, and helped create a cocktail garden around Castle & Key's spring house. They assisted Master Distiller Marianne Barnes in creating a botanical garden that will supply plants for its gin production.

"Jon and Dale treat this project with care and passion, just like it was their own," Arvin said. "They always go over and above the call of duty to make sure that everything is just right.

"They have incorporated into their designs and ideas a deep respect for the history of the distillery and at the same One of the recent Kentucky projects by Jon Carloftis Fine Gardens has been reviving the ornate grounds, formal gardens and historic springhouse at Castle & Key Distillery in Woodford County, which were first installed at the direction of famed distiller Col. Edmund Haynes Taylor Jr. after he acquired the property in 1887.

time have infused the landscaping with many new, refreshing and creative twists."

"Castle & Key is one of the most pleasurable projects I've ever done," Carloftis said. "It was like the Hardy Boys (mystery book series). You're discovering all kinds of things and spaces when you're ripping out all the debris. We didn't follow any photographs; we just did what we felt was the right thing. I think E.H. Taylor would be very happy if he saw it today."

Plants + math = Amazing

Carloftis and Fisher are also proud of the recent work they completed at Eastern Kentucky University. Where several dilapidated tennis courts used to sit, they created an inviting garden, complete with fountains, walking paths, benches, and places for students, staff, faculty and guests to enjoy.

"Photos of the Carloftis Garden are featured on many EKU publications and it's very gratifying to see how Jon and Dale have helped, literally, to take a



piece of property and convert it into a space that all can now enjoy," said EKU President Michael Benson.

"I first heard Jon speak on campus back in 2014 and heard about his career path, his love for Kentucky and the native plants and flowers here, and especially for this part of the commonwealth. His

family home (near Berea) is just down the road," Benson said.

Michael

Benson,

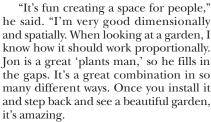
Eastern

Kentucky

University

President.

While Fisher admits he has a very mathematical mind, he still loves the design aspect of their business the most.



"I did finance for 25 years, but never did I feel good at the end of the year. I was worn out ... because I didn't leave anything behind," Fisher continued. "But now we leave behind beautiful gardens. And they only get prettier over time."

Esther Zunker is a correspondent for The Lane Report. She can be reached at editorial@lanereport.com.



YOU ARE INFLUENTIAL.

THE LANE REPORT (859) 244-3500 lanereport.com/advertising Because you're reading this. Lane Report readers are some of the most informed, educated, and socially and politically engaged people in Kentucky. That means they are opinion leaders and strong advocates for the policies that push Kentucky forward. Sound like a great audience for advertising? You bet.

BANKING

INVESTING IN FINANCIAL LITERACY

Ky. high school students would have to prove money skills to graduate

BY LORIE HAILEY

ANY Kentuckians struggle to understand financial matters and make sound decisions with their money. In fact, Kentuckians' financial literacy ranked 48th in a 2017 study by WalletHub of financial education programs and consumer habits in all 50 states.

Kentucky's General Assembly passed legislation in March designed to attack the problem by requiring public high schools to teach students how to budget, save and invest money. House Bill 132, sponsored by Rep. Jim DuPlessis, R-Elizabethtown,

makes completion of courses or programs that meet financial literacy standards a graduation requirement, beginning with students entering ninth grade in fall 2020. It passed both chambers by large margins.



State Rep. Jim DuPlessis, R-Eliza-

Poor financial literacy and decision making can have devastating effects on Kentucky

families, but it also hurts the state's economy, DuPlessis said.

"If we want our state economy to be healthy, we must have financially healthy families. When families struggle with making smart money decisions, it has long-term effects that inhibits their ability to buy things, which in turn hurts our economy," he said.

Courses required by HB 132 focus on budgeting, compounding interest, debt and proper use of credit, saving for the future, financial planning methods, earning income potential, and how to use insurance to protect finances.

"Equipping our youth for successful adulthood is the primary focus of education," DuPlessis said. "We must empower our kids to control their finances, or their finances will ultimately control them. "

State Sen. Dennis Parrett, D-Elizabethtown, is DePlessis' ally, having filed similar financial literacy instruction bills in previous sessions. This was the third year the Hardin County lawmakers pushed the issue.

In the Senate, where there was concern the instruction requirement posed an unfunded mandate, amendments created flexibility to allow programs such as Junior Achievement to teach the financial literacy standards and include public charter schools in HG 132's provisions.

DuPlessis learned about the need for such courses from his daughter, who took a high school elective taught by Alex Todd, a high school teacher and financial literacy advocate in DuPlessis' district. Todd taught his students about compounding interest and the impact saving money now could have on their lives.

"As a 17-year-old girl, she saw how easily she could use compounding interest to become a millionaire by age 40," DuPlessis said. "She saw that budgeting that included savings gave her a path to that goal."

Implementation of HB 132 aims to improve Kentucky's economy, help stop the poverty cycle and offer a chance at financial freedom to hundreds of thousands of Kentuckians, DuPlessis said.

In its 2017 Financial Literacy Survey, the National Foundation for Credit Counseling found an increase in Americans' credit card debt, decreases in the number of people with nonretirement savings, and higher levels of

> Kentucky Horse Park

concern about long-term financial stability, including retirement savings.

Kentuckians scored low in areas of retirement readiness, credit usage, and saving and spending on the 2016 National Report Card on Adult Financial Literacy, produced by Champlain University. Overall, Kentucky received a D+.

Nine percent of Kentucky households have no bank account, a 2015 FDIC survey found, and 18.2 percent are "underbanked" – meaning that despite an insured institution account, the household uses non-banking system products such as payday loans, money orders, rent-to-own services, etc. The national average of unbanked and underbanked households is 7 percent and 19.9, respectively.

The national Bank On program, which has three Kentucky coalitions, seeks to address the problems of predatory financial services. It helped Kentuckians who received government benefits prepare as the government phased out paper checks in 2013. Bank On helps provide access to the traditional banking system and provides financial literacy education.

Kentucky Farmers Bank in Ashland spearheaded the 2012 effort to establish a Bank On program to reach Appalachian residents, who are more likely to be unbanked or underbanked. Administered through United Way of Northeast Kentucky, it helps those without access to mainstream financial institutions. It offers Bank On accounts and uses financial literacy curriculum developed by the Kentucky Technical and Community College System. The Bank On coalitions in Louisville and Central Kentucky provide similar services.

The Kentucky Jump\$tart Coalition also works to raise awareness of the importance of financial literacy. The Kentucky Financial Literacy Initiative, which supported this year's legislation, offers several educational resources for parents and teachers. ■

Lorie Hailey is a correspondent for The Lane Report. She can be reached at editorial@lanereport.com.

Discover why they call us the Horse Capital of the World.

Plan your visit today at kyhorsepark.com



Dennis Parrett, D-Elizabethtown

EMERGING LANE

Kentucky's young professionals and creatives



Shaping a Business by Hand

An artist proves that creatives can make a living with their crafts

THE subject of an elective class in college turned into a business for Asbury University graduate Sarah Workman. The Lexington native, who now lives in Elizabethtown, knew she wanted to major in art. She could draw and paint and did well with printmaking, graphic design, 3D sculpture and other mediums. Then she took a ceramics class in her sophomore year.

"I was terrible," Workman said. "Working with something so malleable and fickle, where even the slightest slip of the hand could cause your clay to fly off the wheel, proved to be difficult and



incredibly frustrating. Thankfully, I am very stubborn and kept at it with hopes of improving."

Improve she did. Soon after graduating from Asbury University with a Bachelor of Fine Arts in 2015, Workman started her own business, Paper Wolf Ceramics.

"The start to my business was something that just made sense," she said. "I had continued to make pieces after my graduation and realized that having my own small business could actually be feasible."

Before becoming a sole proprietor, she worked as a barista in downtown Lexington at Daily Offerings Coffee Roastery, which "helped to give me my start by selling my coffee mugs in their shop."

In addition to the Roastery, a home gift and garden shop called Denizen in Elizabethtown is selling Workman's wares, most of which are functional ceramics from coffee mugs and travel mugs to dinner sets and mixing bowl sets. Shoppers appreciate that what they are buying is handmade and locally made. And, yes, Workman does take custom orders.

"I truly enjoy taking someone's vision and turning that into a physical piece," she said.

Workman's goal this year is participating in art fairs and farmers

Sarah Workman of Elizabethtown has fashioned a career around custom pottery and recently launched Paper Wolf Ceramics.



markets and getting into the Kentucky Arts Council's directories.

During her senior year at Asbury, Workman had the opportunity to study under a potter and sculptor in Paris, France, for three months.

"There, I spent two days a week working with six French ladies who had been taking classes in her studio for the past 10 or so years. It was a happy and relaxed environment where I learned how to sculpt a face out of clay and how to be more relaxed with the pieces I created," she said. "Every piece did not have to be the same, and the slight differences gave a distinct personality to each piece."

A college instructor once suggested the students imagine themselves 30 or 40 years down the road and picture what they might be doing.

"After thinking about that question, I realized that I saw myself still sitting at a pottery wheel in my little studio," Workman said. After a year of ceramics classes, she took a leap and bought a potter's wheel "and dedicated myself to achieving that future that I had pictured. I am still learning and growing in my craft and feeling blessed every day."

Being a ceramic artist is her full-time job, even though Paper Wolf Ceramics as a business has had a slow start.

"I am thankful to have a husband who can support us both while my business is gaining momentum," she said. "Kentucky has been an amazing place to start up my ceramic business, because there has been a greater importance placed on local and handmade work. More people are beginning to realize that everything tastes better out of something handmade."—Kathie Stamps

Lexington's Local Food Coordinator Turns Harvests into Economic Development

OCAL foods don't just magically appear in restaurants without help. Behind some of that magic is Ashton Potter Wright, whose job title is local food coordinator for the City of Lexington. She leads the Bluegrass Farm to Table program, or BGFT.

Wright was hired in June 2014 for the newly created BGFT with funding from the city, the Kentucky Agricultural Development board and private foundations. Similar programs exist throughout Kentucky. There's a Louisville Farm to Table program, a Community Farm Alliance in Eastern Kentucky and any number of farmers and food producers promoting agriculture statewide.

Wright's job in Lexington is focused on "leveraging local food as economic development," she said. "For my work, 'local food' is defined as something that was grown or raised on a Kentucky farm."



Ashton Potter Wright

Wright grew up in Lexington. She has a B.S. in biology from Rhodes College in Memphis, Tenn. Her master's and doctoral degrees are in public health from Georgia State University and the University of Kentucky, respectively. Before coming back to Lexington to head BGFT, Wright worked for the Centers for Disease Control and Prevention in Atlanta, in a branch devoted to childhood obesity prevention.

Many of her work hours today are spent connecting farmers and local food producers with market opportunities with restaurants, schools and other institutions. She visits farms, facilitates meetings between producer and buyer, and works on various pieces of the supply-and-demand equation.

"Meeting with potential buyers to encourage them to purchase locally," is an example, and "helping to troubleshoot the steps between the producer and the buyer." Factors typically involve storage, processing and distribution.

Wright steps in to help when farmers are looking for innovative ways to attract new consumers and tailor their business models to changing times, like increasing their social media presence and customizing community-supported agriculture (CSA) shares. She also collaborates with several young entrepreneurs who are working to solve logistics issues around getting more local food to more places.

"I'm trying to get more of the food local farmers grow into more places," she said. "Farming is a challenging profession, but the growers I work with love what they do."

She serves on advisory boards for different organizations in the food and farming space, and she was a co-leader of the Kentucky Double Dollars Program, which helps low-income families buy state-grown produce, dairy products, meat and eggs at participating locations in Central Kentucky. Kentucky Double Dollars is a joint effort between BGFT and Blue Grass Community Foundation for families receiving benefits from federal programs like Senior Farmers' Market Nutrition Program (SFMNP), Supplemental Nutrition Assistance Program (SNAP) and WIC Farmers' Market Nutrition Program (WFMNP).

Another aspect of bringing farmers and buyers together has Wright hosting and co-hosting events. An annual field-to-table dinner features products grown and raised in Kentucky and benefits a local food-related nonprofit organization. Double Dollars was the 2016 beneficiary, while proceeds of the 2017 field-to-table dinner went to FoodChain's teaching and processing kitchen.

In 2017, the Lexington-Fayette Urban County Government started a CSA pilot program for LFUCG employees; 101 participated and received a \$200 voucher toward the purchase of a CSA farm share. For the 2018 season, 143 employees have signed up for the program.

At an Urban County Council work session in March, Wright shared that BGFT's impact to date has seen at least \$850,000 in sales for Kentucky farmers.

"Everyone can and should participate in the local food movement," she said. "If every family in the state of Kentucky spent 10 percent of their annual food budget on Kentucky farm products, it would keep over \$1 billion in our local economy." —*Kathie Stamps*



YPAL has an active and engaged membership of nearly 1,000 young professionals in and around Louisville.

YPAL Hosts Inaugural Golf Scramble

Young Professionals Associates of Louisville is launching a golf scramble. Scheduled for May 21, 2018, the YPAL Foundation's Inaugural YPAL Foundation Golf Scramble at Glen Oaks Country Club will benefit the growing organization's quest to give back to others.

YPAL is approaching 20 years of age and has nearly 1,000 members. It is inclusive of all kinds of young professionals and has an active and engaged membership. Membership is \$50 per year and affords members access to exclusive job and volunteer listings, networking opportunities with Louisville's top leaders and future leaders. The foundation is a not-for-profit organization that raises, seeks, designates and invests funds for YPAL, one of the largest young professional organizations in the U.S.

Visit ypal.org for more information.

Industrialized hemp gets new traction

Hemp advocates around the state were pleased to hear Senate Majority Leader Mitch McConnell announce he'd introduce a bill to legalize hemp as an "agricultural commodity."

The crop has long been a staple in Kentucky's agricultural landscape, with one

notable grower being statesman Henry Clay. Before it was known for tobacco, Kentucky was prosperous because of industrial hemp, and today's generation of farmers and researchers are working to again unleash the crop's economic potential



despite still being handcuffed by stiff federal regulations. Hemp was included in the Marijuana Tax Act in 1937. Previously it was grown primarily for its fiber and was long considered to produce the best rope, paper and durable fabric. These days, interest is weighted more heavily on the human consumption side – in the form of food and the more profitable nutraceutical cannabidiol (CBD) oil.

Look to the state's many young movers and shakers in the hemp arena like Kentucky Agricultural Commissioner Ryan Quarles, Chad Rosen of Victory Hemp Foods, Annie Rouse of Think Hempy Thoughts, and many other young advocates who see the value in the Kentucky Proud crop and are looking for ways to create an innovative and sustainable future. Hemp can be found in everything from chocolates to automobiles to farm bedding.

THE LANE LIST

KENTUCKY'S LARGEST CHEMICAL INDUSTRY FACILITIES

Ranked by full-time employees

Kentucky has 198 chemical industries facilities with at least 10 employees, which list a total of 15,409 workers, according to the Kentucky Cabinet for Economic Development "Chemical Facilities" document. More detailed information can be found at thinkkentucky.com/kyedc/kpdf/Chemical_Industry_Report.pdf.

Sun Products Corp. Bowling Green 930	
Bowing Green 500	Manufacture detergent and warehousing/distribution center
Ashland Inc. Calvert City 515	Acetylene derivative specialty chemicals
Catalent Pharma SolutionsWinchester488	Pharmaceutical processing; flagship location for modified-release and complex oral dose form manufacturing and related expert development services
The Dow Chemical Co.Carrollton450	World's largest producer of silicon-based products and intermediates
Sherwin-Williams Co. Richmond 360	Automotive coatings and finishes, Thompson's Waterseal woodcare products, military and industrial coatings
American Synthetic Rubber Co.Louisville351Michelin North America351	Reprocessed and synthetic rubber; liquid polymers
Westlake Vinyls Inc.Calvert City340	Commodity chemicals
L'Oreal USA Florence 338	Manufacturer of hair and skin care products
Brenntag Mid-South Inc. Henderson 305	Chemical blending, industrial chemical distribution
Carpenter Co.Russellville302	Carpet cushioning, polyester fiber, filter media and polyurethane foam for use in bedding, consumer products, home furnishings and medical furnishings
Meggitt Polymers & Composites Erlanger 277	Manufacture composite engine and aerostructure components to support the aerospace industry
Monument Chemical Kentucky Brandenburg 275	Industrial organic chemicals and chemical manufacturing
AgTech Scientific LLCParis271	Hemp cloning and CBD product manufacturing
Arkema Inc.Calvert City263	Forane refrigerants and blowing agents, Kynar PVDF polymer resin, VF2 monomer, and hydrochloric acid
Aristech Surfaces LLCFlorence250	Impact acrylic, general purpose acrylic, solid surface, and acrylic ABS composite sheet
Flint GroupElizabethtown225	Organic pigments and printing inks
Neogen Corp., Animal Safety/ Life Science DivisionLexington225	Neogen manufactures and markets a complete line of diagnostics, veterinary instruments, veterinary pharmaceuticals, nutritional supplements, disinfectants, and rodenticides
Calgon Carbon Corp.Catlettsburg206	Granular activated carbon. Cal 12x40; Centaur 12x40; TOG 20x50; CPG-LF 12-40; SGL 8x30. DSR (dry screen reactivated); VPR. Water Treatment-Filtrasorb 100, 200, 300, 400, 820, 816; WPH; Centaur HSL; Odor Control-Centaur 4x6, HSV; FluegGas Ctrl-PAC.
Camco Chemical Co. Inc. Florence 200	Contract blending, packing and warehousing of liquid and powder chemical products
The Dow Chemical Co.Elizabethtown200	Silicone sealants, adhesives
Clariant Corp. Louisville 199	Catalysts
THG International LLC (The Hut Group)Shepherdsville193	Manufacture and distribution of athletic supplements
Avantor Performance Materials Paris 190	High purity chemicals
ORBIS Corp. Bardstown 180	Collapsible plastic containers, returnable packaging
PMC Organometallix Inc. Carrollton 180	Organic and inorganic tin chemicals; catalysts for automotive paint, stabilizers for vinyl products and additives for glass industry







VisitBerea.com • Exit 77 or 76 off I-75 Kentuckin

SPOTLIGHT ON THE ARTS



The Art of Racing

Louisville painter receives prestigious commission for Derby, Oaks poster art

BY CHRIS CATHERS

C OR the second consecutive year, Churchill Downs officials have commissioned a Kentucky artist to create the official 2018 Kentucky Derby and Kentucky Oaks posters.

Lynn Dunbar, a Louisville painter known for her landscapes, follows Bardstown artist Jim Cantrell, who created the 2017 Derby and Oaks posters. Cantrell was the first Kentucky artist in Churchill's 21 years of commissioning an official design for the Derby and Oaks posters.

"I was surprised. I couldn't believe it when they called me out of the blue," Dunbar said. "They asked me to send them some images. I told them I didn't really have paintings of horses, but to give me a couple of hours and I'd paint one."

Nick Bennett, Churchill Downs' licensing and marketing partnership activation manager, said the selection of a second consecutive Kentucky artist was a coincidence, but the track's success in selecting a Kentucky artist last year aided the decision.

"We got a lot of good publicity from Jim last year, and we got lucky with Lynn being from Kentucky, too," Bennett said.

Denny Watson of Atlanta-based CAA Sports Licensing (formerly Fermata Partners), said collaboration with the Kentucky Arts Council, including consulting the arts council's adjudicated Kentucky Crafted directory helped in selecting Dunbar for the distinction. Dunbar juried in to the Kentucky Crafted program in 2007. She credited her participation in the program as one of the reasons for getting the commission.

"I'm honored to be in Kentucky Crafted," Dunbar said. "It's like I've got the state's endorsement. I feel like it makes me a better artist. It helps present me as a professional."

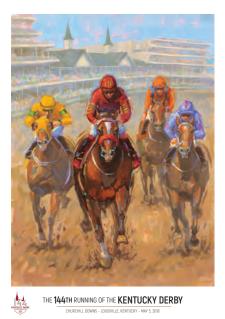
Having the state seal of approval on her artistic excellence means a lot to Dunbar, who came to Kentucky 25 years ago from northern Indiana, where she was born in Gary and raised in Hobart.

In addition to the Derby and Oaks posters, Dunbar's work will appear on tickets, the printed program, short and tall drinking glasses, tote bags, Christmas ornaments, postcards, T-shirts, socks, scarves, paper plates, napkins and a variety of other Derby and Oaks merchandise.

"When I first saw the sales sheet with all the items on display there I was like, 'Wow! It really looks good!' " she said. "A lot of my art, when it's converted to prints, looks good."

Merchandise is available at selected retail outlets, including the Kentucky Derby Museum.

The commission has made Dunbar even busier than she already is. She received a commission for an original piece after a friend learned of the Derby and Oaks posters, she's been on television to talk about her experience



Louisville artist Lynn Dunbar was selected to create the official 2018 artwork for the Kentucky Derby (pictured above).

creating the work, and she did a print signing in late March at the Norton Women's and Children's Hospital in St. Matthews, from which she donated part of the proceeds generated from print sales to breast cancer research.

Dunbar also will be signing copies of the Derby and Oaks posters at the following venues:

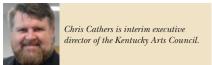
• April 12, noon-2 p.m. at Middletown City Hall, 11803 Old Shelbyville Road, Middletown.

• April 19, 6:30-9 p.m. at Derby Divas event at Rodes For Him and For Her. 4938 Brownsboro Road, Louisville. Proceeds benefit the Norton Cancer Institute Breast Health Program.

• April 28-29, 10 a.m.-6 p.m. at Cherokee Triangle Art Fair, Louisville.

• May 4-5, Kentucky Oaks and Kentucky Derby at Churchill Downs, 700 Central Ave., Louisville. Dunbar will be signing posters in a booth on the main level near the grandstand and in Millionaire's Row.

In addition to being in the Kentucky Crafted program, Dunbar's other recognitions include the Owensboro Museum of Art, Science and History 2016 Award of Merit 2016; the 2014 Portland Heritage Arts Show Grand Prize; honorable mention at the Salon International 2013; the 2012 Owensboro Museum of Art Purchase Prize; and the 2011 Louisville Women's Club Grand Prize.



EXPLORING KENTUCKY



Wining in Western Kentucky

Area vineyards offer plenty of reasons to linger for a while

BY KATHERINE TANDY BROWN

EST you think the title is a misprint that should be "winning" and this month's column is about basketball in the Purchase District, let me set you straight. Though those 1952 Cuba Cubs – the underdog team from Graves County that defeated the big boys, Louisville Manual, for the state championship – were amazing, we're talking about wine in Kentucky's western waterlands.

Currently, the Kentucky Grape and Wine Council lists seven wineries in that area, some well-established, some new, all worth a visit for sampling the commonwealth's burgeoning wine industry, which has quite a history. After all, back in the 1800s, Kentucky was a leading grape-producing state, established the first commercial vineyard and first vineyard society in the nation in 1799 (Thomas Jefferson was a patron), and made its first wine in 1803.

Western Kentucky's longestestablished facility is Paducah-based **Purple Toad Winery**, and it can't seem to stop winning awards! Just last June at the Indy International Wine Competition at Purdue University, owner Allen Dossey was named Winemaker of the Year.

"That's like an Academy Award in the wine business," says Dossey. "I was speechless, and that's unusual for me." In addition, the winery brought home 16 medals, the most of any competitor at the event, which attracted more than 2,000 entries from 11 countries and 40 states.

Kentucky's largest winemaker, Purple Toad produced more than 50,000 gallons in 2017. A new 20,000-s.f. processing room has just been completed to replace its cramped 2,500-s.f. space and by summertime, distribution should cover five states. Currently offering 37 wines, Purple Toad – its logo is a Costa Rican tree frog with red eyes and purple, grapestomping toes – is known for fruit wines.

"We try to make our fruit wine taste just like the fruit," Dossey says. "If my wine says blackberry, it's like you ate a fresh blackberry off the vine."

Long-term plans include an upscale winery with eating, banquet, wedding and event space.

Located in Union County near Morganfield, **White Buck Vineyard & Winery** planted its vines in 2009 and opened to the public in 2012. Owner Allen White named the winery after his dad, "Buck" White, a lifelong farmer who has helped grow the business. In his day, Allen was a high-school wrestler, and members of Union County's wrestling team, which won its 13th state championship in 2017, help to plant and harvest. As a nod, White Buck produces a "Wrestler's Red" in sweet and semi-sweet varieties.

"A focus for our business is supporting the arts," explains White Buck Manager Elaine Martin. "We begin each year with Sip into Spring, an evening of live music, storytelling, tastings, tours and heavy hors d'oeuvres to benefit our local grade-school dance programs."

Be sure to put it on your 2019 calendar, and plan your own event for up to 250 people at White Buck on a patio overlooking the vineyards.

Another small-farm operation, **Farmer** and **Frenchman Vineyard and Winery** (F&F) in Henderson, opened in 2015 and is owned by Henderson County native Katy Groves-Mussat and her Parisian husband, Hubert Mussat. Here, guests can learn how grapes are grown and wine is made, relax on a sunny patio, sample Kentucky wines comingled with French imports, and dine on local vineyard-totable cuisine that includes scrumptious handmade pizza.

A five-acre lawn holds scads of guests for a reception. The property features a charming, converted 1,800-s.f. tobacco barn with crystal chandeliers and a patio with luscious views, while a promenade offers a covered space for up to 50. Weddings are a specialty.

In case you over-sip, you can stay the night at the F&F bed and breakfast inn.

Also in Henderson County, **Boucherie Vineyards & Winery** in Spottsville has offered tastings and individual tours since its opening in 2013.

"We have outside event space for weddings and receptions for 10 to 350 people on our patio or in a 30-by-50 event tent," says Brandy Boucherie, whose parents, Johnny and Martha, are the owners.



Purple Toad Winery owner Allen Dossey was named Winemaker of the Year last year at the Indy International Wine Competition at Purdue University.

Sippin' Info Kentucky Grape and Wine Council kentuckywine.com Boucherie Vineyards & Winery, Spottsville boucheriewinery.com (270) 826-6192 Eddy Grove Vineyard & Bistro, Princeton medicinemanwines.com (270) 365-9463 Fancy Farm Vineyard & Winery, Fancy Farm fancyfarmvineyardandwinery.com (270) 623-8787 Farmer and Frenchman, Henderson farmerandfrenchman.com (270) 748-1856 Misty Meadow Winery, Owensboro misty-meadow-winery.net (270) 683-0361 Purple Toad Winery, Paducah purpletoadwinery.net (270) 554-0010 White Buck Vineyards & Winery, Morganfield whitebuckwine.com (270) 389-1285

Catch the Brew Crew Comedy Tour on May 19 at Boucherie and an art festival on June 9. Check its website for live music dates.

No doubt you're familiar with the annual Fancy Farm Picnic, where aspiring and dyed-in-the-wool politicians hold sway. But did you know that if you want a break from political speeches,



you can chill on the wraparound porch at **Fancy Farm Vineyard & Winery**?

In 2011, owner/operator Tom Curtsinger defied expert advice and planted one acre of European varietal grapes, which have now flourished into six. His winery opened to the public in 2016 and seasonal property and winery tours are free, as are tastings.

"Tom teaches people how to taste wine," says winery rep Robbie Felker. "Some folks say they don't like dry wine but change their minds when he shows them the right way to taste."

Here you can help pick the grapes and stomp 'em, a la Lucy and Ethel. Family friendly, the vineyard features Fancy Fest, a July Fourth weekend of live music.

Open seasonally, Eddy Grove Vineyard & Bistro in Princeton has In addition to tours, Fancy Farm Vineyard and Winery has space to host music and art events throughout the year.

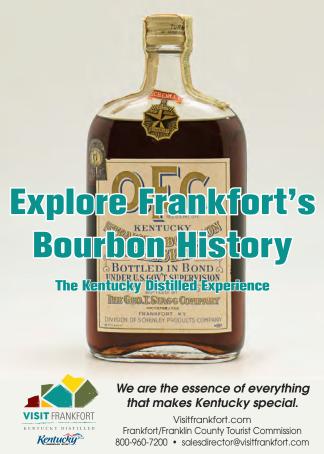
award-winning wines, a private event space and farm-to-table meals. Bourbon burgers, anyone?

Though most wineries don't require reservations, except for groups, call ahead and let them know you're planning a visit.

If you're a fan of Kentucky wine and craft beer, the Kentucky Grape and Wine Council and the Kentucky Guild of Brewers have partnered to create an app, Drink Ky, available for iPhone and Android devices at your app store.

Katherine Tandy Brown is a correspondent for The Lane Report. She can be reached at editorial@lanereport.com.







Jim Beam, Bernheim Forest Create Natural Water Sanctuary

JIM Beam, a Kentucky company that produces one of the world's top-selling bourbons, has teamed with Bernheim Arboretum and Research Forest to preserve and protect the pristine limestone water in the Clermont area through the development of a natural water sanctuary on Bernheim grounds that are adjacent to the Jim Beam distillery.

The Bernheim Forest is a 15,625-acre privately held forest just south of Louisville.

"Great bourbon starts with great water," explains Freddie Noe, an eighth-generation Beam distiller. "In fact, the water in Clermont is one of the main reasons my family chose to settle here back in 1795. Jim Beam bourbon gets its distinct and wonderful taste, in part, from the local water, which is filtered naturally through limestone. We're proud to team up with our neighbors at Bernheim to preserve this vital natural resource."

The Jim Beam Natural Water Sanctuary Alliance at Bernheim Arboretum and Research Forest will concentrate on conservation activities across Bernheim, particularly within the Long-Lick and Wilson Creek watersheds. These areas feature large forest expanses, wetlands and the headwaters of three creeks and several small lakes that support wildlife, the surrounding communities, and the production of Jim Beam Bourbon.

Through this alliance, Jim Beam will also support Bernheim's work to protect the federally endangered Indiana Bat, and co-host an annual landowners' workshop to educate the community and promote best practices in water conservation and forest stewardship.

"The importance of clean water cannot be overstated. It's essential for wildlife. It's essential for human life and it's essential to our economy," said Mark Wourms, Bernheim's executive



The Jim Beam Natural Water Sanctuary Alliance at Bernheim Arboretum and Research Forest will focus on conserving the waterways that support area wildlife –and give Jim Beam bourbon its distinctive taste.

director. "We are grateful to have a corporate partner like Jim Beam that values protecting this vital natural resource."

"Both the Beam and Bernheim families have deep Kentucky roots and centuries of heritage in the Clermont area," added Noe. "We have long shared a common respect and love for the land here and we understand the critical role protecting our environment, especially our natural water, plays in our future – not only the future of our business but the future health and well-being of our families, friends and colleagues who call this area home. We feel privileged to be able to give back to the community that has given us so much."

Louisville Development Hits Milestone in Effort to Build Geothermal Community

T'S full steam ahead – quite literally – for Norton Commons, a growing New Urbanist development in northeast Louisville: The community is moving forward and making major strides in its mission to create one of the largest allgeothermal communities in the nation.

Currently, 200 homes in the community's North Village are now heated and cooled using state-of-the-art



technology that harnesses energy produced beneath the earth's surface. Another 50 geothermal homes are now under construction and 50 are in planning stages. When completed, Norton Commons' North Village will stand at over 1,500, and will be one of the largest residential all-geothermal communities in the nation, alongside innovative developments like Whisper Valley in Austin, Texas and Pinewood Forest in Fayetteville, Ga.

Norton Commons completed the first geothermal home in December 2015.

Geothermal technology takes advantage of moderate ground temperatures to create an efficient system that lowers monthly utility bills while emitting less carbon dioxide, carbon monoxide or other greenhouse gases into the atmosphere. Geothermal heating and cooling eliminates the need for outdoor air conditioning units and reduces noise, while allowing more space for residents to enjoy the outdoors. A network of underground geothermal loops and efficiently-sized heat pump units inside each home provide homeowners with the most comfortable heating and cooling systems available on the market today.

"Geothermal has been a huge hit," said Norton Commons Managing Director Charles A. Osborn III. "It offers energy savings and brings additional home comfort to residents. It's all part of our purposeful design, which includes 160 acres of planned green and civic spaces, miles of nature trails, a rose garden as well as our community vegetable garden and wildflower meadow."

The federal budget deal that passed earlier this year brought good news for geothermal homeowners and homebuyers. The Residential Renewable Energy Tax Credit, which expired at the end of 2016, was reinstated and extended by the new deal after it was signed into law by the president. A tax credit means a dollar-for-dollar reduction of tax liability for units put into service after Jan. 1, 2017, through 2021.

Norton Commons Elementary in the North Village, the first new-build school for Jefferson County Public Schools since 2008, incorporates eco-friendly geothermal heating and cooling as well as other eco-friendly features like solarheated water, a reflective white roof and LED lights with motion sensors.

Honoring the Veterans of Vietnam



Kentucky-specific replica of the Vietnam Wall has begun its traveling career around the state and will ultimately make a stop in every county of the commonwealth.

The Traveling Kentucky Vietnam Wall displays the 1,105 names of Kentuckians who were killed in the Vietnam War, taken prisoner or still missing. The display is 9 feet tall and 18 feet long.

"Our intent is to take it to the communities and the public who may not have the opportunity to visit the Wall in Washington, D.C., or one of the large traveling walls," said Jack Mattingly, state council president of the Kentucky Vietnam Veterans of

America. "This wall is dedicated to all Kentuckians and will provide all Kentuckians an opportunity to remember and pay homage to those who gave their all."

Several veteran groups joined forces to raise the funds to build the wall two years ago. The Kentucky Veterans Trust Fund granted \$21,000 of the \$29,000 total; other funding sponsors include Eastern Kentucky Power Co., Humana, Marine Corp League Det. 858, Vietnam Veterans of America (VVA) Kentucky State Council, VVA Chapter 1050, VVA Chapter 1051 and VVA Chapter 1104.

To schedule an appearance or event with the wall, call or write Jack Mattingly, P.O. Box 675, Harrodsburg, KY, 40330 / 859-734-0217 / vvakystatecouncil.org.

New Highway Map Points the Way to Unique Kentucky Experiences

JUST in time for travelers to make plans for their spring and summer road trips, Kentucky has released its newest highway map, which not only gives an overview of the state's highways and byways but also points the way to unique Kentucky experiences.

The 2018-2019 Kentucky Official Highway Map – now available at rest areas, welcome centers, local convention and tourism offices, and all Kentucky state parks – invites travelers to create memories as they navigate the Bluegrass State by including information on regional foodie adventures, music events, African-American heritage and significant historic sites.

For the history buff interested in Kentucky's African-American heritage, there's Maysville's National Underground Railroad Museum, Nicholasville's Camp Nelson Civil War Heritage Park, LaGrange's Oldham County History Center, Louisville's Muhammad Ali Center, Russellville's

West Kentucky African American Heritage Center and Paducah's Hotel Metropolitan. The new map also highlights the heavenly tastes found throughout Kentucky's urban and rural areas, including: western Kentucky's award-winning barbecue; Louisville's famous Hot Brown; Winchester's Beer Cheese Trail; Northern Kentucky's Sugar and Spice Trail, which takes visitors on a tasty journey to sample local specialties that include divine chocolates, classic candies and one-of-a-kind herbs and spices; Lexington's Brewgrass Trail, featuring small-batch, high-quality beer offerings; and Frankfort's iconic Rebecca Ruth Candy Co., famous for its delectable bourbon-ball chocolates.

Kentucky music events are highlighted in the new map as well, including Owensboro's Bluegrass Roots and Branches Music Festival, Louisville's Forecastle Festival, Somerset's Master Musicians Festival, Henderson's WC Handy Blues Festival and Bardstown's Stephen Foster Story outdoor musical.

To view or download an electronic version of Kentucky's 2018-2019 Official Highway Map, county maps or city maps, visit transportation.ky.gov/Planning/Pages/Official-Highway-Map.aspx. For help planning your next trip and to learn more about the featured attractions, visit kentuckytourism.com.



Winchester's Beer Cheese Trail is just one of the many Kentucky experiences highlighted on the state's new 2018-2019 official highway map.



Artist Keith Anderson in his home studio.

Bottled-Up Talent

WWSODFORD Reserve, the official sponsor of the Kentucky Derby, selected Louisville artist and Brown-Forman employee Keith Anderson to create the artwork for its 2018 limited-edition Kentucky Derby commemorative bottle.

Anderson has for 11 years worked in the Bourbon Street Café, the private dining room at Brown-Forman headquarters in Louisville. At the 2017 company Derby party, while Anderson

was stocking the bar, he told Brown-Forman Senior Vice President Mark Bacon: "These artists before me, they're good, but I'm no slouch. One day, I will have that Derby bottle."

Bacon told Anderson to send him some ideas and Bacon was quickly impressed with Anderson's talent.

"Sometimes we overlook the very talent that's right in front of us," Bacon said. "We are deeply honored to start this

new partnership with Churchill Downs – and to celebrate it with the beautiful artwork of Keith Anderson."

The Derby bottle has been an annual collector's item anticipated by bourbon and racing fans since 1999. Beginning in 2003, Woodford Reserve began featuring the work of national artists. This year's bottle – the 19th in the series – features Anderson's painting of powerful Thoroughbreds as they break from the starting gate, in the glory of their colorful racing silks.



KENTUCKY PEOPLE

COVINGTON: LIFE LEARNING CENTER'S ANNUAL GALA RAISES MORE THAN \$275K



Life Learning Center, a nonprofit organization that provides a continuum of education and resources to at-risk individuals in the Greater Cincinnati region, held its 4th Annual St. Patrick's Day Gala and inaugural Young Professionals event on March 16. More than 300 people – including community donors and patrons, area business executives and civic leaders – were in attendance and raised more than \$275,000. Pictured above left at the gala are (I-r) Steve Oberjohn, U.S. Department of Energy (retired); Kit Andrews, former WKRC news anchor; Chuck Scheper, chairman of the board of Bexion Pharmaceuticals; Ray Takigiku, founder, president and CEO of Bexion Pharmaceuticals; Alecia Webb-Edgington, president of Life Learning Center; William P. "Bill" Butler, chairman and CEO of Corporex and founder of Life Learning Center; and Kris Knochelmann, Kenton County judge-executive. Pictured above right at the young professionals' after party are Patrick Guetle, BentoBox; Jack Gusweiler, Fifth Third Securities, winner of the event's bourbon basket raffle prize; and Luke Massa, Energy Alliances Inc.

LOUISVILLE: 6 KY BUSINESSWOMEN HONORED AT ANNUAL NAWBO AWARDS EVENT

The Kentucky chapter of the National Association of Women Business Owners (NAWBO) presented its 2018 EPIC awards at the organization's annual gala on March 1 at the Louisville Marriott East. This year's recipients were: Strive Business Owner of the Year: Amanda Matthews, Prometheus Art, Lexington; Thrive Business Owner of the Year: Holly B. Wiedemann, AU Associates Inc., Lexington; Humanitarian: Julie Pogue, Julie Pogue Properties, Louisville; Supporting Partner: Tammy Moloy, Ashley Rountree & Associates, Louisville; Member of the Year: Demetria Miles-McDonald, Decide Diversity; and Influencer of the Year: Anna Tatman, Rosa Mosaic & Tile Co., Louisville.



(Pictured I-r) Master of ceremonies Madison Cork, past winner JoAnna Maamry, Strive winner Amanda Matthews and NAWBO Board President Jesika Young.





(Pictured l-r) Past winner Diane Fischer, NAWBO Board President Jesika Young, Thrive winner Holly B. Wiedemann and master of ceremonies Madison Cork.





(Pictured I-r) NAWBO Board President Jesika Young, master of ceremonies Madison Cork, Humanitarian winner Julie Pogue and past winner Lesa Seibert.



(Pictured l-r) NAWBO Board President Jesika Young, Member of the Year winner Demetria Miles-McDonald and master of ceremonies Madison Cork.





30th Annual SUMMER CELEBRATION



Join us for an outta sight 60s night to commemorate KET's 50th anniversary.

BELL-BOTTOM BAZAAR

Silent auction includes UK basketball lower-arena season tickets, vacations, jewelry, furnishings, fine art, and 300 other treasures.

BREAD

\$150/person or \$1,500/table of eight Includes: buffet, open bar.

GET YOUR GROOVE ON

Get on the dance floor with help from The Jimmy Church Band!

GOLD SPONSORS

Alliance Coal, LLC; Alltech; Baptist Health Lexington; Brotherton Brown Group at Morgan Stanley Wealth Management; Brown-Forman; Columbia Gas of Kentucky, Inc.; Hilliard Lyons; US Bank

1.800.866.0366 • **KET.org/SummerCelebration** Proceeds support KET's programs and services. Thank you!



HONORARY CHAIRS Len and Lil Press, founder of KET and his wife

KENTUCKY RECIPES COME FROM THE LAND AND HEART.

Every face in the restaurant – familiar. The satisfaction of feeding my community, there's nothing like it. Taking fresh, simple ingredients and transforming them into something extraordinary – pure smiles. This is what good food can do. Visit BetterintheBluegrass.com for the full story.

Better ; in the fass

