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Kentucky Cattlemen's Association is giving
consumers a local option



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LINKING AG TO THE WORLD

How the Kentucky Department of Agriculture is strategically connecting Kentucky farmers to foreign and domestic markets.



(Left) Agriculture Commissioner Ryan Quarles, fourth from right in the front row, leads the Kentucky delegation at the Woodbine Reception with United States Ambassador to Canada Kelly Knight Craft, fifth from right, during an agricultural trade mission to Canada in June 2018. (Photo courtesy World Trade Center Kentucky)

Craft. A native Kentuckian who was born and raised in Barren County, Ambassador Craft joined her fellow Kentuckians for discussions about ongoing North American Free Trade Agreement (NAFTA) negotiations. With Ambassador Craft leading foreign relations with our neighbor to the north during this critical time, the Commonwealth couldn't be more privileged to have a Kentuckian representing our interests abroad.

That's just the tip of the iceberg when it comes to the work KDA is doing to elevate Kentucky to be a serious player when it comes to international trade. Last year, Commissioner Quarles attended the signing of a trade protocol that now allows live equine exports to China for horse racing. He also joined the Kentucky Corn Promotion Council and the Kentucky Cattlemen's Association on a trade mission to Japan.

Interested in learning more about the KDA's international trade efforts? Visit www.kyagr.com.

(Below) Agriculture Commissioner Ryan Quarles, center, stands behind United States Ambassador Terry Branstad and AQSIQ Minister Zhi Shuping after the signing of an accord which allows the resumption of United States equine exports to the People's Republic of China.

NEIGHBORS TO THE NORTH

Kentucky Department of Agriculture Embarks On Trade Mission

The Kentucky Department of Agriculture (KDA) knows that, when it comes to international trade, the United States is not an island. Over the course of the last year and a half, the KDA has been working hard to connect Kentucky's signature agricultural industries to new and existing markets across the globe.

Just recently, Kentucky Agriculture Commissioner Ryan Quarles led a first-of-its-kind international trade mission to Canada solely focused on advocating for Kentucky agriculture. By working with the World Trade Center Kentucky, backed up with support and sponsorship from Kentucky staples like Kentucky Farm Bureau and Masterfeeds/Alltech, the KDA successfully opened the door to a conversation about how Canada can purchase more goods from our hardworking farmers.

The University of Kentucky (UK) and Kentucky State University (KSU) joined KDA for the trip. During the

sessions, the Kentucky universities interacted with their Canadian counterparts to identify potential areas of cooperation. UK agriculture economist Dr. Will Snell said the trade mission will "create future opportunities to expand Kentucky ag, food, and beverage trade" with Canada.

The trade delegation was fortunate to spend two days with the United States Ambassador to Canada, Kelly





(Left) Agriculture Commissioner Ryan Quarles speaks to a crowd of agriculture and business leaders at the LAND forum in Owingsville in June 2017. (Kentucky Department of Agriculture photo)

LINKING AGRICULTURE FOR NETWORKING AND DEVELOPMENT

Economic Forums Connect Kentucky Farmers, Manufacturers

Kentucky Proud is working to put Kentucky farmers first for manufacturing and business leaders who are searching for raw materials to convert into products. Through a partnership with the Kentucky Association of Manufacturers (KAM), Kentucky Proud is hosting a series of LAND (Linking Agriculture for Networking and Development) forums.

You may be thinking: Agriculture and manufacturing? They don't go together. Actually, they do. For instance, did you know that a pet food plant in Logan County sources many of its ingredients from Kentucky Proud producers – and it already has expanded even though

it's been open only two years? Or that a Kentucky agribusiness provides all the sausage for Cracker Barrel restaurants in the nation? Or that, if you've eaten a biscuit from McDonald's on the east coast, you've supported a Kentucky flour company?

These unique regional forums bring agricultural and manufacturing leaders together to build relationships that will generate business, create jobs, and raise farm income. Lee Lingo, executive director of the Kentucky Association of Manufacturers, said, "We are creating an opportunity for two of Kentucky's most significant economic drivers to get

Interested in attending a LAND conference near you? It's not too late to join, and it's free to attend.

August 1, 2018
Cave City, KY

August 2, 2018
Murray, KY

September 26, 2018
Shelbyville, KY

Register online by visiting
<http://kam.us.com/land-forums/>.

The forums are facilitated by the Kentucky Department of Agriculture and the KAM with the financial support of the Kentucky Agricultural Development Fund and other regional sponsors.

to know each other and find new ways to work together." The forums bolster existing collaboration between agriculture and manufacturing to develop and expand upon the existing supply chain for agricultural products to the manufacturing sector. Jamie Nieves with the Kentucky Association for Economic Development noted, "It was great to hear about the linkage between both agriculture and manufacturing and the economic growth opportunities they both provide." Each meeting focuses on how these two industries can blend synergies within each region.



(Above) Agriculture Commissioner Ryan Quarles speaks at the grand opening of the Champion Petfoods plant in Logan County in May 2016. (Kentucky Department of Agriculture photo)



LAND

Linking Agriculture for Networking & Development



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Kentucky Proud does more than bring fresh, delicious, Kentucky-grown products to the tables of Kentuckians. It also connects Kentucky agriculture to businesses and markets around the globe. And that's good for Kentucky farm families and for our economy. For more, go to kyproud.com.



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On the Cover

Shoppers can find Kentucky beef in Kroger locations across the state. Kentucky Cattlemen's Association branded fresh ground beef is packaged in 1-pound and 2-pound portions at \$4.99 a pound in the meat case. Photo illustration by PJB-Marketing.



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PERSPECTIVE

APPOINTMENTS TO THE COURT MATTER

Justices' rulings impact
the daily lives of Americans

BY PAT FREIBERT

SINCE the president's appointment of Justice Neil Gorsuch to the U.S. Supreme Court, several key issues have been addressed on their constitutionality. The conservative view of the Constitution was articulated by the late Justice Antonin Scalia when he said, "It means today, not what current society, much less the court, thinks it ought to mean, but what it meant when it was adopted." This view of the Constitution will continue to prevail if the president's appointment to replace retiring Justice Anthony Kennedy is confirmed. Some recent court decisions provide dramatic proof that appointments to the Supreme Court are significant in the daily lives of Americans.

In July, the U.S. Supreme Court ruled 5-4 in striking down an Illinois law that allowed the American Federation of State, County and Municipal Employees union to deduct union fees from employees who refused to join. This decision smashed such laws in 22 states that compel nonmembers to support workplace unions. This Supreme Court decision means firefighters, teachers and other government workers will no longer be forced to fork over money to unions when they choose not to join. In this case, Justice Sam Alito wrote for the majority by quoting Thomas Jefferson: "To compel a man to furnish contributions of money for the propagation of opinions which he disbelieves and abhors is sinful and tyrannical."

In this case, the ruling specified "that union fees cannot be extracted from a nonmember unless the employee affirmatively consents to pay." For nonunion employees and employees who "opt out," this means more money in their paycheck and less money for unions to support lavish contracts and work rules that jack up the cost of public services. Diminished union political clout and increased power for workers will result from this landmark decision. No longer will new hires in New Jersey, for instance, be required to sit through mandatory 30-minute lectures on the benefits of union membership while employers are barred from presenting the other side.

Justice Neil Gorsuch provided a key vote in the court's decision. Yes, who



U.S. Supreme Court is the final interpreter of federal law, including the Constitution, but it may act only within the context of a case in which it has jurisdiction.

serves on the Supreme Court really matters in everyday American life. If the president's nomination to replace retiring Justice Anthony Kennedy has the credentials of Justice Gorsuch, America can expect more of this kind of respect for the Constitution.

Retiring Justice Anthony Kennedy has been regarded as a "swing vote" that was independent. While Judge Brett Kavanaugh, President Trump's replacement nominee to the court, may be from the same mold, it is known that he is a strict "constitutionalist," meaning he believes the Constitution speaks for itself. Kavanaugh's beliefs clearly contradict the late one-time Chief Justice Charles Evans Hughes who famously opined that the Constitution is what the judges say it is.

For too long, government employee unions have confiscated dues money from those employees who do not choose to join their unions. Flush with that ill-gotten income, the unions have been able to control election outcomes with generous donations and manpower to get out the vote for their chosen candidates. When all is said and done, the only thing government unions have to bargain with are taxes from the American people.

The late President Franklin Roosevelt strongly opposed the unionization of government workers. Abraham Lincoln said, "We the people are the rightful masters of both Congress and the Courts, not to overthrow the Constitution but to overthrow the men who pervert the Constitution."

If the president's nominee Kavanaugh for Supreme Court justice is someone with credentials like his first appointment, Neil Gorsuch, America will be governed by our Constitution. Those members of the highest court in the land truly impact daily life in America. Who they are and what they believe about the Constitution does matter. ■

Perspective comments are the opinion of the writer and not the position of The Lane Report.



Pat Freibert is a former Kentucky state representative from Lexington. She can be reached at editorial@lanereport.com.



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FAST LANE

A compilation of economic news from across Kentucky

ERLANGER: COCA-COLA BOTTLING ADDING 5TH KY SITE, HIRING 430 FOR \$30M SALES & DISTRIBUTION FACILITY



COCA-Cola Bottling Co. Consolidated has announced plans to build a \$30 million sales and distribution facility in Erlanger that will create more than 430 full-time jobs.

The company plans to build a 300,000-s.f. facility on 32 acres in Erlanger where the former **Showcase Cinemas** once operated. The new jobs will include distribution, sales and warehouse functions. Company leaders anticipate starting construction as soon as possible and expect to open by late summer 2019.

"Four years ago, we set out to make Erlanger an irresistible place to live and conduct business," said Erlanger Mayor Tyson Hermes. "By offering payroll tax incentives and four years of consecutive property tax rate decreases, we gain the attention of top corporations globally."

Founded more than 116 years ago, Coca-Cola Consolidated is the largest Coca-Cola bottler in the United States. The company makes, sells, and delivers beverages of The Coca-Cola Co. and other partner companies in more than 300 brands and flavors to 65 million consumers in territories spanning 14 states and the District of Columbia. In Kentucky, the company currently operates four facilities in Louisville, Lexington, Paducah and Pikeville that employ a total of 875 people.

PIKEVILLE: ALLTECH'S NEW \$15M BREWERY/DISTILLERY DESIGNED TO TAP INTO REGION'S TOURISM POTENTIAL

A ribbon-cutting ceremony was held on June 27 for the highly anticipated opening of Alltech's **Dueling Barrels Brewery and Distillery**, Eastern Kentucky's first combined beer, bourbon and moonshine operation.

The \$15 million project was a personal passion for Alltech founder Pearse Lyons and his wife, Deirdre, who initiated the development of Dueling Barrels with an eye toward promoting tourism in the region. The Lyons long held that the Eastern Kentucky area's rolling landscape, hardworking people and craftsmanship reminded them of their homeland of Ireland.

Though Pearse Lyons passed away in March, Deirdre Lyons, Alltech's director of corporate image and design, and their son, Alltech President Mark Lyons, have remained focused on the success of Dueling Barrels.

The 30,000-s.f. facility houses three copper pot stills and 19 fermenters, and has the capacity to produce 40,000 brewer's barrels annually. Dueling Barrels is expected to join the **Kentucky Bourbon Trail** experience in January 2019, extending the trail 142 miles east into Pikeville.

Visitors to Dueling Barrels will be able to explore the rich history and culture of the Eastern Kentucky mountains, including the legendary Hatfields and McCoys feud, the dawn of Bluegrass music and starry nights spent making moonshine. Tours will be guided by knowledgeable "storytellers" who will walk visitors through the art of brewing and distilling while sharing the legendary stories that have shaped Appalachia.

Dueling Barrels joins Alltech's family of breweries and distilleries, which includes Alltech Lexington Brewing & Distilling Co. and the **Pearse Lyons Distillery** at St. James in Dublin, Ireland. The Nicholasville-based company was founded in 1980 to research and deliver products for the sustainable nutrition of plants, animals and people. The company now operates more than 100 production facilities and four bioscience centers around the world and hopes to use its resources and craft beverage expertise to shine a spotlight on Eastern Kentucky.

"There is a massive population on the East Coast," said Mark Lyons. "Now they just have to come across the mountains. I think this can be the start of the Kentucky Bourbon Trail, not the end."



In addition to bourbon, Dueling Barrels will produce a variety of craft styles, beginning with Dueling Barrels Pikeville Ale, an American Pale Ale, and Dueling Barrels Hopfield & McCoy IPA. Additional brews will be made available exclusively in the Pearse's Place taproom, which is expected to open in the fall on the second floor of the facility.



FLORENCE: KROGER ADDING 250 DISTRIBUTION JOBS TO GROW ITS E-COMMERCE

JUST nine months after opening, the **Kroger** distribution center in Florence is adding 250 full-time jobs to help support the company's e-commerce and digital services.

The Cincinnati-based supermarket chain opened the 674,000-s.f. facility in October 2017 as a replenishment center to service the company's direct-to-store distribution centers across the eastern United States. The facility currently employs a staff of approximately 80.

Kroger is investing nearly \$18 million to purchase new equipment and upgrade technology for the facility.

"This significant investment in the distribution facility and our associates will allow us to more efficiently reach our customers and help to deliver on new ways to shop with Kroger, as we redefine the grocery customer experience through Restock Kroger," said Frank Bruni, Kroger's vice president of supply chain and logistics.

Restock Kroger is an initiative introduced last fall that focuses on redefining the food and customer experience through digital technology.

Kroger was founded in 1883 by Barney Kroger in downtown Cincinnati, where it remains headquartered. The company has since grown to be the largest traditional grocer in America with 2,800 stores in 35 states, nearly 500,000 associates and annual sales in excess of \$122 billion.

The company has deep roots in Kentucky, with 114 stores and four manufacturing and distribution facilities, in addition to a regional headquarters office in Louisville. Kroger's Kentucky workforce numbers over 21,000. Kroger's floral designers have created the famous Kentucky Derby garland of roses for more than 20 years and last year, the company entered a 12-year marketing agreement with the **University of Kentucky** that included renaming the university's football stadium **Kroger Field**.



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FAST LANE

BUSINESS BRIEFS



Lux Row Distillers photo

BARDSTOWN

■ **Lux Row Distillers**, one of Bardstown's newest distilleries, has become the 13th stop on the **Kentucky Bourbon Trail** experience. The Bourbon Trail, created in 1999, has become one of the state's top tourist attractions, drawing more than 1 million visitors last year. The other distilleries included on the Bourbon Trail include: **Angel's Envy**, **Bulleit's Stitzel-Weller Distillery**, and **Old Forester Distillery**, Louisville; **Four Roses**,

Lawrenceburg and Cox's Creek; **Heaven Hill** in Bardstown and its **Evan Williams Bourbon Experience**, Louisville; **Jim Beam** in Clermont and Louisville; **Maker's Mark**, Loretto; **O.Z. Tyler**, Owensboro; **Town Branch**, Lexington; **Wild Turkey**, Lawrenceburg; and **Woodford Reserve**, Versailles.

BARREN COUNTY

■ The Barren County School District and the Barren County judge-executive have partnered to create three new **youth apprenticeship programs** in office management, culinary arts and transportation maintenance. The two-year apprenticeships will be available to high school juniors and seniors and will require 144 classroom and 2,000 on-the-job training hours per year.

BOWLING GREEN

■ Auto-parts manufacturer **Bowling Green Metalforming Inc.** is investing \$14.2 million to expand its facility in the Kentucky Transpark. The project – BGM's sixth expansion since 2004 – will include extensive modifications to the 1 million-s.f. building to accommodate a new 3,000-ton press. The company is one of south-central Kentucky's largest corporate employers, with more than 1,600 employees. The upcoming expansion will add another 27 jobs.

■ Customer engagement company **Afni Inc.** is investing \$316,000 to expand its Bowling Green call center to support a new client described as one of the nation's largest food and retail companies. The expansion will create 86 new customer service jobs.

COLD SPRING

■ **BM2 Freight Services Inc.**, a company that provides logistics and transportation solutions, has opened a new branch office in metro Chicago near **O'Hare Airport**. The new location – the first office outside its Cold Spring headquarters site – offers full truckload, cross-border, less-than-truckload shipping, expedited and drayage services.

EASTERN KENTUCKY

■ **Kentucky Power** plans to build approximately 5 miles of 138-kilovolt transmission line in Floyd and Pike counties and add a new substation in the Kentucky Enterprise Industrial Park in Pike County to improve electric reliability and increase economic development opportunities in the area. The industrial park is home to **Silver Liner**, a truck manufacturer that has a facility under construction, and **EnerBlu**, a battery storage manufacturer that is planning to build a 1 million-s.f. production facility there. Together, the businesses are projected to add nearly 1,200 jobs to the region. Though total cost estimates are still incomplete, Kentucky Power customers will pay only 4 to 6 percent of the cost, as project expenses are shared among residents of the states served by grid operator PJM that benefit from grid strengthening.

FLORENCE

■ **Schwan's Co.** is adding approximately 50 new positions to help meet an increased demand for the company's food products, which include Red Baron and Freschetta pizzas. The pizza facility in Florence is owned and operated by **SFC Global Supply Chain Inc.**, a Schwan's subsidiary. Last year, the company announced a \$34 million investment to upgrade equipment at the facility, with a major focus of the project involving updates to the facility's pizza crust bakery.



ERLANGER: HEALTH CARE GROUPS JOIN TO OPEN SURGICAL TRAINING FACILITY

St. Elizabeth Healthcare has teamed with **OrthoCincy Orthopaedics & Sports Medicine** to open a state-of-the-art bioskills lab and conference center in Erlanger.

The first of its kind in the region, the bioskills lab is a training facility to support doctors, residents and other health-care professionals in practicing new surgical techniques and testing new products, devices and technology. The lab replicates the technology and equipment of modern operating rooms, allowing doctors to train and conduct simulated surgeries to enhance their skills in a controlled setting. The goal is to reduce complications and improve patient outcomes.

The lab will be open to not only doctors with St. Elizabeth and OrthoCincy, but also doctors affiliated with other practices and hospitals.

When not being utilized for surgical training, the facility can also serve as a conference venue for health-care providers and regional businesses, allowing rental space for large events.

The facility will be managed by **FIVE Labs**, a Florida-based company that operates one of the nation's largest surgical training facilities in the country.



A new bioskills lab in Erlanger will give surgeons the opportunity to practice new surgical techniques and test new products.

HOPKINSVILLE: DENSO INVESTMENT WILL DOUBLE PLANT SIZE, ADD 45 NEW JOBS

AUTOMOTIVE supplier **DENSO Air Systems** is investing \$3.5 million to expand its operations in Hopkinsville, where it will add 45 new full-time positions to the existing 124-member workforce.

The company plans to build a 48,000-s.f. addition at its Hopkinsville plant, doubling the building's footprint. The company also plans to purchase new equipment to meet rising demand for the HVAC pipes, tubes and hose assemblies it produces for the automotive industry.

DENSO first opened its Hopkinsville plant in 2011. Another DENSO subsidiary, **Kyosan DENSO Manufacturing Kentucky** in Mount Sterling, produces automotive fuel systems and other automotive products and employs 640 people.

The **Kentucky Economic Development Finance Authority** has preliminarily approved the company for tax incentives of up to \$900,000 through the Kentucky Business Investment program, a performance-based incentive that allows the company to keep a portion of its investment through corporate income tax and wage assessments by meeting job and investment targets. In addition, DENSO is eligible to receive resources such as no-cost recruitment and job placement services, reduced cost customized training and job-training incentives from the **Kentucky Skills Network**. In fiscal 2017, the Kentucky Skills Network provided training for more than 120,000 Kentuckians and 5,700 companies from a variety of industry sectors.



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BUSINESS BRIEFS

HICKMAN

■ **RH Resolute Distillery** is investing \$9.7 million to locate in a previously unopened distillery in Hickman. Final construction work and outfitting is nearly complete and the company anticipates being able to begin distilling for bulk spirits by late summer. Initially, the operation is projected to produce 400 barrels per week, increasing to a maximum capacity of 2,600 barrels weekly. The new distillery is expected to create 17 jobs.



Frontier Nursing University photo

HYDEN

■ **Frontier Nursing University** has been awarded a \$1.4 million Advanced Nursing Education Workforce (ANEW) grant from the Health Resources and Services Administration. FNU plans to use the funding to support 350 nurse practitioner and nurse-midwifery students who are completing clinical training in rural areas. The ANEW program will also help FNU identify and create improved curriculum and clinical training experiences in collaboration with academic-practice partners who are directly affected by the health-care disparities facing the rural communities where they practice.

LEBANON

■ **Wilbert Plastic Services** has reopened its Lebanon facility following a six-week shutdown between June 20 and July 31 to renovate and improve its assembly lines and automation for **Ford**, its sole customer at the facility. The project involved a \$3.5 million investment in assembly, equipment and automation as well as a \$6.1 million investment in injection-molding equipment, robots, auxiliary equipment and facility upgrades. Wilbert is currently one of the largest interior trim providers for Ford, producing more than 60,000 assemblies per day at its Lebanon plant. The plant currently employs a workforce of 350, and more staff is being added to support production of parts for Ford's next-generation **Escape** model.

LEXINGTON

■ **Windstream** is investing \$2 million to expand its high-speed **Kinetic** internet service in Lexington. The project will expand the number of Lexington households receiving 50Mbps or higher internet speeds to 80,000.



■ The **University of Kentucky Center for Applied Energy Research** (CAER) has been selected to receive more than \$940,000 from the **U.S. Department of Energy's** Fossil Fuel Large-Scale Pilot program. The funding will allow UK CAER to advance its carbon dioxide capture research by nearly 10 times, leaving the technology only one step away from commercialization.

■ **Hopebridge**, a company that provides personalized outpatient therapies for children with autism, has opened a new location in Lexington. The Indianapolis-based company also has offices in Bowling Green and Louisville, in addition to 18 locations throughout Indiana and Ohio.

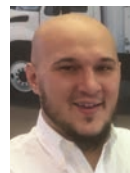
■ **Valvoline Inc.**, a Lexington-based company that specializes in lubricants and automotive services, has acquired the business assets of **Great Canadian Oil Change**, a 40-year-old company that ranks as the third largest quick-lube system in Canada. The deal, which represents the first international acquisition for Valvoline, adds 73 stores in five Canadian provinces to the Valvoline network. Valvoline currently operates and franchises more than 1,100 oil-change centers in the United States.



■ The **University of Kentucky** board of trustees has approved five new degrees that will be available for the upcoming fall semester: master of fine arts in curatorial studies; master of science in urban and environmental design; bachelor of arts in U.S. culture and business practices; master of arts in teaching with a major in secondary STEM education; doctor of philosophy with a major in forest and natural resources.

BOWLING GREEN: STRYKER LOGISTICS TO OPEN GLOBAL HQ IN WARREN CO.

STRYKER Logistics, a company that specializes in asset warehousing and third-party freight brokering, is investing \$1.5 million to open a new headquarters facility in Bowling Green that will create 50 full-time jobs.



Fuji Avdic, founder and president of Stryker Logistics

Stryker has expanded rapidly since its inception in Bowling Green in 2015, growing from a one-man operation to 14 employees with three Kentucky locations and a support office in Bosnia. The company now provides logistics services to some of the world's most well-known brands, from automotive manufacturers to major events such as the **Kentucky Derby**, **PGA** tournaments and the **NFL**.

Earlier this year, **Entrepreneur Magazine** named the company one of the 360 top entrepreneurial companies in the nation. Stryker was one of only two Kentucky companies to be named to the list, joining Louisville advertising agency **Mightily**.

Stryker's new facility will be located in the 25,000-s.f. space that previously housed **Western Kentucky Plastics** and will serve as the company's international headquarters. The location will include a warehouse and distribution facility in addition to the headquarters offices.

The expansion will extend services to clients across the South, bringing a number of jobs that were previously located overseas back to Kentucky.

STATE: KY FORMS NEW COMMISSION TO HELP MORE ACHIEVE BUSINESS SUCCESS



Kentucky's Economic Opportunity Commission was formed to help facilitate business connections for Kentuckians who may have been left behind in the business process in the past.

KENTUCKY has formed a new commission to help traditionally disadvantaged groups capitalize on available opportunities for business success.

The **Economic Opportunity Commission** combines the Governor's Office of Minority Affairs and the Governor's Minority Employment, Business Affairs and Economic

Development Council and will be attached to the Kentucky Cabinet for Economic Development.

The commission will conduct studies and compile relevant data about barriers faced by Kentuckians due to race, sex, linguistics, ethnicity and/or socioeconomic status. It will also communicate with state agencies to facilitate access to businesses owned by members of economically disadvantaged groups regarding construction contracts, personal service contracts, and contracts for professional services and commodities.

"Kentucky has seen an astounding \$15.4 billion in economic investment, with more than 42,000 jobs created, since the start of the Bevin Administration," said KCED Executive Officer Vivek Sarin. "The Economic Opportunity Commission will be an important new vehicle to help traditionally disadvantaged groups within the commonwealth's business community to capitalize on available opportunities."



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BUSINESS BRIEFS

LEXINGTON

■ Lexington-based **Forcht Bancorp Inc.** has reached an agreement to purchase **Watch Hill Bank** in Cincinnati in a deal worth \$28 million. Watch Hill Bank operates two banking offices and has assets of approximately \$163 million. The acquisition will give Forcht – which operates 25 banking centers in 12 Kentucky counties and has total assets of approximately \$1 billion – its first entry into Ohio. The merger is expected to be complete by late 2018.



Wikimedia photo

LOUISVILLE

■ The **University of Louisville** has received a \$11.2 million federal grant over five years to establish an interdisciplinary research program that will explore the association of the microbiome – bacteria, yeasts, fungi, viruses and protozoans – with inflammation and disease. The grant, awarded through the **National Institute of General Medical Sciences**, establishes a Center of Biomedical Research Excellence (COBRE) and pairs scientists with junior

faculty in the Schools of Dentistry, Medicine and Engineering. Although the microbiome contributes to many beneficial aspects of human physiology, when out of balance they can play a role in diseases such as inflammatory bowel disease, periodontitis, colorectal cancer, rheumatoid arthritis, and even neurological disorders like Parkinson's disease and autism.

■ Louisville-based health and well-being company **Humana** has launched a new hospital incentive program designed to provide higher-quality, more coordinated care for Humana commercial members. The program provides compensation based on quality improvement and performance in three key areas – patient experience, patient safety and patient outcomes – as determined by a number of measures that address health-care-associated infection rates, care coordination, palliative care and more.

■ The **Conn Center for Renewable Energy Research** at the **University of Louisville** has won funding for a project aimed at finding cheaper, more energy-efficient ways to produce concrete. The **Clean Energy Smart Manufacturing Innovation Institute**, a consortium that partners with the **U.S. Department of Energy**, recently selected the center for a \$1 million, two-year partnership that will look at lowering the amount of energy needed to make portland cement, a critical ingredient of concrete. Total U.S. production of portland cement in 2017 was over 86.3 million metric tons, with energy costs totaling \$7.3 billion.

■ The **Park National Bank**, an Ohio-based community banking organization that has more than 100 locations across Ohio, is expanding into Kentucky with a new lending office in Louisville. The office will primarily serve business owners with services including commercial real estate, investment real estate, construction and development, equipment financing, lines of credit, agricultural loans, working capital, and **Small Business Administration** or other government programs. The bank will also provide residential mortgage lending services.

■ Louisville-based **Whittenberg Construction** has been selected to construct the first building for Louisville's **Waterfront Botanical Gardens** project. The 6,000-s.f. Graeser Family Education Center will house an education/event venue that will accommodate 250 people and is expected to open by fall 2019. In addition to the education center, the \$60 million development project – which is being built on a 23-acre landfill site in Louisville's Butchertown neighborhood – will ultimately include two more buildings, multiple gardens, a greenhouse and 2.5 miles of walking paths.



EDGEWOOD: NEW ST. ELIZABETH GENOMIC CENTER UPGRADES ITS CANCER CARE

EXPANDING on its longstanding commitment to genetics, **St. Elizabeth Healthcare** has launched the St. Elizabeth Center for Precision Medicine and Genomic Health.

"Precision medicine is a powerful approach to health care," said Dr. Brooke Phillips, a physician in hematology/oncology at St. Elizabeth who has been named medical director of the new program. "At the St. Elizabeth Center for Precision Medicine and Genomic Health, we can use data from a patient's DNA to tailor treatments specifically for them. Instead of a one-treatment-fits-all approach, we can select the most effective medication and treatment for each patient and as a result, oftentimes can improve outcomes."

Precision medicine can benefit many patients, including those with cancer. Studies are ongoing with many treatment options, but early evidence is showing promising results with molecular marker treatments in the oncology field.

"More than 75 percent of cancer treatments currently in development have a molecular marker to guide their use," said Jaime Grund, a certified genetic counselor at St. Elizabeth. "Precision medicine is the forefront of cancer care."

The new program will be staffed with four licensed genetic counselors and will offer clinical research on targeted therapies, pharmacogenomics (defined as the study of how genes affect a person's response to drugs) and integrated care with the St. Elizabeth Cancer Care Program.

St. Elizabeth first established its genetic counseling program in 1999 and added a hereditary cancer risk-testing program in 2003. Since then, there have been more than 15,000 genetic visits to St. Elizabeth.



LOUISVILLE: PAYMENT ALLIANCE CEO GETS EY ENTREPRENEUR OF THE YEAR HONOR



John Leehy III

JOHN J. Leehy III, CEO of Louisville-based ATM provider **Payment Alliance International**, has been named **2018 EY Entrepreneur of the Year** for the east central region, which encompasses Kentucky, Ohio, Pennsylvania and West Virginia.

The EY award is one of the most well known business awards for entrepreneurs. The program recognizes visionary entrepreneurial leaders who excel in innovation, financial performance and personal commitment to their businesses and communities.

Leehy was selected by an independent judging panel comprised of previous award winners, leading CEOs, investors and other regional business leaders. The award was presented at a special gala event in Cleveland on June 28.

Leehy will be among the regional winners considered for the program's national awards, which will be announced in November.



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kyconvention.org

FAST LANE

BUSINESS BRIEFS

LOUISVILLE

■ The completion of the Urton Lane Bridge in southeastern Jefferson County has opened up more than 400 acres of land adjacent to the **Bluegrass Commerce Park** for development. Jefferson County Councilman Stuart Benson said completion of the Urton Lane corridor will ultimately lead to the development of 2 million s.f. of office and industrial space and some 10,000 new jobs that will pay higher-than-average wages.



Long John Silver's photo

■ Louisville-based seafood restaurant **Long John Silver's** has acquired 76 LJS restaurants owned by **ServUS**, a move that President Brian Unger said provides "an excellent opportunity to continue the company's brand revitalization." LJS recently began swapping its Cape Cod building elements for a new design featuring a clean, nautical theme; has added a new line of grilled foods to its menu; and recently introduced a new daily \$1 deal menu. The company launched a move in late 2015 to begin shifting from a

100 percent franchised system. The acquisition of the ServUS stores – which are primarily located in Central and Northern Indiana, Western Kentucky and Southwestern Michigan – grows the LJS company-owned system to 200 restaurants.

MOREHEAD

■ **First Financial Credit** has opened a new office in Morehead, offering a variety of personal loan services. First Financial is a **Forcht Group of Kentucky** company established in 1992 and now has 21 small-loan consumer finance offices across central and eastern Kentucky.

MURRAY

■ **Murray State University** will begin offering a master's degree in public relations, beginning in October. The program's schedule and content is intended to help working professionals attain the credentials needed to advance their careers without leaving a job to do so. The 18-month program involves students attending "hybrid" classes, with each class held for five weekends. Three weekends will feature face-to-face meetings on the Paducah campus with two weekends set aside for online instruction and the completion of projects and written work.



NEWPORT

■ **BB Riverboats** is investing more than \$2 million to retrofit and renovate a former casino barge for use as an event facility and catering operation that will accommodate 200 people. Once part of a floating complex that housed the **Argosy Casino** in Sioux City, Iowa, the barge is 300 feet long and 54 feet wide – nearly three times the size of the company's existing facility that is currently moored on the Newport riverfront. The renovation is being handled by **Fedders Construction** and is expected to be complete by January 2019. The company's employment typically peaks at around 125 during the summer months and owner Alan Bernstein has said he expects to add at least 25 more jobs to support the larger venue.

OWENSBORO

■ The **Kentucky Communications Network Authority** and **Owensboro Municipal Utilities** have reached an agreement to lease a portion of OMU's broadband network to **KentuckyWired**, a state project that involves installing 3,000 miles of fiber-optic cable across all 120 Kentucky counties. The agreement allows OMU's fiber network to serve as part of the KentuckyWired network, saving the state valuable construction time. As of late April, more than 700 miles of fiber-optic cable has been constructed and 16 of the planned 19 telecommunication huts have been placed throughout the state.

LEXINGTON: MAKETIME ACQUIRED BY XOMETRY, GAINS \$25M IN NEW FUNDING

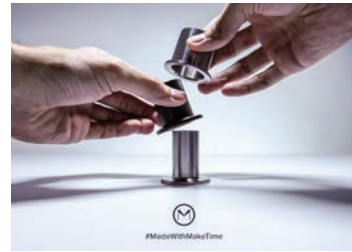
MAKETIME, a Lexington-based company that found a niche in on-demand manufacturing, has been acquired by **Xometry**, another on-demand manufacturing company headquartered in Maryland.

The acquisition brings together the country's two top manufacturing network platforms and will create a national partner network of more than 2,300 manufacturers. As a result, customers will have access to faster lead times, better pricing and significantly more capacity and capabilities, including injection molding, 3D printing and urethane casting.

The combined company will operate under the **MakeTime** name and will have offices in both Maryland and Kentucky. **MakeTime** founder and CEO Drura Parrish will join **Xometry** as executive vice president for platform.

"We're excited at the prospect of joining forces with **Xometry**," said Parrish. "We've both been building the future of manufacturing, and now we will be able to offer small- and medium-sized manufacturers access to more jobs, more opportunities for growth and advanced products to power their businesses."

Foundry Group, one of **MakeTime**'s investors, will lead a new \$25 million round of funding for the newly combined company. **Almaz Capital**, **BMW i Ventures**, **GE Ventures**, **Highland Capital Partners** and **Maryland Venture Fund** will also contribute to the round. **Xometry** has now raised \$63 million.



FLOYD COUNTY: RCL CHEMICAL SECURES \$325M TO BUILD GAS-TO-LIQUID PLANT

RCL Chemical has partnered with **Y2X Infrastructure** to secure \$325 million for a new clean-technology plant to be built in Floyd County, according to a report from **WYMT**.

The new facility will convert natural gas to liquid for use in materials such as specialty lubricants and fuels, base oils and synthetic waxes. The facility is expected to be operational by 2020.

Plans call for the project to be developed in three phases. The initial funding will support the engineering, site preparation and environmental permits necessary to move forward with the project.

The project is expected to create more than 500 construction jobs. The number of jobs needed to staff the facility has not yet been released.

According to the **WYMT** report, Floyd County was selected for the facility because of available infrastructure and cost-effective access to natural gas.



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).



STATE: EMPLOYERS OFFERED INCENTIVES TO HIRE HARD-TO-PLACE APPLICANTS

THE Kentucky Career Center is now offering a \$5,000 six-month fidelity bond at no cost to employers or job seekers through a **U.S. Department of Labor** program that encourages hiring hard-to-place applicants, such as those with criminal records or in recovery from substance-abuse disorders.

The **Federal Bonding Program** allows employers to insure their business against theft, forgery, larceny or embezzlement if they hire at-risk job seekers who cannot get private coverage. The bond covers the first six months of employment and has no deductible so there is no out-of-pocket expense for businesses that participate. Employers also can purchase continued coverage if the worker demonstrates job honesty.

Other categories of job applicants eligible for the program include public assistance recipients, those with poor credit records, economically disadvantaged individuals who lack stable work histories, individuals dishonorably discharged from the military, and anyone already employed who needs bonding to prevent termination or secure a transfer/promotion.

Bonds can be applied to any employer, employee or job, including people hired by temporary staffing agencies.

"This successful program has helped more than 40,000 individuals across the nation get hired, with only a 1 percent default rate," said Michelle DeJohn, FBP coordinator with the Kentucky Office of Employment and Training, which administers the program in Kentucky. "Plus, it has given employers in industries such as retail, construction and health care access to a large pool of job seekers while protecting their businesses."

For more information, visit bonds4jobs.com.

BUSINESS BRIEFS

PADUCAH

■ Paducah-based **Dippin' Dots** and **Doc Popcorn** have announced that the companies plan to open six locations in China by this fall and will have a total of 10 by May 2019. Since its introduction in 1988, Dippin' Dots has become well known for its flash-frozen ice cream beads. Sister company Doc Popcorn has grown to be the largest franchisor of fresh-popped popcorn. The products will be made in the United States and shipped throughout China, so cold storage facilities have been built and warehouse locations identified as part of the three-year plan to introduce the products. In addition to licensing agreements, Dippin' Dots and Doc Popcorn plan to open corporate locations throughout the country, targeting high-traffic areas like entertainment venues, cinemas and festivals.



RICHMOND

■ Beginning this fall, **Eastern Kentucky University** will offer a fully online degree in accounting. Applications are being accepted for the bachelor's of business administration degree with a concentration in public accounting as well as an online certificate in accounting for those who have a bachelor's degree in another field.

RUSSELLVILLE

■ The Logan County school district has opened a new \$19.8 million **career and technical center** that will allow high school students in the area to pursue credentials in the areas of machine-tool construction, welding, health care, automotive service, and drafting, among others. The new center – which is open to students in Logan County, Todd County and Russellville Independent Schools – provides state-of-the-art equipment to train students for careers straight out of high school and will help area industries address labor shortages.

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INTERSTATE LANE

Business news from Indiana, Ohio, Tennessee and West Virginia

BUSINESS BRIEFS

INDIANA

■ **Rockwell Automation**, a Wisconsin-based Fortune 500 company that specializes in industrial automation and information, is consolidating its operations in Champaign, Ill., and Memphis, Tenn., and will move them to Whitestown, Ind., creating up to 231 new jobs by 2023. The company is investing more than \$16.4 million to renovate and equip a 369,000-s.f. facility that will serve as a distribution and warehouse operation.

INDIANA/OHIO

■ Cincinnati-based **Belcan**, a global engineering and technical recruiting firm, has acquired **Allegiant International**, an Indianapolis professional services network that provides solutions to some of the world's largest automotive manufacturers and suppliers. Belcan CEO Lance Kwasniewski said Allegiant's supply chain expertise and automotive industry customer base made it a "highly strategic fit" for Belcan's existing manufacturing and supply chain services businesses. Financial terms of the acquisition – Belcan's seventh in less than 36 months – have not been disclosed.

OHIO

■ As part of its decision to relocate its company headquarters from Denver to Newport Beach, Calif., **Chipotle Mexican Grill** plans to move the company's support functions to its existing office in Columbus, Ohio. Consolidating the shared services functions to Columbus will result in growing the Ohio office from 100 employees to more than 250.



■ **Root Insurance** is expanding in its hometown of Columbus, where it is moving into a new 65,000-s.f. office in downtown Columbus and plans to add 483 full-time jobs to its current 88-member workforce. The company employs a mobile app that uses smartphone technology and data science to determine actual driving behavior and bases its insurance premiums on that data rather than standard demographics. Since its launch in 2015, Root has expanded its offering to 16 states and plans to be nationwide by the end of 2019. In April 2018, the company announced the closing of a \$51 million Series C funding round, one of the largest funding announcements by an Ohio tech startup.

■ Customer service outsourcing company **Convergys Corp.**, one of Cincinnati's largest publicly held companies, is being sold for \$2.8 billion to **SYNNEX Corp.**, a California-based **Fortune 500** business process services company. The transaction has been approved by both companies' boards of directors and is expected to close by the end of 2018. At that time, it is expected that Convergys will be combined with SYNNEX business process outsourcing subsidiary **Concentrix** to create a global customer engagement services company.



■ **Aetna**, a leading health-care benefits company, is expanding its presence in New Albany, Ohio, where it is building a new 50,000-s.f. facility that will house clinical care management and customer service positions. The expansion is expected to add up to 650 new employees by the end of 2020.



TENNESSEE

■ **Excel Boats**, an Arkansas-based company that manufactures high-end aluminum recreational boats, is investing \$9 million to build a 100,000-s.f. plant in the northwest Tennessee community of Ridgely. Operations are expected

to begin in the second quarter of 2019. The Ridgely plant will produce a new, expanded line of hunting, fishing and recreational boats for the company and will create nearly 200 jobs over the next five years.

INDIANA: BRITISH AUTOMAKER BUILDING 230 MPH STREET CAR AT PURDUE SITE

BRITISH automaker **Keating Supercars** has opened an assembly facility at **Purdue University's** Discovery Park District in West Lafayette, Ind., where it will produce its **Viperia Berus**, the fastest street-legal car in the United States.

The Viperia Berus, powered by the **Chevy LS Series V8** engine, is a coupe that can reach speeds of more than 230 miles per hour.

The operation is part of a collaboration that includes Purdue's Motorsports STEM (science, technology, engineering and math) program. As part of the project, Purdue will work with the **University of Bolton** in Britain to establish a STEM program similar to a multi-college effort led by James M. Caruthers, the Gerald and Sarah Skidmore Professor in Chemical Engineering at Purdue. That program uses **IndyCar** racing to engage middle and high school students in STEM disciplines.

"We'll use students' love for cars and racing to engage young people in STEM education that prepares them for careers in the manufacturing industries," Caruthers said.

Keating Supercars plans to ramp up production of the Berus to about 100 cars a year at Purdue over the next 12 to 18 months. The cars will sell for between \$180,000 and \$250,000. The company plans to donate \$30,000 for each car sold to support automotive STEM-based education.



Keating's Viperia Berus can reach speeds of more than 230 miles per hour.

TENNESSEE: HOUSING DEVELOPER EDR BEING ACQUIRED IN \$4.6 BILLION DEAL

MEMPHIS-based **EdR**, one of the nation's largest developers, owners and managers of collegiate housing communities, has entered into a definitive merger agreement to be acquired by a newly formed perpetual-life fund, **Greystar Student Housing Growth and Income Fund**, in an all-cash transaction valued at approximately \$4.6 billion. The fund is an affiliate of **Greystar Real Estate Partners**.

EdR is a self-administered and self-managed real estate investment trust that owns or manages 79 communities with more than 42,300 beds serving 50 universities in 25 states. The company owns and manages 14 student housing facilities at the **University of Kentucky** and one at the **University of Louisville**.

Greystar is a fully integrated real estate company specializing in investment management, development, and property management of rental housing properties. Headquartered in Charleston, S.C., with offices throughout the United States, Europe, Latin America and Asia-Pacific, Greystar is the largest operator of apartments in the United States, managing more than 435,000 conventional units and student beds in over 150 markets globally.

With approximately \$6 billion in student housing assets under management, Greystar is the tenth-largest student-housing operator in the United States, the largest student housing operator in Spain, the third-largest owner of student housing assets in the United Kingdom, and has a growing presence across Europe.

BEST CITIES FOR COLLEGE GRADS

A new batch of college graduates hit the job market this summer, but this year's group is likely looking for more than just the perfect job. With student loan debt continuing to rise, the right location – offering affordable rent prices and a reasonable cost of living – is also an important issue for recent grads. And then, of course, there's the fun factor to consider as well. A SmartAsset study crunched the numbers regarding jobs, affordability and fun and found that both Louisville and Lexington rank among the nation's best cities for new college grads.

THE BEST CITIES FOR COLLEGE GRADS

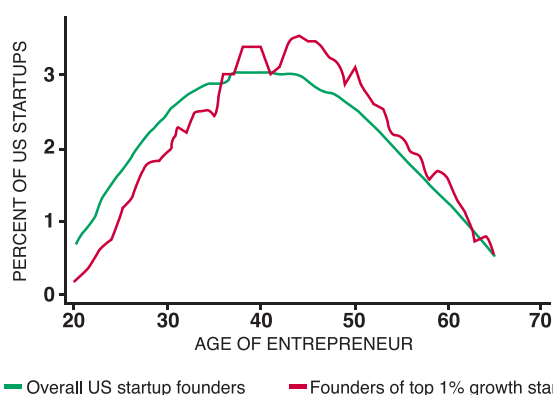
Rank	City	Jobs	Affordability	Fun	Index
1	Columbus, OH	78.22	81.04	76.52	78.59
2	Cincinnati, OH	51.00	96.21	80.16	75.79
3	Nashville, TN	78.80	52.61	94.94	75.45
4	Pittsburgh, PA	46.42	83.89	81.38	70.56
5	Milwaukee, WI	52.44	65.88	85.63	67.98
6	San Antonio, TX	57.31	72.99	72.27	67.52
7	Omaha, NE	77.36	80.57	42.71	66.88
8	Louisville, KY	68.77	82.46	48.38	66.54
9	St. Louis, MO	60.17	86.26	51.01	65.81
10	Indianapolis, IN	55.59	79.15	61.13	65.29
11	Austin, TX	83.95	29.38	81.98	65.11
12	Lincoln, NE	54.73	90.05	50.00	64.93
13	Des Moines, IA	66.48	73.46	54.45	64.80
14	Cleveland, OH	36.96	97.63	58.91	64.50
15	Orlando, FL	57.31	61.61	73.28	64.07
16	Buffalo, NY	29.51	73.93	88.66	64.04
17	Lexington, KY	34.38	80.57	76.72	63.89
18	Madison, WI	74.79	36.02	80.77	63.86
19	San Francisco, CA	88.25	0.47	99.80	62.84
20	Arlington, VA	100.00	2.84	85.02	62.62
21	Rochester, NY	37.25	73.93	76.11	62.43
22	Richmond, VA	55.30	45.02	85.83	62.05
23	Boston, MA	80.80	9.00	95.95	61.92
24	Seattle, WA	77.94	12.32	94.94	61.73
25	Atlanta, GA	71.92	32.70	79.35	61.32

Source: SmartAsset

THE AGE OF SUCCESS

When you hear the word “entrepreneur,” you may think of a twenty-something tech genius but according to U.S. Census Bureau/IRS figures compiled by a professor and Ph.D student at the Massachusetts Institute of Technology's Sloan School of Management, that's not necessarily the case. After analyzing data pertaining to the 2.7 million people in the country who founded businesses between 2007 and 2014 and ultimately hired at least one employee, the team found the average age of entrepreneurs to be 42 – and those ventures with the highest growth had founders with an average age of 45.

FOUNDER AGE DISTRIBUTION: ALL STARTUPS AND HIGH-PERFORMANCE STARTUPS

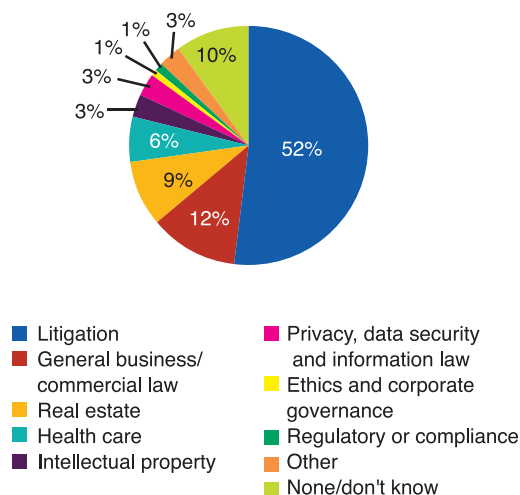


Source: U.S. Census Bureau/IRS/MIT Sloan

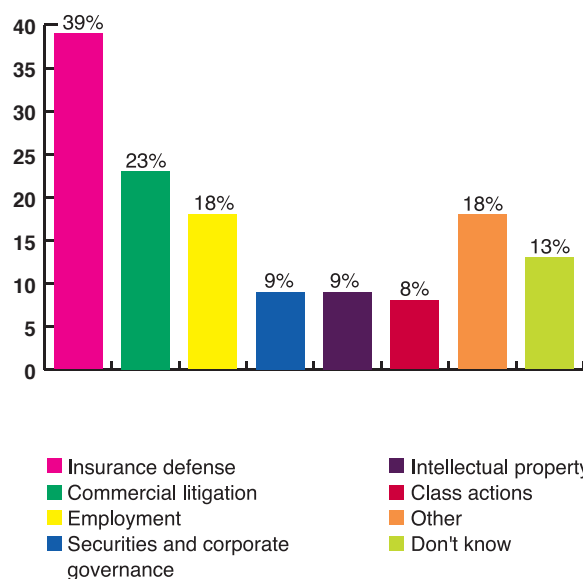
LITIGATION DRIVES LAW FIRM HIRING

A new survey of U.S.-based lawyers conducted by Robert Half Legal indicates that the litigation practice area will be the top driver of growth at law firms in the coming months. An increase in legal court filings and proceedings is the main factor accelerating demand for legal professionals with litigation backgrounds, but many companies are also proactively implementing strategies to minimize litigation risk, further heightening the need for experienced litigation specialists.

WHICH ONE OF THE FOLLOWING PRACTICE AREAS WILL OFFER THE GREATEST NUMBER OF JOB OPPORTUNITIES AT YOUR LAW FIRM OR COMPANY IN THE SECOND HALF OF 2018?



WHICH OF THE FOLLOWING AREAS OF LITIGATION, IF ANY, WILL OFFER THE GREATEST NUMBER OF JOB OPPORTUNITIES AT YOUR LAW FIRM OR COMPANY?*



*Multiple responses were permitted.

Source: Robert Half Legal

CORPORATE MOVES

New leadership for Kentucky businesses

ACCOUNTING

■ **Brad Smith** has been named as the next managing partner of MCM CPAs & Advisors. He will succeed current managing partner **Diane Medley** on July 1, 2019.

ARTS

■ **Barbara Lynne Jamison** has been named general director of the Kentucky Opera.



*Barbara
Jamison*

■ **Thomas J. Carto** has been named president and chief executive officer of the Southern Kentucky Performing Arts Center (SKyPAC) in Bowling Green.

BANKING

■ **Arnie Akers** and **Jerry Pelphrey** have been named regional presidents for First Southern National Bank. Akers will continue as community president in Garrard County and will also have leadership responsibilities in Lincoln, Garrard and Madison counties. Pelphrey will continue to serve as community president in Pulaski County, in addition to overseeing operations in Fayette, Jessamine and Wayne counties.



*Arnie
Akers*



*Jerry
Pelphrey*

■ BB&T has named **Craig J. Carlson** as corporate banking manager for Northern Kentucky and Greater Cincinnati.

ECONOMIC DEVELOPMENT

■ **Karen Minton** has joined Southeast Kentucky Economic Development Corp. (SKED) as the organization's small-business loan specialist.

EDUCATION

■ **Christine Harper** has been named associate provost for enrollment management at the University of Kentucky.



*Christine
Harper*

■ **Larry Holloway** has been named vice provost at the University of Kentucky.

■ **Kathi Kern** has been named associate provost for teaching, learning and innovation at the University of Kentucky.

■ **Kristin Williams** has been named chancellor of the Kentucky Community and Technical College System.



*Kristin
Williams*

■ **Whitney Peake** has been named director of the Center for Entrepreneurship and Innovation at Western Kentucky University. Peake succeeds **Dawn Bolton**, who is retiring.



*Whitney
Peake*

■ **Wendy Kobler** has been named vice president of institutional advancement at Kentucky State University.

FINANCE

■ **Ron Beaton** has joined Louisville-based personal and business financial advisory firm ARGi. Beaton will serve the company's western Kentucky region.

■ **Josh Nagel** has been promoted to managing director of Merrill Lynch. Nagel is based in the Louisville office.

FOOD/SPIRITS/HOSPITALITY

■ **Kristin Martha-Britt Kulsveen** has been named president and chief whiskey officer for Willett Distillery in Bardstown.

■ **Kelli Nelson** has been named vice president and chief accounting officer for Louisville-based Brown-Forman.

GOVERNMENT

■ **Kelly Hibbitts** has been appointed east region division director of program operations for the Kentucky Department of Juvenile Justice.

■ **Lesley Bilby** has been named deputy secretary of the Kentucky Personnel Cabinet.

■ **Eric Clark** has been named commissioner of the Kentucky Department for Community Based Services in the Cabinet for Health and Family Services. **Elizabeth Caywood** has been named deputy commissioner within the department.

■ **Tresa Straw** has been named chief of staff for the Kentucky Cabinet for Health and Family Services.

■ **Deanna Durrett** has been named general counsel for the Kentucky Department of Education and the Kentucky Board of Education.

DEPARTURES

■ **Dan Tobergte** has resigned as president and chief executive officer of the Northern Kentucky Tri-County Economic Development Corp. (Tri-ED) to pursue new opportunities.



*Dan
Tobergte*

■ **Andrew Kipe** is leaving his position as executive director of The Louisville Orchestra in August to accept an administrative role at Baltimore's Peabody Institute.

■ **Greg Nielsen** is stepping down as chief executive officer of Louisville's Center for Nonprofit Excellence to pursue new opportunities. **Ann Coffey** will serve as interim CEO.

HEALTH CARE

■ **Daniel E. McKay** has been appointed president and chief executive officer for Ephraim McDowell Health in Danville.



*Daniel
McKay*

■ KVC Behavioral HealthCare Kentucky has announced the following appointments: **Elizabeth Cronney** – executive vice president of clinical advancement for KVC Health Systems; **Gina Klyachkin** – president of KVC Behavioral HealthCare Kentucky Inc.; and **Jarrod Dungan** – vice president of KVC Behavioral HealthCare Kentucky Inc. Lexington-based KVC Kentucky is a subsidiary of KVC Health Systems, a national nonprofit child welfare and behavioral health-care organization.



*Elizabeth
Cronney*



*Gina
Klyachkin*



*Jarrod
Dungan*

■ **Dr. Brooke Phillips** has been named medical director of the St. Elizabeth Healthcare Center for Precision Medicine and Genomic Health in Northern Kentucky.

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ON THE BOARDS

Kentuckians named to organizational leadership roles

ALZHEIMER'S DISEASE AND RELATED DISORDERS ADVISORY COUNCIL

■ **Diane Spencer** has been appointed as a member of the Alzheimer's Disease and Related Disorders Advisory Council. Spencer, of Lexington, is a recruiter coordinator and research assistant for the Sanders-Brown Center on Aging.

COMMONWEALTH COUNCIL ON DEVELOPMENTAL DISABILITIES

■ **Norb Ryan** has been appointed as a member of the Commonwealth Council on Developmental Disabilities. Ryan, of Versailles, is a retired state ADA coordinator.

COMMUNITY TRUST BANK

■ **James Randall "Randy" Staton** has been named to the advisory board for Community Trust Bank's Mt. Sterling market.



Randy Staton

JUVENILE JUSTICE ADVISORY BOARD

■ **Shelby Taylor Gardner** has been appointed as a member of the Juvenile Justice Advisory Board. Gardner, of Louisville, is a quality control specialist at Radial.

KENTUCKY AIRPORT ZONING COMMISSION

■ **Charles Thomas Miller** has been appointed as a member of the Kentucky Airport Zoning Commission. Miller, of Crestwood, is the former executive director for the Louisville Regional Airport Authority.

KENTUCKY BOARD OF LICENSURE FOR OCCUPATIONAL THERAPY

■ **Joshua Benjamin Skuller**, of Louisville, has been appointed to the Kentucky Board of Licensure for Occupational Therapy.

KENTUCKY COMMISSION ON FIRE PROTECTION, PERSONNEL, STANDARDS AND EDUCATION

■ **Patrick Lucas** has been appointed to the Commission on Fire Protection, Personnel, Standards and Education. Lucas, of High Plains, is a Louisville Fire Department firefighter and Jefferson County volunteer firefighter.

KENTUCKY GEOGRAPHIC INFORMATION ADVISORY COUNCIL

■ **Robert Kelly Hewitt**, **Kimberly Denise Ezell**, **James K. Roberts**, **Brent Edward O'Neill**, **Louis R. Hill** and **Buddhi Gyawali** have been appointed as members of the Geographic Information Advisory Council. Hewitt, of Frankfort, is the director of the Planning and Building Codes Department for Franklin County Fiscal Court. Ezell, of Madisonville, is the GIS coordinator for Hopkins County Fiscal Court. Roberts, of Nicholasville, is a civil engineer and surveyor with Bell Engineering. O'Neill, of Lexington, is a director of engineering for Kentucky American Water. Hill, of Walton, is a GIS analyst. Gyawali, of Lexington, is an associate professor in the Division of Environmental Studies and Sustainable Systems at Kentucky State University.

KENTUCKY STATE BOARD OF CHIROPRACTIC EXAMINERS

■ **Dr. Eric Martin Davis**, of Philpot, has been appointed as a member of the Kentucky State Board of Chiropractic Examiners.

NATIONAL EMS ADVISORY COUNCIL

■ **Chuck O'Neal**, deputy executive director of the Kentucky Board of Emergency Medical Services, has been appointed to the National EMS Advisory Council.

NURSING HOME OMBUDSMAN AGENCY OF THE BLUEGRASS INC.

■ **Kathy Carter**, of Frankfort, has been named to the board of directors of the Nursing Home Ombudsman Agency of the Bluegrass Inc.

PREVENT CHILD ABUSE KENTUCKY

■ The following individuals have been named to the board of directors of Prevent Child Abuse Kentucky: **Joe Baer**, Professional Firefighters Association; **Katie Bouvier**, Walters, Meadows, Richardson PLLC; **Renee Craddock**, Commonwealth Network; **Jordan Huizenga**, Development with Children Inc.; **Carter Miller**, Webb Cos.; **Jeremy Murrell**, Kentucky State Police; **Jordan Parker**, Traditional Bank; **Robert Prichard**, St. Elizabeth Healthcare; **John Stovall**, Teamsters Local 783; and **Alan Sutherland**, Clark Material Handling. Serving as officers for the organization are: President – **Kevin W. Payton**, Top Shelf Lobby; Vice President – **Jaime Pittenger**, UK Children's Hospital; and Secretary/Treasurer – **Jordan Parker**, Traditional Bank.

SMALL BUSINESS INSTITUTE

■ **David Snow** has been elected to serve as vice president of programs-elect of the Small Business Institute, an organization that serves as a link between business, education and community. Snow is director of the Kentucky Innovation Network Pikeville office and associate professor of business at the University of Pikeville.

STATE ADVISORY COMMITTEE FOR THE LAND AND WATER CONSERVATION FUND

■ The following individuals have been named as members of the State Advisory Committee for the Land and Water Conservation Fund: **John Kington**, Prospect; **William Herald Adkisson**, Erlanger; **Don R. Gibson**, Leburn; **Jeffery Doug Morgan**, Morehead; **Ronnie Everett Claiborne**, Nancy; **Russell Lee Edwards**, Providence; **Molly Elizabeth Caldwell**, Lexington; **Vanessa Lenear**, Florence; **John R. Triplett**, Warfield; **Jeffrey Wayne Holland**, Hopkinsville; **Kathy Hopkins**, Lexington; **Nelson Robert Scott**, Pikeville; **Chester Alan Hayes**, California; **Nicholas Craig Hazel**, Campbellsville; and **Charles Montgomery Haddaway IV**, Pleasure Ridge Park.

STATE BOARD OF EMBALMERS AND FUNERAL DIRECTORS

■ **Roth Mason** has been appointed to the State Board of Embalmers and Funeral Directors. Mason, of Madisonville, is a funeral director for Mason & Sons Funeral Home.

STATE BOARD OF LICENSURE FOR PROFESSIONAL ENGINEERS AND LAND SURVEYORS

■ **James J. Bertram Jr.** has been appointed to the State Board of Licensure for Professional Engineers and Land Surveyors. Bertram, of Taylor Mill, is a surveyor and director for Keystone Surveying and Mapping, Inc.

UNIVERSITY OF KENTUCKY ALUMNI ASSOCIATION

■ The University of Kentucky Alumni Association has announced its officers for the 2018-19 board of directors: President – **J. Fritz Skeen**, Ponte Vedra Beach, Fla; President-Elect – **Taunya A. Phillips**, Lexington; Treasurer – **Hannah Miner Myers**, Madisonville; and Secretary – **Timothy Walsh**, Lexington.

WORLD TRADE CENTER KENTUCKY

■ The World Trade Center Kentucky has named four new directors to its board: **Roberto Fuentes** – vice president, Valvoline International; **Sarah Olive** – international business development analyst, Big Ass Fans; **Will Snell** – co-director, Kentucky Agricultural Leadership Program, University of Kentucky; **Stewart Ditto** – president, Kentucky Aerospace Industry Consortium; **Donna Moloney** – advisor for governmental initiatives, Alltech; and **Eric Sauvage** – president and chief executive officer, LBX.

YOUNG PROFESSIONALS ASSOCIATION OF LOUISVILLE

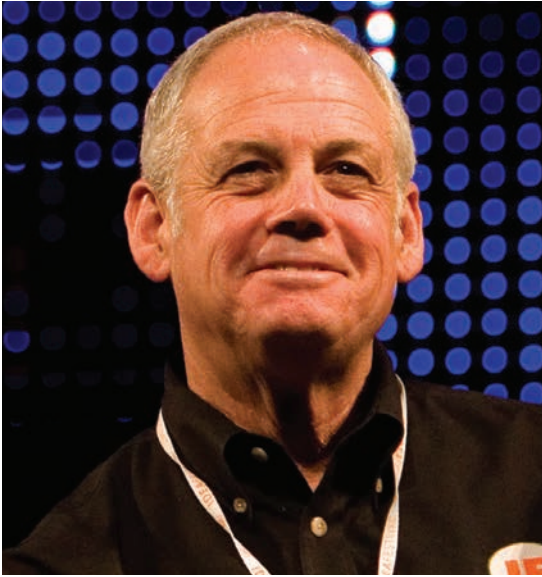
■ The Young Professionals Association of Louisville has announced its 2018-2019 board of directors: President – **Aimee Jewell**, University of Louisville; President-Elect – **Nathan Shanks**, Maverick Insurance Group; Immediate Past President – **Drew Eckman**, Frost Brown Todd; Treasurer – **Westley Vance**, MCM CPAs & Advisors; Secretary – **Kellie Money**, Frost Brown Todd; Vice President of Public Relations – **Sally George**, Doe-Anderson; Vice President of Community – **Jenna Haugen**, University of Louisville; Vice President of Programming – **Rudy Ellis**, Goldberg Simpson; Vice President of Engagement – **Gary Spence**, Republic Bank; Director of Communications – **Kristina Johns**, Vest Advertising; Director of Technology – **Jay Brown**, Smart Data Systems; Director of Community Outreach – **Mandy Jackson**, Gunderson Marketing; Director of Public Issues – **Jack Newton**, Louisville Downtown Partnership; Director of Entertainment – **Hunter T. Ellington**, Fifth Third Private Bank; Director of Professional Development – **Sarah Humphrey**, Home of the Innocents; Director of Leadership – **Laura Nunnelley**, University of Louisville College of Business; Director of Diversity and Inclusion – **Kasen Meek**, Uspiritus; Director of Recruitment – **Cassidy Hyde**, Make-A-Wish, Kentucky and Indiana; and Director of Membership – **Christian Bowles**, Q2 Business Capital.



Aimee Jewell

LANE ONE-ON-ONE

Kentucky's leaders express their opinions



Kris Kimel

Kris Kimel is co-founder and chairman of Space Tango. He is co-founder and former president of the Kentucky Science and Technology Corp. (KSTC), an independent non-profit company on focused initiatives in science, technology, entrepreneurship and disruptive innovation. Kimel also founded the IdeaFestival, an international event centering on innovation, discovery and creative thinking across different disciplines (science, the humanities, design etc.,). Kimel, a native of Miami, Fla., holds bachelor's and master's degrees from the University of Kentucky and was the 1974 recipient of the University of Kentucky's Sullivan Medallion.

FILL A NICHE BEFORE OTHERS – AND BETTER THAN ANYBODY ELSE

Former Kentucky Science and Technology Corp. and current Space Tango leader Kris Kimel keeps pushing Kentucky in technology and innovation

BY MARK GREEN

Mark Green: You have spent three decades of your career working to support entrepreneurship in the state, having co-founded Kentucky Science and Technology Corp. in 1987 and leading it until earlier this year. What inspired to focus your energy there?

Kris Kimel: I've always been a naturally curious person and interested in trying new things. I've never worked in a big organization; I probably wouldn't do well in one. Entrepreneurial development and innovation were kind of a natural transition for me. Over time I became very interested in the art and science of creating things and starting enterprises and organizations, and part of that is the ideas that they're founded on. In today's world, you have to have really creative, interesting ideas to build companies around. Thirty years ago you could open up a hardware store like everybody else. Now, you have to figure out what your niche is: what you're going to do, how you're going to fill that niche, and how to do it better than anybody else. In today's world, one of the opportunities to express yourself creatively is in creating companies and ideas.

MG: You have said a key to success is to fail, optimally fast and often, so you can learn from it. How does a new entrepreneur embrace this strategy?

KK: If I had to restate it, I would say one of the keys is not being afraid to fail. Certainly you don't want to fail. But you have to be prepared for failure. Then the question is, what really is failure? Is it truly failure (or) is it a learning experience? I read about a particular inventor of something quite in use now who said that people were impressed with him for inventing it. But he said he failed 127 times and it was only on 128 that he figured it out. Were those 127 times failures? Maybe, maybe not.

Another key to success is persistence. I've read that the difference between an entrepreneur who fails and one who succeeds, oftentimes, is that the one who failed just quit too early. You have to be incredibly persistent, but you also have to realize that things are not going to happen at the speed at which you think that they should. There is a time context in which these things happen – it may not be the one you want, but that's just the way it is. If you think it's going to take you two years, you probably should triple that – and maybe that's not even close. You have to make sure you're prepared for that.

MG: You and former UK President Lee Todd co-founded Kentucky Science and Technology Corp. in 1987 with a self-assigned mission to fuel an innovation-

driven entrepreneurial economy in Kentucky. Tell us more.

KK: Its original intent was to be an advocate for science and technology innovation in Kentucky. After doing that a couple years, it dawned on us that people weren't willing to pay for someone to advocate something, so we shifted into actually producing programs and things of that nature. It was only me part-time for the first two or three years, and once we started turning into an operational group that designed and built programs, that's where we got traction. I left KSTC in January of this year to devote my time fully to Space Tango.

MG: KSTC's website currently lists a lot of programs. What are its major initiatives and accomplishments?

KK: There have been a lot of spinouts. There have been some huge, pretty substantial success stories in the area of entrepreneurship, research and development, and STEM education. Over the years there have been projects that were funded in those areas at anywhere from \$50,000 to – in some cases – \$20-25 million on a couple of years basis. There have also been things that sprang out of KSTC, like the IdeaFestival.

But its strength really has been in the whole idea of disruptive innovation; trying to do things that could have a material impact on the economy of Kentucky. Whether it was helping people start new companies, helping to capitalize those companies, helping research at the university, STEM education, it all tied together around that one thing (science and tech innovation).

MG: How is the entrepreneurship and innovation culture in Kentucky, especially compared to other states, which also are actively cultivating entrepreneurship?

KK: Kentucky's made real progress over the past 20-25 years in entrepreneurial development, innovation, R&D at the universities, etc. I don't think we've made as much progress as we should have or can; I think we're capable of much more. It's not a static field; so even though you may be doing better, relative to everybody else you may be falling behind.

One of the indicators I've always considered is per capita income. And overall per capita income for Kentucky (82 percent of the U.S. average) for the past 40 or 45-plus years has gone nowhere relative to other states and the nation. We're in the race doing better, but so is everybody else – which means we have to do better than other people.

This is one of the primary reasons that gave rise to looking to this new entrepreneurial space industry. If Kentucky is ever going to improve its competitive position, it's going to have to do things other people aren't already doing, and things that it can do very well. Getting a research grant of \$5 million in X area is not going to do anything when everybody else has been doing that same area of science for 30 years.

MG: How is Kentucky's funding environment for entrepreneurs?

KK: There's plenty of capital in Kentucky, but not enough capital that is comfortable investing in technology and innovation-driven companies. There are some very smart people who've made a lot of money here but a lot of it has been in banking and real estate and law and things like that. Investing in a technology startup takes a different mindset. The world has shifted fundamentally, and it's not that these traditional things are going away – they're not – but they are changing, and there needs to be a shift in our thinking.

There's capital, and then there's smart capital. Capital is family and friends and people who like your idea who invest. Smart capital is the people who understand the business and contribute more than just money; they're helping you grow the business. Kentucky lacks a certain amount of that smarter capital because we don't have a lot of people here who have been successful at designing and developing technology-driven companies.

With Space Tango, we have investors in Kentucky, but we also have investors on the West Coast. From experience, it can be difficult to have people take a risk and invest in something that is much more amorphous than 'let's buy this 20 acres and make a subdivision out of it.' Our assets are primarily intellectual assets, and those things don't necessarily translate.

MG: You founded the IdeaFestival, which since its beginning in 2001 has attracted lots of positive media from around the nation for Kentucky. Where did the inspiration for this event come from and why?


KK: First was a recognition that in today's economy, the integration of ideas is incredibly important to creating new things and successes. There's no such thing as useless knowledge. If you want to be creative and successful in today's world, whether you're an artist or you're running Google, you have to be able to identify and integrate different forms of knowledge, whether it's for the arts, science, engineering, philosophy or design.

A good example is Apple. One of the things Steve Jobs did that was truly revolutionary was when he combined the creative technology of Apple with what they wanted to do with design and art and created devices that not only work well but look good and feel good in your hands. He understood you should talk about art and design as you develop products as opposed to let's just put it in a box, get it out there and hope it works well.

The second thing was a recognition that we should try to put something on

the map for Kentucky that says we understand the importance of ideas and innovation. So we created an entire event around this whole concept of innovation, ideas and entrepreneurship across all disciplines to make our mark. In the early stages of the IdeaFestival we had articles in *Fast Company*, in *The New York Times* and elsewhere that Kentucky – of all places! – had created this unique event focused around ideas.

Today there are a number of ideas festivals – the Aspen Ideas Festival,



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Chicago Ideas Week – but the IdeaFestival that started in Lexington in 2001 was the first. We trademarked it: IdeaFestival KSTC.

MG: This year, 2018, the IdeaFestival is having a “pause.” Is it because there’s not a budget to pay these presenters to come in?

KK: The pause this year is because you need to reinvent yourself constantly. I don’t care how successful you think you are. Kodak failed for a lot of reasons, but one reason is because they couldn’t imagine a world without Kodak cameras. That’s the first error to irrelevancy. It’s time to step back.

When IdeaFestival began, we paid speakers because we had to – this wasn’t New York, Chicago, L.A.; people weren’t normally coming here. Everybody was negotiated separately, and the amounts we had to pay were dramatically lower than they are today. There are speakers we got 10, 15 years ago for \$5,000 that are now \$30,000 and \$40,000.

Part of the reason for the pause is that the model that had developed for the festival is not sustainable anymore. Kentucky has no major media markets, and you don’t have anybody saying they’ll do it just because it’s in Chicago. As a consequence, the financial model for the festival wasn’t viable anymore. KSTC is trying to figure out if its model can go forward.

MG: You advocate support of all creative endeavors as an essential complement to business success. Can you explain this?

KK: Whatever your discipline – scientist, engineer, artist, poet or philosopher – your area of study brings a unique perspective to the table. In all of those areas, people who are really good at it are creative. If you look at the history of scientific breakthroughs, many came from artists who imagined the unimaginable. They looked at the world and said, hmm, what if it looked like this? I wonder if you could do this? What if there’s such a thing as electricity? In many cases, artists imagined scientific breakthroughs before scientists did, like bending light and multiple dimensions.

If you pay attention and keep an open mind and listen, you find that people bring different perspectives to the table and those things together create the picture, a mosaic.

Educators are important: Educators can tell you how people learn, and a lot of things in today’s world revolve around people learning how to use things. It’s important to develop things that are user friendly as opposed to, gee, this is cool, but I can’t figure it out.

MG: How do you advise small businesses to promote and create a culture of innovation and creativity?

KK: The first key is to hire people who have a creative perspective and then create an environment that fosters that. Hire really smart people and let them do their jobs. Command and control is out. It’s all about persuade and empower in today’s world. There’s a big difference between people who follow your leadership and people who do what you say because they’re subordinates and think they have to.

You have to foster an environment where people have an opportunity to express themselves and pursue their passions within the construct of the organization. Most people have a desire to do things that are bigger than they are and if given an opportunity to be a part of that, people will. They won’t if you treat them as subordinates.

MG: What led you to decide Kentucky is a good place to initiate a business to supply the emerging New Space industry and its operations?

KK: In the late ’90s and early 2000s, I saw a shift taking place in the space industry, driven by a couple of things. One was the discussion to decommission the U.S. space shuttle, which was controversial but opened up the private marketplace because private companies couldn’t compete cost-wise against a government bus going up and down. Another thing was this rapid and relentless miniaturization of technology; people were starting to design and build things that were very small and had relatively modest cost but very, very high value.

Around 2005 Bob Twiggs, then head of the Stanford Space and Systems Development Lab at Stanford University, co-invented the CubeSat, a miniature satellite (around 10 cm by 10 cm by 10 cm) that was built around miniaturization and assumes a steadily declining cost of launch. At that time, Scott Hubbard, who was born in Lexington and raised in Elizabethtown, was the director of NASA Ames Research Center (in Mountain View, Calif.). He said, ‘We’re creating a research park here under my leadership; why don’t you guys open an office?’ KSTC said sure, let’s see what happens. Stanford also had an office at Ames and one day I got introduced to Bob Twiggs and learned about these CubeSats, what they are and what they do.

I came away really excited about the potential of these new technologies. And it was a new frontier; at that time only a couple of those satellites had ever been launched. And, meanwhile – true

to form for every kind of big new idea – people laughed at them, thought they were too small.

I saw an opportunity: This is a new industry – and, back to what I said earlier – maybe an opportunity to get into an industry that we’re not 25 years behind. I’ve always had a lot of confidence in the talent and creativity of people in Kentucky. I thought, we can do this. We got some people in my office at Morehead and a few others together and created Kentucky Space, a nonprofit spinoff from KSTC and the first organization to start building CubeSats.

Today, in 2018, you have companies that are raising tens of millions of dollars, whose entire business is built around CubeSats. They are launching these small, modest-cost things into lower orbit to do remote sensing, data gathering, all sorts of different things.

MG: When did Kentucky Space ramp up?

KK: That would have been 2005 or 2006. We started building CubeSats and putting payloads up in high-altitude balloons, then suborbital flights, then launched several CubeSats on orbital flights. During that time, an opportunity was given to us to build some technology for the International Space Station. We had gotten a reputation as this rogue group in Kentucky that was doing things really well. All the work was being done by students and done well, inexpensively and very quickly – and their things were working.

We started building technology for the space station, and that got us on a different track – this new idea of lower orbit being a new frontier for business and for medicine. We began to understand that lower orbit is a fundamentally different physics environment, and things behave differently in zero gravity than on Earth. We started to investigate this, particularly in the area of materials and biomedicine. How do certain drugs interact in microgravity, as opposed to gravity? Is it possible to develop different pharmaceuticals whose fundamental structure is formed in microgravity as opposed to gravity? These were interesting questions, and we created Space Tango, a for-profit company.

Again, we saw this as a way of getting in early to a new, exciting industry, and doing something no one would ever expect Kentucky to do. When we first announced Kentucky Space, there were all these funny things on the internet – it was like a big joke. But we absolutely believe it is possible one of the big next

medical revolutions, particularly in the area of biomedicine, might not be on the planet Earth. Several scientists at NASA put us in contact with Dr. Barry Blumberg, a Nobel Prize winner in medicine who discovered the hepatitis B virus and vaccine. He began working with us, and we developed this concept that now is called exomedicine. As opposed to space medicine, which deals with astronauts, exomedicine is the research, development and production of medical solutions in microgravity for applications on Earth. We look at things such as, by putting things in microgravity can we get a deeper understanding of cancer, of diabetes, of Parkinson's, etc.? Can we understand new pathways to develop drugs that molecularly structure themselves differently in microgravity, and can those be applied on Earth?

What Space Tango does now, primarily, is R&D and very quickly we're getting into manufacturing of materials, but primarily biomedical, exomedicine-related solutions for applications on Earth.

The idea behind Space Tango is that it's a research, design and manufacturing company. We're designing the

technologies, designing engineering, etc., to start manufacturing in late 2018. Our longer-term goals and plans call for an exponential growth in the manufacturing side of what we do.

We also have customers (whose experiments) we fly to the space station where we have two labs permanently installed. We have a big contract with Airbus. We work for customers all over the world to fly things up for them. We also launch our own intellectual property, and we're getting down the road on that as well. It's very much a service and product development company.

MG: Space Tango is a company that's going to fail or succeed on profit and loss?

KK: Absolutely. It's a for-profit company. We have two basic sources of revenue: customers and investors. The hypothesis of what we're funding is that we are going to increasingly find things that benefit life on Earth and humans, that must be made in microgravity because you can't make them in the gravitational field. You get different settling; you get different structures. You can create thin films in space, in microgravity, that you can't create on Earth. It's literally like you're going into a different physics

environment. We do work in our lab on Earth, too, but our fundamental work is done 250 miles up off the Earth.

MG: How successful has Kentucky Space and Space Tango been at increasing the size and profile of Kentucky's tech sector?

KK: I would say it's had a significant effect. The (current) cover story of the quarterly publication of NASA's International Space Station is on Space Tango and one of our regenerative medicine projects. That's not the first cover story we've had. I can honestly say we are very well known globally in the space and technology area. Even though we're a small startup company, a couple of years old, we have a very, very good reputation. And we have customers – Airbus, a big project with the National Stem Cell Foundation, the Michael J. Fox Foundation, the National MS Society – all over the world. We have a very strong presence in this emerging industry. ■



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

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Kentucky Cattleman's Association branded ground beef is now found in the meat case at Kroger locations throughout Kentucky. Sold at \$4.99 a pound, its special packaging in 1-pound and 2-pound portions is designed so it can go into the pan without handling or be frozen without repackaging.

in between. Kentucky Cattlemen are supplying verifiable and traceable Kentucky cows to be processed at an Animal Welfare-approved processing plant as well as a Global Food Safety Initiative-certified facility in Lee City, Ky. The product is packaged at Creation Gardens in Louisville and distributed to Kroger stores out of the Louisville distribution center. Beef Solutions is proud to support Kentucky businesses throughout the entire production process of our products.

TLR: Why is it important that beef be locally processed and Global Food Safety Initiative-certified?

DM: Global Food Safety Initiative (GFSI) is an independent third-party food safety audit that major retailers, like Kroger, require of the processor. GFSI ensures confidence in the delivery of safe food to consumers. Our partners at Chop Shop and Creation Gardens are among the few processors in Kentucky that have been able to attain this certification.

TLR: What does state-of-the-art packaging mean?

DM: The modern-day meat case is slowly shifting away from traditional overwrap Styrofoam packaging in an effort to reduce waste and keep products fresher longer. With the help of the Kentucky Agriculture Development Board, Creation Gardens was able to invest in state-of-the-art packaging equipment perfect for our product and other Kentucky products in the future. Both of our products are in clear, vacuum-sealed packages that allow customers to easily see the beef they are purchasing and do not require repackaging before storing in their fridge or freezer. The vacuum-sealed package keeps the beef fresh for 14 days before its freeze-by date, but also features an easy-peel opening, allowing it to go from package to pan without being handled.

We even took our package one step further for our customers. When cooked, the fat content in beef is reduced, changing its nutrition information. On the back label, our customers can find nutrition information for our products both raw and cooked.

TLR: How did you come up with \$4.99 per pound?

DM: We like to think of Kentucky Cattlemen's Ground Beef as being

Staff photo

Kentucky Beef Stakes a Claim in the Market

With its own branding and a Kroger partnership, Kentucky's Cattlemen's Association is giving consumers a local option

BY JONATHAN MILLER

KENTUCKY cattle farmers pride themselves on the quality of the beef they send to market, but until now they haven't been able to know if they're getting as good as they give when they buy products in the grocery.

The Kentucky Cattlemen's Association recently created Kentucky Cattlemen's Ground Beef, its own branded beef that is locally sourced, harvested, packaged and produced.

On March 20, Kroger officially introduced the new product, which is available in one-pound packages or two-pound packages of four half-pound beef patties. The beef is being sold in 85 Kroger locations throughout Kentucky.

Kentucky is the largest cattle-producing state east of the Mississippi River and is home to over 1.1 million beef cows,

ranking fifth nationally in total number of farms. The Kentucky Cattlemen's Association, a grassroots organization with 99 chapters in 120 counties, works to protect, advance and be a strong voice for the state's 38,000-plus cattle producers.

The Lane Report asked Dave Maples, executive vice president of KCA, about this new product.



Dave Maples, Executive Vice President, Kentucky Cattlemen's Association

The Lane Report: Can you explain what 100 percent Kentucky Proud Beef means?

Dave Maples: By purchasing Kentucky Cattlemen's Ground Beef, you are supporting Kentucky businesses from the farm to the grocery store and everywhere

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COVER STORY

whole beef, small-batch products. Unlike most other ground beef products, our ground beef includes all beef cuts, including those many consider to be premium. You might be getting filet mignon, round steaks and brisket in any given package. Our beef is a premium product that is competing with suppliers that work with millions of pounds of product, which places us at a disadvantage. While our products are more expensive than commodity prices, they still fall below the price of organic and grass-fed labeled products. Our price point is influenced by Kroger and our other supply chain partners, but it will take loyal, repeat customers for us to keep our price at a competitive \$4.99.

TLR: How have sales been going?

DM: As expected, the first weeks were spent fine-tuning the supply chain processes and new packaging equipment. New requirements placed on the labor force required additional training, so we did not meet some of the early demand. That being said, over the 15 weeks that our products have been available, we have seen steady growth. We just surpassed 73,000 pounds sold and have returned over \$164,000 dollars back to 21 different Kentucky farmers.

TLR: Participating beef producers must meet a Gold Standard of Care. What does that entail?

DM: The Beef Solutions Gold Standard Program is an animal care and stewardship program that we require farmers to enroll their cows in. It is how we ensure we are doing our part to bring you a local, natural, delicious product. This program is managed by Beef Solutions staff to ensure all of our cows are coming from Kentucky farms, which are then entered into a software program to allow for an auditable and traceable supply chain.

TLR: Is grass-fed beef a requirement?

DM: All of our farmers are dedicated to taking great care of their land and livestock. We are fortunate in Kentucky

to have luscious forages perfect for grazing cattle. While all of our cattle have been grass-fed the majority of their lives, our beef comes from farm families that raise their cattle both grass-finished and grain-finished.

TLR: Can you address every step of the process from farm to table?

DM: Beef Solutions' process from farm to table begins with a purchase order from Kroger requesting their desired pounds and cases of product. Beef Solutions' procurement team will then evaluate the number of cows required to fill the purchase order. Next, farmers deliver their cows to the Chop Shop for processing. Cattle are slaughtered and placed in the cooler for two days before being de-boned and placed into shipping containers, known as Combo PACs, that will be delivered to Creation Gardens as beef trim.

Once Creation Gardens receives it, they grind the beef and test the fat content to make sure our blend is 80 percent lean and 20 percent fat. The ground beef is E. coli tested before going through Creation Gardens' state-of-the-art packaging equipment to be packaged. The products are delivered the following day by Creation Gardens to the Kroger distribution center, conveniently located across the street from the warehouse. The entire process takes 13 days from start to finish.

TLR: Why did it take two decades to get these products in stores?

DM: It has long been a desire of our beef farming community to have a product on the grocery store shelf, but before having a product you must first have a customer to buy it. Today's consumer is looking for local products with a transparent story and process so they can feel confident about where their food is coming from. In an effort to satisfy their customer's demand for local products, Kroger called on us directly to develop a Kentucky beef product for their shelves.

Kentucky has not had a processing plant with the capacity to supply a customer the size of Kroger for many years. The Whitt family in Eastern Kentucky and Creation Gardens both stepped up to the challenge by investing in state-of-the-art packaging equipment and the necessary certifications to supply Kroger with the local beef products their customers have been looking for.

TLR: What is Beef Solutions LLC and why was it created?

DM: Beef Solutions LLC is a single-member LLC, with that member being the Kentucky Cattlemen's Association. It was created to be the hub in the supply chain that connects all the dots. Beef Solutions coordinates cattle procurement and payment with the farmers to ensure their cattle are meeting the Gold Standard requirements. Beef Solutions also has the agreement with Kroger and the processing agreement with the packer, as well as the packaging company.

TLR: Where did the branded product idea come from and how long did it take to develop it to get products in the store?

DM: The branded product and formation of a supply chain management company has been around for a long time. There was a document commissioned by the Kentucky Department of Agriculture in 1997 that described the process that has been implemented. Kroger approached KCA and asked that they develop a program for a local Kentucky beef product since we already had the relationship with the farmers statewide. Until then, the branded product plan had been sitting on the shelf collecting dust. It has taken the better part of 18 months, a team of very talented people, and several hundred thousand dollars to get the entire supply chain in place. Local is not easy.

For more information, visit KentuckyCattlemensBeef.com and BeefSolutionsLLC.com. ■

Jonathan Miller is digital editor of The Lane Report. He can be reached at editorial@lanereport.com.



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Rebuilding the Largest Cattle Market East of the Mississippi

THE huge column of black smoke was visible as far away as Louisville in January 2016 when a massive fire devastated Bluegrass Stockyards' main Lexington facility on Lisle Industrial Avenue, the largest individual cattle market in Kentucky and home base for six other livestock markets located through the middle of the state from Albany to Maysville.

Lexington's annual payouts to cattlemen and women were around \$200 million in 2015, with all Bluegrass Stockyards sites ringing up around \$600 million. The cavernous, 7-acre main building was a total loss, 20 cattle died, and one of two office buildings for the state's largest livestock market operation sustained serious water damage.

Only 19 months later, though, Bluegrass Stockyards opened a new \$12 million, 232,000-s.f. facility at 4561 Iron Works Pike near the Kentucky Horse Park. The stockyards use 200,000-s.f. but the rest of the property now has more than 20 businesses, including a restaurant and clothing store. The new stockyards has hosted car shows and plans a fall festival.

The Lane Report asked Jim Akers, the stockyards' chief operating officer, about dealing with and recovering from the crisis:

What was destroyed in the fire at the old Blue Grass Stockyards in January 2016? What was salvaged? The entire facility was destroyed. There were some memorabilia items that were stored in the basement that were salvaged.

Why did the Stockyards move to near the Kentucky Horse Park? The Ironworks Pike property was acquired in 2003 when the stockyards made an effort to move out of downtown. That project was set aside and the property operated as a cattle grazing operation until the fire. In the aftermath of the fire, our ownership wanted to rebuild in

Fayette County. This location, with easy access to the interstate and ample land for parking, was an easy choice.

How is the new Stockyards different than the old one? The new location was designed with great attention to its environmental impact, with extensive stormwater management systems, including roof water recovery and reuse. The floor of the barn is impermeable to protect ground water. The construction is state-of-the-art with significant automation of both business systems and cattle movement. The addition of the Marketplace is a totally new concept for us. It creates a "destination" at which people want to spend time with the classroom, museum, restaurant and many other services and retail businesses.

Why does the Stockyards want retail there? Part of our vision was to create a convenient location for our customers (farmers) to do business and source goods and services. The bigger picture was to create an environment where the public could be educated about and actually interact with the food production system. We are so very proud of the job we do for the farmers and the job they do raising wholesome food that we wanted to entice the public to enjoy the experience and culture of the cattle industry. To date we have hosted over 16,000 people through our tours and classroom experiences. The businesses are: Breeder's Farrier Supply; Hayden's Stockyard Eatery; Hayden's Gift Shop; The Chop Shop; RT Outfitters; Bromagen Commodities; Merritt Livestock Transport; Advantage Agrimedia; Bauer Hay and Straw; My Team Insurance; Ramard (equine supply); Eugene Barber and Sons Cattle Co.; S&B Cattle Co.; THE YARDS – Education Center; Central Equipment; Alltech; Zoetis Animal Health; Tracer Minerals; Frames on Main (photography –

ag, bourbon, tobacco, equine); and coming soon, Stockyards Mercantile (Kentucky Proud and Kentucky Crafted market).

What is the benefit of expanding more businesses on the property? Activity breeds activity. The events and a growing number of retailers and service providers creates more reasons for people to spend time here. Along with our neighbor, the Kentucky Horse Park, we want people to be able to spend time in the area and enjoy the beauty of Central Kentucky and go away with not only a unique experience but a better understanding of how big and important agriculture is to the economy.

The Stockyards is hosting events such as car shows and a fall festival. Why have you pursued events? They create an opportunity for a completely different crowd of people to be exposed to our business and to the importance of agriculture. There are few facilities in the area that afford the options we have: a massive parking lot, easy access, great food, totally unique environment and lots of space under roof. While it wasn't necessarily part of the original business model, these events have become a very important part of what we do when we aren't selling cattle.

Looking down the road five to 10 years, how do you see the Stockyards progressing? The facility is a stockyards and that is our core business. We built it to send a message to the cattle industry that we believe in the future of the business and to be able to be flexible and responsive to evolution in the marketplace. We want to ensure that we continue to provide the customers access to the most competitive and progressive markets for their products. We hope to continue to expand the service and retail sectors of the model and grow our appeal and reach the tourism business as well. I hope that in 10 years we are recognized as a totally unique venue for events of many kinds as well as a beacon and advocate for Central Kentucky agriculture.



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SUN Behavioral Health Kentucky, a \$40 million 197-bed hospital in Erlanger, opened in spring 2018 and has about 90 beds active currently. It is on schedule with hiring staff and ramping up services to have all its beds in use by the second half of 2019.

Meeting the Need for Behavioral Care

Providers are adding more psychiatric hospitals, beds and residential treatment space across Kentucky

BY CLARY ESTES

Editor's note: This is the second in a three-part series examining behavioral health issues impacting business in Kentucky.

ACROSS the nation and the commonwealth, health-care providers are investing in behavioral care facilities as the marketplace increasingly recognizes the value of mental health services. Kentucky's newest hospital is the 197-bed SUN Behavioral Health facility in Erlanger, a \$40 million project initiated by St. Elizabeth Healthcare.

The nation's newest behavioral health hospital near I-75 in Northern Kentucky reflects the fact that more and more Kentucky residents – including both employers and employees – are

prioritizing better mental health. Expanding capacity and access to meet rising demand for behavioral health services has become a national trend.

"In terms of specialty construction, hospitals and health systems continue to fund behavioral health-care projects, which have become a top priority in a short span of time," *Health Facilities Management* magazine reported in its 2018 Hospital Construction Survey. "In 2018, 53 percent of respondents with specialty construction projects said they had built or are planning behavioral health-care projects, up from 50 percent the year before. Yet just five years ago – the first year that behavioral health care appeared in the HFM survey – only 17 percent had built or were planning behavioral health-care projects."

Five years ago, the commonwealth opened a then state-of-the-art, 239-bed Eastern State Hospital in Lexington, replacing a nearby mental health-care campus that included antebellum facilities.

New Jersey-based SUN Behavioral opened its first hospital in Houston in 2016, recently opened SUN Behavioral Columbus in Ohio, and will open another this fall in Sussex County, Delaware. SUN Behavioral Health Kentucky is its largest; St. Elizabeth transferred 140 of its psych beds in multiple locations to the new hospital, and NorthKey Community Care transferred 57 beds.

With the commonwealth among the worst hit areas in a national opioid-based substance-abuse crisis and Northern Kentucky perhaps the state's most problematic area, SUN Behavioral Kentucky opened with all available beds full.

Adequate size is the key to making a low-margin behavioral health facility work financially, said Chris Lockey, CEO of SUN Behavioral Health Kentucky.

"The margins aren't huge," Lockey said. "If done right, they're there. It takes quite a bit of work to get there."

Financial viability requires a mix of enough patients with private insurance and Medicaid/Medicare so revenues also allow treatment of the uninsured, which is part of the mission SUN – it stands for Serving Unmet Needs – committed to in response to the Request For Proposals that St. Elizabeth issued.

Just as SUN Behavioral was coming into existence a few years ago, St. Elizabeth had unmet needs. It regularly sent vans of patients to Eastern State Hospital in Lexington because it lacked capacity, then behavioral care topped the needs list in St. Elizabeth's community health survey, an exercise the Affordable Care Act requires every three years.

"There is no building like this in the country designed and built from the ground up," Lockey said. "When you have a facility of this size, when you can make the case for need, the financial piece works out."



Chris Lockey, CEO, SUN Behavioral Health Kentucky

Construction came in on time and on budget, and while there has been a learning curve, he said, operations are ramping up on schedule for reaching full capacity by mid- to late 2019.

In 2016, the KentuckyOne Health system – with hospitals in Louisville, Lexington, Bardstown, Berea and London – expanded access to its services at Our Lady Of Peace psychiatric hospital in Louisville to help meet the rising demand. OLOP, which offers free assessments, has opened a second assessment and referral center location in Lexington. It now also offers telehealth assessment services at seven KOH hospitals: Sts. Mary & Elizabeth and Jewish in Louisville, Flaget Memorial in Bardstown, St. Joseph Main and St. Joseph East in Lexington, St. Joseph Berea and St. Joseph London.

Gaining understanding, lessening stigma

“KOH emergency departments continue to see a high volume of patients experiencing abuse of opiates and methamphetamines,” said Lannette R. VanderToll, director of marketing and communications for KOH’s Louisville/Western Market. “In many cases, patients are presenting with symptoms of psychosis, and treatment staff are having difficulty determining if it’s a substance-induced

psychotic disorder or psychosis related to a mental health disorder. Many patients are admitted due to medical complications as a result of their substance use.”

Mental health in the United States is one of the most pressing, yet often most overlooked, issues of not just our current generation but also prior generations. Due to the relative imperceptibility of deteriorating mental health, it is frequently disregarded socially as a genuine medical issue. There is no simple, obvious detection process akin to taking someone’s temperature to reveal illness.

For the depressed, social advice tends toward ‘just be happy,’ yet depression often manifests in forms having less to do with happiness and more to do with the lack of ambition, interest, self-actualization, etc. Those who have anxiety conditions, meanwhile, are termed “fidgety,” “a worry wart” or even just “quirky” rather than recognized as someone dealing with a medical chemical imbalance that manifests both physically (e.g., shaking, inability to focus, loss of appetite, etc.) as well as psychologically (fear, paranoia, negative cognition tendencies, etc.).

Historically, a strong stigma is attached to behavioral health issues, deterring those suffering poor mental health from

acknowledging symptoms and seeking care. But left untreated, these issues can exacerbate into more acute maladies such as anxiety disorders, self harm, suicidal thinking, migraines, heart problems, high blood pressure, substance abuse and more. The isolation inherent in the stigmatization of mental health in and of itself can exacerbate these issues as a person attempts to contend with a problem alone.

The National Alliance on Mental Illness (NAMI), the nation’s largest grassroots mental health organization, reports that, “Mood disorders, including major depression, dysthymic disorder and bipolar disorder, are the third most common cause of hospitalization in the U.S. for both youth and adults aged 18-44, and individuals living with serious mental illness face an increased risk of having chronic medical conditions. ... Adults in the U.S. living with serious mental illness die on average 25 years earlier than others, largely due to treatable medical conditions.”

Rates of suicide, the 10th leading cause of death in the U.S., are on the rise.

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behavioral health issues are medical conditions that affect productivity as significantly as the flu or chronic physical problems, if not more so. Much more than an unhealthy vs. healthy mindset, mental health is often tied to chemical imbalances in the brain.

"Your brain is an organ in your body and is not separate from it," said Dr. Courtney Keim, an industrial organizational psychologist and volunteer with the Kentucky Psychological Foundation. And as with other medical issues, the cost of not treating an organ that is sick can fall on business, or on government and taxpayers, in a big way. According to NAMI:



Dr. Courtney Keim, Industrial Organizational Psychologist

- Approximately one in five U.S. adults – 43.8 million – experience mental illness in a given year.

- Approximately one in 25 U.S. adults – 9.8 million – experience serious mental illness in a given year that substantially interferes with or limits one or more major life activities.

- 6.9 percent of U.S. adults – 16 million – had at least one major depressive episode in the past year.

- 18.1 percent of U.S. adults experience an anxiety disorder such as post-traumatic stress disorder, obsessive-compulsive disorder and specific phobias.

The burden of poor mental health in the workforce costs companies and their employees. Serious mental illness costs America \$193.2 billion in lost earnings (for workers) per year, according to NAMI. Kentucky ranks 22nd nationally for good mental health overall, but only 32nd for good mental health in adults, meaning mental illness prevalence increases as Kentuckians age and access to care lags.

Depression ranks among the top three workplace problems, according to Mental Health America (MHA), trailing only family crises and stress. Clinical depression has become one of America's most costly illnesses, MHA reports, and nearly one in six of those suffering severe depression will die by suicide.

Absenteeism, presenteeism are costly

In addition to the lower morale that results from untreated mental illness, businesses without mental health services for employees can see lower productivity due to absenteeism and its often-more-problematic sister, presenteeism – an employee at work but unable to perform sufficiently. Businesses can lose an important employee altogether if untreated behavioral health issues worsen into major conditions and illnesses.

Kentucky Behavioral Health Facilities

PSYCHIATRIC HOSPITALS

- **ARH Psychiatric Center**, Hazard
arh.org/locations/hazard.aspx
(606) 439-1331
- **Central State Hospital**, Louisville
(502) 253-7060
- **Eastern State Hospital**, Lexington
ukhealthcare.uky.edu/eastern-state-hospital/
(859) 246-8000
- **Western State Hospital**, Hopkinsville
westernstatehospital.ky.gov (270) 889-6025
- **Our Lady Of Peace**, Louisville
kentuckyonehealth.org/our-lady-of-peace
(502) 451-3330
- **SUN Behavioral Health Kentucky**, Erlanger
sunkentucky.com (859) 429-5188
- **The Ridge Behavioral Health System**, Lexington
ridgebhs.com (859) 268-6400
- **The Brook KMI, The Brook Dupont**, Louisville
thebrookhospitals.com (502) 426-6380

PSYCHIATRIC RESIDENTIAL TREATMENT FACILITIES

- **Alternative Behavioral Services – FHC**
Hopkinsville - Sivley House, Hopkinsville
(270) 886-1919
- **Buckhorn Children and Family Services**, Buckhorn
buckhorn.org (606) 398-7000
- **First Place**, Owensboro
rvbh.com (270) 685-2203
- **Second Place**, Owensboro
rvbh.com (270) 691-0786
- **Spectrum Care Academy**
spectrumcareacademy.com
Cave City (270) 678-4706
Columbia (270) 384-6750
Elizabethtown (270) 234-0591
London (606) 862-6664
- **Sunrise Children's Services – PRTE:**
East, West and Lowe, Danville
sunrise.org/psychiatric-treatment/
(859) 936-3486
- **Uspiritus**, Louisville
uspiritus.org (502) 451-5177

HOSPITALS OFFERING PSYCHIATRIC SERVICES

- **ARH Regional Medical Center Psych Unit**, Hazard
(606) 439-1331
- **Baptist Health Madisonville Behavioral Health Service**, Madisonville
(270) 825-5857
- **Baptist Hospital East Psych Unit**, Louisville
(502) 893-4951
- **Bourbon Community Hospital (Lifepoint)**, Paris
(859) 987-3600
- **Ephraim McDowell Regional Medical Center**, Danville, (859) 239-1000

- **Frankfort Regional Medical Center**
(502) 875-5240
- **Hardin Memorial Hospital Psych Unit**, Elizabethtown
(270) 237-1212
- **Harlan ARH Hospital**, Harlan
(606) 573-8100
- **Jackson Purchase Medical Center**, Mayfield
(270) 251-4100
- **Lake Cumberland Regional Hospital**, Somerset
(606) 679-7441
- **Our Lady of Bellefonte Hospital**, Ashland
(606) 833-3399
- **St. Claire Regional Medical Center**, Morehead
(606) 783-6500
- **St. Elizabeth Medical Center Geriatric Psych**, Edgewood
(859) 344-2000
- **The Medical Center at Bowling Green**
(270) 796-6498
- **TJ Health Columbia**
(270) 384-4753
- **University Of Kentucky Hospital Psych Unit**, Lexington
(859) 323-5000

COMMUNITY MENTAL HEALTH CENTERS

- **Adanta**, Somerset
adanta.org (606) 679-4782
- **Bluegrass**, Lexington
bluegrass.org (859) 253-1686
- **Centerstone Kentucky**, Louisville
sevencounties.org (502) 589-8600
- **Communicare Inc.**, Elizabethtown
communicare.org (270) 765-2605
- **Comprehend Inc.**, Maysville
comprehendinc.org (606) 564-4016
- **Cumberland River**, Corbin
crccc.net (606) 528-7010
- **Four Rivers Behavioral Health**, Paducah
4rbh.org (270) 442-7121
- **Kentucky River Community Care Inc.**, Jackson
krccnet.com, (606) 666-9006
- **Lifeskills Inc.**, Bowling Green
lifeskills.com (270) 901-5000
- **Mountain Comprehensive Care Center**, Prestonsburg
mtcomp.org (606) 886-8572
- **NorthKey**, Covington
northkey.org (859) 578-3200
- **Pathways Inc.**, Ashland
pathways-ky.org (606) 329-8588
- **Pennyroyal Regional Center**, Hopkinsville
pennyroyalcenter.org, (270) 886-2205
- **River Valley Behavioral Health**, Owensboro,
rvbh.com (270) 689-6500

Source: Kentucky Cabinet for Health and Family Services
Provider Directory at dbhddid.ky.gov/ProviderDirectory/ProviderDirectory.aspx

"Left untreated, depression is as costly as heart disease or AIDS to the U.S. economy, costing over \$51 billion in absenteeism from work and lost productivity and \$26 billion in direct treatment costs," MHA reports.

Behavioral health care in Kentucky often is accessed through employee assistance programs. EAPs offer free and confidential assessments, short-term counseling, referrals and follow-up services by professional providers to employees who have personal and/or work-related problems, including

burnout, substance abuse disorders, divorce, marital problems, child-behavior issues, parenting problems, elder care issues, blended families, grief and loss, and much more.

Louisville-based Humana, one of the largest for-profit health insurance companies in the country, as of 2014 had over 13 million U.S. clients. It has a number of programs in house for Humana's nearly 46,000 employees as well as for employers to help address the mental health needs of their employees. This is in addition to

A rendering of the 190-bed Transitions residential treatment center set to open later this year in Erlanger after a former fitness center is renovated.

assisting employers in helping employees find mental health-care providers for their employees.

"We view well-being holistically," said Kate Marx, a Humana communication consultant, "and that means not shying away from addressing mental health or behavioral health challenges."

In 2015, Humana announced its Bold Goal initiative, a commitment to make the communities (Humana) serves 20 percent healthier by 2020 by making it easier for people to achieve their best health. Bold Goal addresses some of the country's most significant barriers to health, including depression, loneliness and social isolation (and) utilizes a population health tool known as Healthy Days, developed by the U.S. Centers for Disease Control and Prevention, which helps benchmark community health.



*Kate Marx,
Communication
Consultant,
Humana*



EAPs connect those seeking care with Kentucky's dozens of care providers, such as Bluegrass.org, OLOP, Eastern State and SUN Behavioral.

Experience creates provider expertise

Kentucky was the first in the nation to pursue a statewide system of behavioral services centers after President John F. Kennedy signed the Community Mental Health Act in 1963. The Central Kentucky Mental Health Board, created in 1965, was the first entity in the state and today operates as Bluegrass.org, a nonprofit organization that provides outpatient services to nearly 30,000 adults, children and families in 17 Central Kentucky counties.

Bluegrass.org reports more than 87,000 calls annually on its 24-hour help line at (800) 928-8000. Its nearly 300 clinicians in 48 program locations work with clients, including employers and employees, to figure out the best method for intensive, direct care for those with behavioral health issues.

The good news is that behavioral health has corollaries to medical health wellness practices such as monitoring blood pressure and blood sugar levels to head off costly and debilitating chronic medical illnesses such as migraines, heart disease, chronic fatigue and substance abuse, Keim said.

"Our basic philosophy is that folks recover from mental illness," said

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HEALTH CARE

Donald Rogers, chief clinical officer at Bluegrass.org. “There is a great deal of literature to support the notion that the vast majority of people recover most or all functioning, regardless of the diagnosis or what the condition is, so that’s how we design our services. For some people it might take many months or even years of services to slowly regain their functioning.”

Bluegrass.org’s services range from inpatient to outpatient treatment, including one-on-one as well as group therapy sessions and everything in between.

“For some, we have to change our treatment approach as they move along,” Rogers said. “We use a routine outcome monitoring process where at every session we are monitoring their response to the treatment and using that as feedback with the client and in our supervision sessions so that we can identify when people aren’t making progress and change up our treatment to something that will help get the desired outcome. ... Although you probably would label some of the things we do as ‘maintenance,’ we try to avoid that because that is basically acceptance that there is no hope of full recovery and we don’t accept that.”

Within its own corporate structure, Humana has “created a distinct culture that helps employees improve their well-being, including with emotional health. We want to normalize conversations about emotions and behavioral health during day-to-day interactions in the work environment,” Marx said.

Among the employee well-being initiatives Humana has implemented are:

- Resilience exercises that “help employees find greater comfort in openly expressing feelings. Employees can share experiences with colleagues to practice – in a safe setting – the ‘courage of voice’ in discussing life challenges.”



Donald Rogers,
Chief Clinical
Officer,
Bluegrass.org



A group therapy room at SUN Behavioral Health's new hospital in Erlanger.

- Take 10 for yourself, “a holistic well-being offering that provides customizable activities such as meditation to make it easy to incorporate a 10-minute break into the work day.”

Kenton County's unique approach

In Northern Kentucky, the community health survey that steered St. Elizabeth into its partnership with SUN Behavioral Health especially highlighted a problem with substance-use disorders, with many respondents mentioning heroin addiction.

In response, Transitions, a 30-year-old organization in Northern Kentucky that focuses on residential drug and alcohol rehab, also has new facilities with expanded treatment capacity under construction via another innovative partnership it calls Project 180.

Transitions President Jim Beiting said Project 180 will provide 180 treatment beds to turn lives around 180 degrees and give the organization the capacity to get local residents into care within 180 minutes.

Transitions is now converting a 38,000-s.f. former fitness center in Erlanger into a residential and outpatient treatment center with key financial assistance from Kenton County Fiscal Court, which paid \$1 million for the empty structure and is leasing it to



Jim Beiting,
President,
Transitions

Transitions for \$1 a year. The space encompasses an indoor soccer field, kitchen and an indoor basketball court with 22-foot ceilings that is being converted into two floors of residential beds.

The new site will replace two older locations in Newport and Covington that together offer 95 beds, Beiting said. Transitions expects to have around \$5 million invested in the new location and its 180 beds, compared to three times that much if it were doing new construction, he said. And compared to the significantly older structures at its present locations, which are difficult to heat and cool, operational costs for the new location will be lower.

Most importantly, the new location will create almost instant access to treatment for those who have decided to seek it.

“That quick access to care is one of the keys to success. The quicker you can get them into treatment, the better your rate of success,” Beiting said, adding that “it shows respect and dignity for the client when you tell them to come in immediately. Telling them call back tomorrow or next week or later doesn’t work. If I say we will have a bed for you Monday, they might not live to Monday.” ■

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

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Nicholasville native Hope Beers is among the Asbury students who work with the university's mounted police equine training program. Beers is pictured here with a 1-year-old Percheron-Thoroughbred that is in training to become a police horse.

Abby Laub photos

Trained to Serve

Asbury University is home to the nation's only student-run mounted-police equine training program

BY ABBY LAUB

WHEN Chris Marinelli caught a criminal by horseback – admittedly a rare occurrence – the perpetrator's first question was, "Are you going to take me to jail on that horse?"

Marinelli, deputy chief of staff for training with the Halifax Regional Police in Nova Scotia, Canada, recalled the incident that took place at a festival following a Rolling Stones concert on the Halifax waterfront. He was able to see the assault taking place because he was so high up on a police horse and alerted his comrades on the ground. He then took off on his horse and apprehended the assailant.

The department has one mounted police horse from Wilmore, Ky.-based Asbury University and plans to purchase another in 2019 because they are so valuable, primarily as a police department public relations tool.

Located on 350 acres alongside the Kentucky River in Wilmore, the Asbury University Equine Program provides opportunities for students to gain an equine-based education that's unlike any other in the nation. And it has the only mounted police training program in the United States that employs students as the primary trainers.

Wilmore Mayor and Asbury Director of Equine Studies and Operations Harold Rainwater founded Asbury's equine

program in 1998 and leads it today. The first mounted police horse arrived in 2001, and it became a major of study in 2007. With 110 students, equine is Asbury's second most popular major program, behind media communications. Almost 2,000 students attend the university.

The mounted police program was officially launched following successful draft horse demonstrations at the 2010 FEI World Equestrian Games, which were held at the Kentucky Horse Park.

"We hope to produce competent, happy and highly accomplished human/equine partnerships," Rainwater said. "Our hope is that Asbury is a light worth following. ... I like changing the lives of people and horses. In an industry riddled with compromise, our equine program is trying to raise the bar for horse care and training."



Harold Rainwater, Director of Equine Studies and Operations, Asbury University

On patrol across the U.S.

Asbury currently has 22 police horses on streets across North America, including Nova Scotia, San Francisco, Omaha, Atlanta and Las Vegas. Two are on U.S. border patrol.

Students come from around the country for the program; 40 percent are Kentuckians. The program is the university's fastest growing major and for good reason: 96 percent of its equine majors are employed within 60 days after graduation, with 90 percent of them working in the equine industry. Almost 80 percent of equine graduates stay in Kentucky for employment after graduation.

Some of the horses it trains also stay local. Currently, the Lexington Police Department uses three equine "alum" in its police force. Its first horse, Aden, came in 2011. The department won him in a competition called North American Police Equestrian Championships.

The Asbury horses are a benefit to the department because they "have a good foundation of sensory training that follows a similar program that we have in place," said Lexington Police Department Bureau of Special Operations Sergeant Joseph E.

Asbury University's "natural horsemanship" approach is part of what makes its equine program unique. The method emphasizes the value of the mammal as a co-partner in service to humanity instead of a mere beast of burden or object of research.

Eckhardt. "Our relationship with Asbury is good, so we are able to see the horses periodically as they are developing and in training to make a better decision on the horse. All three of our horses from Asbury have made good police horses.

"I am asked all the time where we get all of our horses," he added. "All the mounted police units I have spoken with are having issues finding trained police horses, and Asbury cannot keep up with the demand. There just aren't enough people out there training police horses like training police dogs."

Lexington's unit has seven mounts. In the U.S. there are 153 mounted police units, and in most cases the gentle giants are primarily a public relations tool.

Unparalleled at calming crowds

"There's nothing that calms a crowd (more than a horse)," Rainwater said. "And for an officer to walk through a neighborhood on horseback – the kids will come out, but they'll never come out if he's in a car. On a horse they'll go up to him."

And people are much less likely to throw something at or injure a horse than they are a police cruiser, he said.

Initially, Asbury had trouble placing horses because many police departments were using donated horses or trying to train them on their own, but

"there is a big curve of late, with departments realizing they needed to get horses that were actually trained."

For a while departments got away from mounted units because of the diminishing returns, but now they are back in style. In Halifax, for example, Marinelli said the police department had 15 mounts in the 1980s. The program was almost disbanded entirely before the city realized its other resources were being stretched too thin in its bar district. Marinelli said mounted police are ideal for a 1-square-mile space of the city that has about 20 bars in it, and the city uses them as overall public relations, crowd control and people-moving tools.

"The horses are so front and center, and we take them to all of these

community events," Marinelli said. "We're at capacity, so we need more horses to provide more coverage."

These are not horses that you want to step in front of. In Houston, for example, the required height is 17 to 18 "hands" high – equivalent to about 6 feet tall – and that's only to the top of the animal's shoulder, not even factoring in the head. Asbury mainly trains the Percheron-Thoroughbred breed, and for a specific reason. The Percheron, a type of draft horse, has size and quietness. Thoroughbreds are known for their finesse and trainability.

Good business but not a profit maker

Each horse Asbury buys from a breeder in Canada costs about \$1,200 as a six-month-old weanling. Rainwater generally buys six at a time and selects horses that have a commanding presence and are big boned to withstand long periods on the pavement. Almost all mounts are geldings, because they are predictable every day.

Although it costs more to train the horses than what he sells them for, Rainwater said, the university sees it as an opportunity to attract and educate its students. He tries to recoup the cost of purchase, feeding and veterinarian bills, which amounts to roughly \$2,500 per year. Most fully trained 3-year-old mounts sell for \$10,000, but that's sometimes discounted when departments purchase multiple horses.

"We usually sell multiple at a time, and they're good return business,"

Asbury's was the only service mount program exhibited at the 2010 World Equestrian Games in Lexington and will likely be featured again at the upcoming World Equestrian Games 2018 in North Carolina.



The Lexington Police Department used mounted officers at this year's Bluegrass 10,000 race in downtown Lexington on July 4.

Rainwater said, adding that police departments often equate them to the price of a cruiser if they are trained properly because a healthy, well-trained mount should last up to 15 years. "It is about the training for students, and a measurable way to know if your training is successful is if you produce horses that people want."

Rainwater said it costs the average police department between \$400-\$500 per month to care for the horses, but there are many variables and larger departments like Lexington can save a little bit of money by employing their own trainers and having their own facilities. Eckhardt said LPD relies heavily on funds through its nonprofit, The Friends of the Lexington Mounted Police, and other generous community donations. He said the cost per horse varies significantly since they can sometimes injure themselves playing in the field or come down with an illness.

"The greatest cost to our unit would be our farrier and our hay," he said, adding that there also are vet bills to maintain. "Each horse costs approximately \$1,800 per year to keep in shoes. It is very important to us to have healthy horses, and their feet are a big part of that. We generally use around 1,500 bales of grass hay a year, depending on the weather and pasture growth, at around \$5.50 a bale. Our department is very supportive of the



unit and provides a generous operating budget to support us and properly care for the horses."

The financials are challenging for both the police units and for Asbury, and other downsides for the university include horse returns.

"What we have found is if you came and picked one of our horses and we gave you a 30- or 60-day return, if you return it for whatever reason, it's almost a death sentence to that horse. It's a closed society within the horse industry. They'll say 'he threw someone off, reared up, whatever'... That horse is

never going to be placed, and we'll have to get it out of the system."

Though most of Asbury's horses go to outstanding mounted police units, Rainwater said a horse's misbehavior is usually due to untrained officers who "jerk them around."

"Sometimes it's a horse who's been in a condition here of love and caring and gentleness and they're thrust into the big macho world with the big badge and big gun and big spurs," Rainwater said. "We always ask the officers to come here for a few days and watch how they handle the horses."

Sometimes the school will receive a horse that ends up being too small to join the police force, so they'll use him – all of them are males – for something else at the facility.

Without 100 percent guarantee of return on investment, Rainwater has to run an especially tight fiscal ship and seek out grants and donations. The program also earns about \$65,000 in income – out of roughly \$100,000 total – from boarding horses for students. The university owns 65 horses and boards about 30 for students. It also uses its horses and property for camps, children's programs and trail rides. ■

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



Many of Asbury's service trainees are purchased by police units but some are acquired by the military or the National Park Service.

KY HORSE PARK CELEBRATES 40 YEARS

Festivities began in the spring and will continue into the fall

BY LANE REPORT STAFF

THE Kentucky Horse Park is celebrating its 40th anniversary this year with events for horse lovers from around the nation and the world as well as local residents.

Built in 1978, the Kentucky Horse Park was designed as the world's first park dedicated to man's relationship with the horse. The park sits on property that has been used to raise Thoroughbreds since the early 1800s.

The facilities now located on the park's 1,224 acres are unrivaled in the United States and include 1,482 permanent stables in multiple barns, three competition/multiuse venues, a climate-controlled 5,500-seat indoor arena, a covered arena and a 7,338-seat

outdoor stadium. There are 12 competition rings and 13 warmup rings.

The Horse Park hosts 200 equine events a year in addition to 60 non-equine events such as concerts, weddings and corporate events. The park has attracted visitors from all 50 U.S. states and 23 foreign countries. More than 40,000 overnight visitors stay at the park's on-site campground each year.

In addition, the park is home to 30 national equine associations at its National Horse Center, including US Equestrian, the governing body of equestrian sport. Its International Museum of the Horse is a Smithsonian affiliate with 7,982 artifacts, 8,139 photographs and negatives, 4,878 archive collections and 4,201 volumes in its library.

A full-time staff of 77 run and maintain the park; dozens more work for the equine associations.

It all adds up to an economic impact of \$131.4 million as estimated by a 2016 Certec report, with \$13.5 million in tax revenue.

The Kentucky Horse Park began commemorating its 40th anniversary in the spring with a series of community events that will continue into the early fall. The events have included monthly Family Fun Nights and weekly Run/Walk Club gatherings that include food trucks, music and free yoga classes. July 21 saw



Rolex Stadium at the Kentucky Horse Park seats more than 7,300 for world-class equine competitions.



An aerial view of the facilities at the 1,224-acre Kentucky Horse Park located north of Lexington at I-75 and Ironworks Pike.

the second annual Run For Big Red 5K/10K through the park's grounds.

"We are proud of the Kentucky Horse Park's rich history, and we are excited to host several Family Fun Nights and other community events this season to showcase our beautiful facilities," said KHP Executive Director Laura Prewitt. "Our 40th anniversary is the perfect way to celebrate the park's success, as well as its importance to visitors and competitors around the state, country and world."

There is more information on these events and more at kyhorsepark.com. ■

AUG 04

AUG 11

AUG 18

AUG 25

WYNN TAYLOR & STOP 22

WOMEN OF THE BLUEGRASS

MAGNOLIA BOULEVARD

KEVIN DALTON

AND THE TUESDAY BLOOMS

COMMONS CROSSING

IN PARTNERSHIP WITH









More Leads, Projects and Jobs

Passing right-to-work law has improved perceptions of Kentucky's business climate

BY MARK GREEN

WHEN Braidy Industries announced its decision in 2017 to locate a \$1.5 billion advanced aluminum mill in Greenup County that would bring 550 new jobs to northeastern Kentucky, the company specifically credited Kentucky's recently passed right-to-work law for its site-selection choice. A year later, economic development officials across the state say the law has improved site-selection consultants' view of the commonwealth's business climate and is increasing the leads they are getting.

The Braidy Industries aluminum mill now under construction was one sixth

of the state's record \$9.2 billion in project announcements in 2017, beating the previous best year by more than 75 percent.

Northern Kentucky officials report an ongoing increase in the number of business prospects who have contacted them compared to the 30-year average prior to right-to-work's enactment in January 2017.

Warren County enacted its own right-to-work law in December 2014, more than two years ahead of the state, and Bowling Green officials are certain it helped them land a series of significant heavy industry projects, add jobs and raise salaries.

Leads from prospects looking to locate new or expanded operations are up 65 percent for Kentucky since the state passed right-to-work, according to officials with the Cabinet for Economic Development – and more leads bring more wins.

"We knew we were missing out, but didn't know how much and to what degree," said Cabinet Communications Director Jack Mazurak.

Right-to-work laws guarantee that no employee can be compelled, as a condition of employment, to join or pay dues to a union. Consequently, the laws undercut the revenue flow – and hence the strength of – unions.

The 1935 National Labor Relations Act that legalized the right of workers to form unions, negotiate contracts and conduct job actions allowed the "closed shop" requirement of dues-paying union membership – sharing the cost of obtaining collective agreement benefits among all beneficiaries. The 1947 Taft-Hartley Act ended "closed-shop" rules but called for nonunion members to pay agency fees, trimming full dues by the proportion of union spending that goes to noncollective bargaining action such as political advocacy.

Kentucky was the 27th state to enact modern right-to-work laws that block union security agreements that provide for agency fees. Missouri was the 28th, leaving only Ohio among Kentucky's border states without it.

Right-to-work is a 'filter'

The Kentucky State AFL-CIO claims the law's benefits are a myth and mounted a court challenge to right-to-work's passage. According to William J. Londrigan, president of the union umbrella organization, filings in support of the AFL-CIO suit said reputable peer-reviewed studies never find a correlation between right-to-work and better economic development results.

"Right-to-work is never among the top 10 reasons cited in *Site Selection* magazine surveys," Londrigan said. "It ranks 15th or 16th among 20 factors" on business consultants list.

Nevertheless, the AFL-CIO court challenge was unsuccessful.

Dan Tobergte, who recently stepped down as president/CEO of Northern Kentucky Tri-ED after 28 years with the economic development agency that serves Boone, Campbell and Kenton counties, said Kentucky's right-to-work law has given Tri-ED an advantage over its peers across the river in Ohio.



William J. Londrigan, President, Kentucky State AFL-CIO

"What we are seeing predominantly is an appreciation of a better business climate in Kentucky, particularly the business site-selection consultants," said Tobergte. "We are quite pleased to have this as a marketing tool ... and to express (to prospects) that companies will have the option to be either organized or not."



Dan Tobergte,
former
President/
CEO, Northern
Kentucky
Tri-ED

As a senior managing director with Los Angeles-based global real estate company CBRE for the past 13 years as well as with Ernst & Young before that, Seth Martindale is a site-selection consultant to 20 to 40 business and industry clients a year.

"We are the largest real estate company in the world, and they ask us where we should go and why," Martindale said, noting that being a right-to-work location is a plus.



Seth Martindale,
Senior
Managing
Director, CBRE

"Whether it's fair or not, it's definitely a filter," he said. "In a lot of these analyses we are running, that is one of the first cuts. If you are right-to-work you're in, and if you're not right-to-work you're out."

This is much more the case with industrial clients than business office clients, he said, because unionization tends more toward industrial operations.

While passage of right-to-work legislation in January 2017 is closely associated with increased interest in Kentucky from employers, a Cabinet for Economic Development spokesperson said it's important to recognize right-to-work is one in an often unique mix of factors companies may consider when selecting a location for a new facility or which existing facility to expand. Access to highways and interstates, rail, river, raw materials and shipping hubs can often play key roles in a company's location decision. Workforce size, skill level and availability are regular factors, as are utility rates and site-and-building quality and availability, according to the Cabinet.

Warren County acted first
Bowling Green Chamber of Commerce President and CEO Ron Bunch says the number of prospect projects there began increasing shortly after Warren County passed its local right-to-work law in late 2014. The chamber's current project pipeline has 170 projects, he said, with 20 to 30 of those being worked actively.



Ron Bunch,
President/CEO,
Bowling Green
Chamber of
Commerce

The Wall Street Journal reported Bowling Green is now the fastest-growing city in Kentucky, Bunch said, and *Site Selection* magazine has ranked Bowling Green second in the nation in winning economic development projects among similarly sized cities for the past two years.

"It's helped increase our quality of life in Warren County," he said, crediting adoption of right-to-work locally with not only bringing more jobs but also increasing wages.

"Once you are right-to-work, it opens you up to opportunities that you never would have had before," said Bunch, who has 20 years experience in economic development and has worked in South Carolina, Florida and Virginia. "Companies are looking for an overall business case that works for them ... operating costs, logistics, talent. For some companies, right-to-work is a litmus test."

Sharla Wells, interim president and CEO of Greater Owensboro Economic Development Corp. for three months, said right-to-work has not yielded new industrial projects there yet but agrees it has improved perceptions of the state's business climate.



Sharla Wells,
Interim
President/
CEO, Greater
Owensboro
Economic
Development
Corp.

"It is healthy for the state and business in general," Wells said. "It's

not anything that so far has directly impacted any projects. A lot of our (Greater Owensboro) industries are union, and some are not. We have good relationships on both sides."

Bob Quick, president and CEO of Commerce Lexington, said right-to-work has not had as significant an impact in Fayette County, but the county does not have much land available for the larger projects that would give this factor a higher priority. Quick, nonetheless, termed it "a great step forward."



Bob Quick,
President/CEO,
Commerce
Lexington

"Jobs all start in the public policy of a local community, a region, the state," the 30-year economic development veteran said. "Your policies will then dictate what jobs you can attract. Site consultants all talk about who's right-to-work or who's not right-to-work."

Northern Kentucky does have land, and Tobergte said the change, which Tri-ED is actively marketing, has been felt in more leads filtering through from consultants.

In March, the top 45 consultants from across North America were in the Greater Cincinnati area for a meeting of the Site Selectors Guild's semi-annual conference, which REDI Cincinnati hosted.

Gov. Matt Bevin, a champion of right-to-work, spoke effectively to the Guild gathering, Tobergte said.

"There were nods around the room," he said, as Bevin advocated Kentucky's goal of becoming a center for manufacturing and engineering excellence in North America, similar to the position Germany has achieved in Europe. "He is very effective in the corporate board room." ■

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

Gov. Matt Bevin, right, and Braidy Industries CEO Craig Bouchard announced Braidy would build a \$1.3 billion aluminum mill in Kentucky at an event on April 27, 2017.





Making Energy Upgrades More Affordable

Special financing allows businesses to pay back cost of energy upgrades via property taxes

BY MATT WICKSTROM

ENERGY bills can be a significant expenditure each month for many businesses. But companies across the commonwealth are now taking advantage of special financing that allows them to move forward with energy efficiency upgrades and pay the money back via their property-tax bills over 15 to 25 years, with no commitment of personal or business credit capacity.

Legislation passed in the 2015 General Assembly (KRS 65.205) allows local government jurisdictions to create

Energy Project Assessment Districts, enabling special assessment financing for commercial real-estate developers for qualified energy-efficient projects. Covington, Florence, Louisville, Owensboro, Frankfort and Bowling Green were some of the first municipalities to approve EPADs, with Lexington-Fayette and Campbell counties following suit with countywide districts in recent months.

The EPADs allow commercial property owners in the districts to take advantage of Property-Assessed Clean

Energy (PACE) financing for energy-efficient projects ranging from roof work, insulation, HVAC, elevators and lighting to water efficiency and more.

The financing comes with 15- to 25-year extended terms, no down payment, 100 percent financing of both the hard and soft costs of the project, and no personal or business guarantees, allowing property owners to free up credit lines and capital budgets for more important things that can grow their business. Repayment comes in the form of a voluntary special assessment, placed annually on the property's tax bill until paid off.

However, since PACE is a tax, property owners can recoup some of the project costs through increased rent or extended leases, while the projects simultaneously help to increase a property's value and lower utility costs for tenants. And the tax assessment remains tied to the property, so if it is sold after a project's completion the next owner assumes responsibility for making remaining payments through the tax assessment.

"What we're learning from the business owners taking advantage of PACE is that every one of them has

previously been able to go out to their bank and get (energy efficiency project) financing,” said George Myers, director for PACE financing for Energize Kentucky in Central Kentucky. “However, even if they are their bank’s favorite customer, the most they can get is a five-, seven-, eight-year term. Some energy-efficient upgrades (create) cash flow very simply, such as LED lighting. But elevators, roofing and others have much slower cash flows.”



*George Myers,
Central
Kentucky
Director for
PACE
Financing,
Energize
Kentucky*

Financing over a 15- to 25-year term, however, does generate a positive return.

Myers and Energize Kentucky assist municipalities with already established EPADs to educate commercial property owners on PACE, sign up contractors and close deals on projects.

The organization named Myers, a former Lexington Urban County Council member, to his post in June. With a focus on Lexington and Central Kentucky, Myers has the opportunity to work across the table from former colleagues on the council. The familiarity is paying off thus far, with Myers helping to secure several projects in Lexington-Fayette County.

Meanwhile, Louisville, which established an EPAD in 2016, has yet to approve any projects. Nationally, the program has seen 500 percent growth since 2010, with legislation authorizing EPADs in 36 states.

“I think the difference is that Louisville chose to be its own program



administrator, but because they’re a government with so many other duties and responsibilities, they don’t have someone who’s dedicated to promoting the EPAD program,” Myers said. “Lexington had the foresight to see that that would be the case here as well, and since the city doesn’t make any money on this, it would just be more overhead since they’d be utilizing tax dollars to run the program. Some may think that’s not wise.”

Property owners work through a five-step process to become eligible for PACE financing. After successful completion of an initial eligibility form, there is an energy project summary form that identifies eligible energy-saving improvements to quantify the decrease in energy use. An energy project application provides essential financial documentation and operating status of the property; and finally

The City of Covington became the first city in the state to create the special taxing district through the 2015 statewide EPAD law and the first to utilize the financing tool when it authorized \$750,000 in energy-efficiency improvements to the Ivy Knoll Senior Retirement Community building.

property owners are able to agree to financing terms.

After the PACE financial closing occurs, funding becomes available for the energy-efficiency improvements. Following a contractor’s completion of the project, PACE ensures all improvements are installed to the satisfaction of the property owner.

For more information on PACE financing and Energize Kentucky visit kypace.org. ■

Matt Wickstrom is a digital reporter for The Lane Report. He can be reached at matt@lanereport.com.



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EMERGING LANE

Kentucky's young professionals and creatives



Sara Drury began her web-based business when her husband lost his job and she was searching for a way to bring in more money.

Beauty Goes Viral

Sara Drury's tutorials focus on both inner and outer beauty

IN 2008, Sara Drury was a hairstylist, trading time for dollars in a salon. Now she is an entrepreneurial makeup artist teaching online beauty courses on a one-to-many basis instead of one-to-one.

"I'm thinking more like a businesswoman and creating a business that is more sustainable and one I can scale," she said.

Three years ago, Drury's husband got let go from his job and she decided to ramp up her beauty biz big time. She kept asking herself, "How can I make more money without working a ton more?"

The answer came when she found Marie Forleo's B-School, an eight-week online business course. Drury learned how to "take what I know and what I have been doing and create an online business."

Several times a year she launches her six-week "Makeup Made Simple" online course, which focuses on both outer beauty and inner beauty by incorporating makeup how-to's and confidence strategies into the curriculum. Class participants learn how to put on a five-minute face to run errands and how to create a full face of makeup for a night out.

Drury includes components that address replacing negative self-talk with self-acceptance. With so much exposure on social sites to airbrushed images of models and celebrities, Drury knows how easy it is to fall into a comparison trap, so she's out to help other women accept themselves as they are.

Another of Drury's web-based programs is called "21 Days to Self-Love," where she delivers a daily e-mail for three weeks containing practical steps on the topic of self-esteem. A third course will be coming soon that "goes deeper into all that inner work," she said. "I'm such a learner. I'm always exploring self-discovery and how I can be my best self and teach others."

Born in California, Drury has lived in Lexington since she was 12. She decided to go to a beauty school in Jessamine County while she figured out what she wanted to do with her life. But instead of pursuing a college degree for a corporate path of some sort, she got hooked on hair and makeup and has stayed in the beauty business for 10 years.

"I was doing a lot around Lexington, but then decided I wanted to 'scale' and go global with it," she said.

Drury still uses her hair and makeup skills with individual clients in Central Kentucky for special events like weddings and Derby parties.

Aside from her course offerings for students to purchase, she provides free step-by-step tutorials on skincare, hairstyles and makeup through her YouTube channel and in her Facebook Live videos. As the busy mom of a 5-year-old herself, Drury appreciates time-saving tips like these and is happy to share them with others.

"I teach makeup application and confidence boosting in a way that lets your authentic and beautiful self shine through," she said.

When her husband lost his job, it rocked the couple's world, but it wound up setting Drury on a new path by showing her she could come up with practical plans for her hopeful dreams and design her own life path.

"I think it's fascinating to find ways to scale what we're already doing and find ways to make more money with what we already know," she said. "I love the idea about scaling what you already do."—Kathie Stamps

Marketing Financial Services

Meet some of the young professionals behind the money

EVERY organization with a marketing department has behind-the-scenes people who create and coordinate every element that goes into social media, public relations and advertising.

At First Security Bank in Owensboro, Jamie Roby Johnson is a marketing specialist who coordinates marketing efforts for the bank in Owensboro, Bowling Green, Franklin and Lexington, as well as Evansville and Newburgh, Ind. A First Security customer herself for five years, Johnson joined the bank in March after having worked for Marshall Ventures, a micro-venture fund in Owensboro.



Jamie
Johnson

"The first thing I did was start posting regularly on our social media and creating Instagram and Twitter accounts," she said. "I am also just being creative and thinking outside of the normal banking box, which everyone here really appreciates. This is a bank that loves trying new things."

Johnson posts daily on social media, works on the website, designs some of the advertisements, updates product marketing, attends events and talks to employees at each location to see what they are doing in their communities.

"First Security just rebranded and the content I have to work with is fresh and exciting," Johnson said. "The people are amazing, and I'm so thankful that I'm in a role where I enjoy coming to work every day."

Marketing Specialist II Lindsay Orange joined Commonwealth Credit

Union in Frankfort in November 2016. Previously, she served as communications director for one of the leadership offices in the state legislature.

"Every day, I get to come to a job I truly enjoy," she said. Orange has a passion for writing and graphic design and gets to utilize those skills in some of the organization's marketing materials and emails.



Lindsay
Orange

With a staff of six in the marketing department, Orange works closely with the manager and chief marketing officer to drive campaigns and promotions. She also plays a key role in scheduling media placement with CCU's agency.

"One thing I love about our office is that everyone comes from a different background with different experiences," she said. "From when we were born to where we were raised, these differences have helped shaped our unique opinions and viewpoints. Our opportunities to collaborate allow all our ideas to be heard, growing from a thought into a successful campaign."

Compliance plays an integral role in every department at the credit union, marketing included, so transparent messaging is part of Orange's job description. She's proud of her role in fulfilling the company's mission as a community partner and neighbor.

"Everything I do here translates into something larger," she said. "To be part of making our members' lives better is an unbelievable feeling."

Nominations Open for New Class of LYPA Up and Comers

THE Lexington Young Professionals Association is seeking nominations for the annual Rising Stars Awards. Rising Stars Awards recognize young professionals – aged 40 and under – in the Fayette County area and surrounding communities.

According to LYPA, nominees should demonstrate a strong commitment to impacting the community in a positive manner through professional and non-professional service and achievement. Nominees must live or work in Bourbon, Clark, Fayette, Franklin, Jessamine,



Madison, Mercer, Scott or Woodford counties. In addition, individuals who are currently serving on the LYPA Steering Council or previous Rising Stars recipients are not eligible. However, past nominees who were not selected for the award are strongly encouraged to resubmit an application.

Since its founding in July 2000, LYPA has grown into an organization of hundreds of young professionals in Lexington and the surrounding area. Its mission is to create an organization that emphasizes personal, civic and professional development for local professionals between the ages of 21 and 40.

To nominate a young professional, visit: <http://lexypa.org/annual-lypa-events/rising-stars-awards/> and submit a nomination form by Saturday, Aug. 25. An awards banquet will be held this fall.

Prospect Engineer Earns 40 Under 40 Honors

PROSPECT-based electrical engineer Kevin Sandrella was named to *Consulting-Specifying Engineer's* 2018 40 Under 40 list. Sandrella works for CMTA, joining as an intern in 2005 before becoming a full-time employee in 2009.

Sandrella has managed a variety of projects for CMTA in 38 states and Canada, including education, health care, data centers and specialized medical equipment installations. His design expertise focuses on medium- and low-voltage power systems, including emergency backup, load-shedding, and paralleling systems; communications systems; fire alarm systems; energy-efficient lighting; power monitoring and metering; daylighting; and lighting controls systems.



Kevin
Sandrella

In 2010, Sandrella was the project manager and engineer for the new 79-bed Clark Regional Medical Center, an acute-care hospital campus in Winchester, Ky. It was the first fully geothermal hospital in Kentucky and it continues to perform as one of the most energy-efficient hospitals in the country.

His other hobbies include spending time with his family and "building just about anything," including remote-control airplanes, hunting and fishing. Sandrella is a member of the U.S. Parachute Organization and has been a licensed skydiver since 2008.

The *Consulting-Specifying Engineer* award is given to 40 nonresidential building industry professionals age 40 and younger around the nation who stand out in a host of personal and professional aspects in their lives.

THE LANE LIST

KENTUCKY HEMP PROCESSORS

The Kentucky Department of Agriculture has licensed these companies, listed in alphabetical order, as processors/handlers in its Industrial Hemp Research Pilot Program. The list includes only license holders that elected to have their contact information publicized by KDA. Company focus areas are grain, fiber, floral material, broker and laboratory analysis. Some may still be in the planning phase. Industrial hemp in Kentucky remains a controlled substance outside the KDA Industrial Hemp Research Pilot Program. See KRS 260.858, Section (3). Visit kyagr.com/hemp for information about obtaining a hemp license.

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Commonwealth Extracts , Louisville	John Taylor, (502) 450-6044, info@commonwealthextracts.com , commonwealthextracts.com
Ecofibre Kentucky , Cynthiana	Brian Furnish, (859) 298-0465, kyindustrialhemp@gmail.com , anandahemp.com
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Fouser Environmental Services Ltd. , Versailles	Nancy Fouser, (859) 873-6211, nancyfser@hotmail.com , fouser.com
GenCanna Global USA , Winchester	Tom Ramsey, (859) 361-3293, info@gencanna.com , tom.ramsey@gencanna.com , gencanna.com
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Brandon Griffith , Hustonville	Brandon Griffith, (606) 669-1414, griffith83@outlook.com
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Heritage Gardens , Louisville	Denise Raine, (502) 297-3464, deniseraine@live.com
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Indica House Kentucky , White Plains	Elain Milam, (270) 871-4465, IndicaHouseKY@gmail.com , indicahouseinc.com
International Farmaceutical Extracts , Lawrenceburg	Martin Smith, (502) 320-1952, Martin@KYRegistered.com
Kentucky Cannabis Co. , Lexington	Bill Polyniak, (859) 963-3550, bill@kentuckycannabiscompany.com , KentuckyCannabisCompany.com
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Ethan Moon , Horse Cave	Ethan Moon, (774) 551-6875, ethanm.moon42@gmail.com
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Source: Kentucky Department of Agriculture

SPOTLIGHT ON THE ARTS



The Makings of a Master

Kentucky Arts Council programs focus on artistic excellence

BY CHRIS CATHERS

AFFILIATION with the Kentucky Arts Council's Kentucky Crafted arts marketing program is a mark of artistic excellence, and there are several artists in that distinguished directory who can attribute at least part of their success to connection with the Kentucky Crafted brand.



Kentucky Crafted artist Lynn Dunbar, of Louisville, achieved a unique distinction earlier this year when she was selected to be the artist for the officially licensed Kentucky Derby and Kentucky Oaks posters.

Dunbar earned that commission through her affiliation with Kentucky Crafted. The program provides assistance to Kentucky visual and craft artists through networking, promotional and sales opportunities and arts business training. Carrying the Kentucky Crafted brand is a symbol of artistic excellence in the commonwealth.

Officials with Atlanta-based CAA Sports Licensing said collaboration with the Kentucky Arts Council, including consulting the arts council's adjudicated Kentucky Crafted directory, helped in selecting Dunbar for the distinction.

In addition to the networking benefits, Kentucky Crafted artists are eligible to use the Kentucky Crafted logo on their websites and any printed material, including merchandise tags;

exhibit at The Kentucky Crafted Market; be included in the arts council's online directory for artists; sell work at the Governor's Derby Celebration; and take advantage of cooperative advertising opportunities.

If you are an artist interested in pursuing the Kentucky Crafted brand – or you know an artist who should apply – contact Dave Blevins, arts council arts marketing director, at david.blevins@ky.gov or (502) 892-3120.

The arts council is accepting applications for Kentucky Crafted through Aug. 15. Applicants must be visual and craft artists who do original work in any medium, are full-time residents of Kentucky and are 18 years of age or older. They should also have a well-developed body of work and some marketing experience.

'Makings of a Master' exhibit

The Kentucky Arts Council's traveling folk and traditional arts exhibit, "Makings of a Master," will be in Boone County through Aug. 31.

The exhibit is at the Boone County Public Library (main library), 1786 Burlington Pike in Burlington.

"Makings of a Master" contains seven display cases housing a variety of musical instruments, tools and artworks made by master tradition bearers; interpretive panels; display photos and quotes; along with a push-button video display.

The Kentucky Arts Council is currently taking applications for its adjudicated arts marketing program Kentucky Crafted. The program is represented by some of the best visual and craft artists in the state.

"The library does a lot of exhibits. They help us engage with our audiences," said Kate Sowada, the library's community events liaison. "The arts are a great way to engage with the community, make them aware of what else is out there for them."

During the exhibit's stay in Boone County, three artists – all recipients of the arts council's Folk and Traditional Arts Apprenticeship Grant – will demonstrate and discuss their craft during separate presentations.

Fort Thomas master quilt maker Patricia Brennan kicked off the series in June. Brennan discussed how she makes artistic decisions in her craft and how she incorporates values like resourcefulness, inventiveness and symbolic meaning into each quilt. She also talked about her journey into quilt making and how she helps continue the tradition through teaching new quilters of all ages.

On July 27, Lexington choreographer and dancer Lakshmi Sriraman, a master of the classical Indian dance form Bharatanatyam, performed along with her apprentice Vasundhara Parameswaran and answered questions about Indian dance, its cultural meaning, costumes and the music that accompanies the movement.

Nicholasville musician Hong Shao, a master at the pipa, a Chinese stringed instrument, concludes the presentation series on Aug. 16 at 6:30 p.m. She will discuss the techniques of pipa playing and the stories and culture surrounding the 2,000-year-old instrument's characteristic sound. She will perform and demonstrate playing techniques and styles with her apprentice, Leah Werking.

"I think the artist discussions and presentations will help build awareness and bring the exhibit to life," Sowada said. "To have artists come and talk about their own experiences will add that layer to it."

Library hours are 9 a.m. - 9 p.m. Monday through Friday, 9 a.m. - 5 p.m. Saturday and 1-5 p.m. Sunday.

For more information on the "Makings of a Master" exhibit, contact Mark Brown, arts council folk and traditional arts director, at mark.brown@ky.gov or 502-892-3115. ■



Chris Catthers is interim executive director of the Kentucky Arts Council.



On Sept. 1-2 Corbin will host the 10th annual Honoring Our Veterans Pow Wow, an event sponsored by the Kentucky Native American Heritage Museum. An estimated 90 percent of the Appalachian population is descended from Native American Eastern Woodlands tribes.

Plan Your Labor Day Fun

Bardstown Ghost Trek, Bardstown
kyghostwalks.com/bardstown-ghost-trek
(859) 699-1800

Cave-In Movie Night, Carter Caves State Resort Park, Olive Hill
parks.ky.gov/parks/resortparks/carter-caves/
(606) 286-7009

Heritage Days in Augusta
augustaky.com
(606) 756-2183

10th Annual Honoring Our Veterans Pow Wow, Corbin
knaahm.org
(606) 526-5635

Kayak Demo Day, Kentucky Dam Village State Resort Park, Gilbertsville
parks.ky.gov/parks/resortparks/ky-dam-village/
(270) 362-4271

Where to Play on Labor Day

From ghost treks to pow-wows, there's fun to be found

BY KATHERINE TANDY BROWN

THE exact origins of Labor Day are a bit cloudy but the holiday clearly began as a one for the working, or laboring, classes. Once upon a time, Labor Day marked the official end of summer vacation and the beginning of the school year. Though that's no longer the case, the celebration is now a long weekend enjoyed by folks of all ilk.

In every corner of Kentucky, events abound on that first weekend of September. Following is but a sampling. For more, visit kytourism.com.

If you're up for history sprinkled with spirit(s), sign up for the Sept. 1 **Bardstown Ghost Trek**, led for the past 21 years by certified ghost hunter Patti Starr. If you wish to "capture" the

lingering spirits you'll encounter on the tour, bring your cameras, audio recorders and camcorders. Patti swears they love to be photographed!

The Saturday evening event begins in the heart of Bardstown outside the Talbott Tavern, where you'll hear true-to-life experiences of people who've witnessed current ghostly appearances at stops on the trek. Patti will relate the tavern's history before leading you inside to see where Jesse James stayed during his visits. Maybe you'll even be lucky enough to record Jesse answering a question. You'll see a photo of an apparition of this famous outlaw taken by a previous guest on the tour, then spend time in the tavern's most haunted room.

Next, come visits to the Jailers Inn, an operating hold for criminals from 1819 to 1987, and named by the Travel Channel as one of the 10 most haunted places in America. At the Pioneer Cemetery, you can try to record EVPs (electronic voice phenomena).

On Sunday night, Sept. 2, pack up the kids and your portable chairs and head to Carter Caves State Resort Park for **Cave-in Movie Night**. The featured movie is "Jumanji: Welcome to the Jungle."

"We set up a big movie screen inside Cascade Cave," says Coy Ainslie, park interpreter. "And the park furnishes entertainment, drinks and snacks for only \$5 a head."

You might want to treat the family to an overnight at the park's 28-room

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fieldstone lodge, where private patios or balconies overlook the woods. It's pet-friendly, so bring Fido along. The next day, spend some time exploring some of the 20 twisting underground caverns and a 30-foot waterfall.

If you're looking for a longer getaway, travel to the banks of the Ohio River for **Heritage Days in Augusta**, Aug. 31 through Sept. 2. Named by *USA Today* as "The Most Picturesque Town in Kentucky," Augusta hosts games, vendors, trolley tours, entertainment and the famous frog-jumping contest. Stay awhile and discover intriguing history on the Gilded Lily Walking Tour. Led by Miss Lily, an 1860s-era Southern gentlewoman, you'll hear titillating tales of the town's Underground Railroad connections and visit Civil War battle sites and the state's oldest jail, circa 1811.

Peek into the Rosemary Clooney Museum to learn about handsome George's talented Aunt Rosie; journey across the Ohio on the Augusta Ferry, in operation since 1798 (\$5 per vehicle or free if you're walking); then take a romantic horse-drawn carriage ride along the water's edge. Be sure to stop for a late-afternoon sipper at Baker-Bird Winery, the oldest commercial estate winery in the country.

In Eastern Kentucky, the 10th annual **Honoring Our Veterans Pow Wow** holds sway Sept. 1-2. Sponsored by the Kentucky Native American Heritage Museum (KNAHM) in Corbin, this competition pow wow, with \$25,000 in prize money, features Native American dancers, drums, flutes, demonstrations, a petting zoo, pony rides and vendors.

Founded in 1999, the KNAHM embraces a mission of promoting an understanding of America's indigenous peoples, from historic and current perspectives, through sharing information about their history, culture, beliefs and creative arts; their existing communities; and their contributions to the cultural weaves of the people of Appalachia and of our country. The museum also teaches about the Eastern Woodlands tribes that lived in the area and their cultural effect on everything from self-government to survival skills to food. Estimated to make up 90 percent of the Appalachian population, their descendants still lead the way in shaping the mountain character.

Veterans are admitted free to the pow wow. Parking is free and primitive camping is available.

On Sept. 2, Kentucky Dam Village State Resort Park teams up with Calvert City's Kentucky Lake Outdoors for

Kayak Demo Day. Whether you're a beginner or an experienced kayaker, you can try out a top-of-the-line model free of charge. Meet at "the Old Beach" next to the conference center to choose your boat and head for the lake.

One of three Kentucky State Resort Parks near Land Between the Lakes National Recreation Area – a 170,000-acre treasure between Lake Barkley and Kentucky Lake – Kentucky Dam Village offers a lodge with 72 lake-view rooms; 60 cottages; or a 14-room inn (available

as a total buyout rental) by an 18-hole golf course. There's also an outdoor pool, horseback riding, beach, boat rentals of all sizes, big-time fishing – 242 species – and even a 4,000-foot lighted runway if you want to fly in.

Why travel outside the commonwealth for Labor Day when you can stay and play in Kentucky? ■

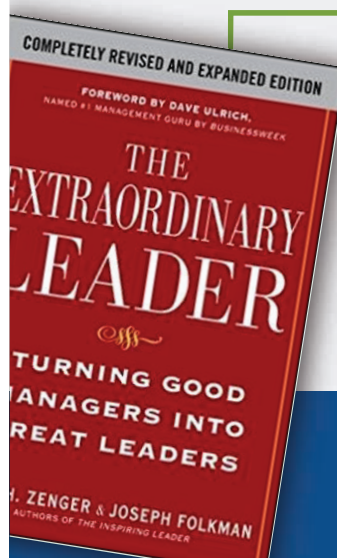
Katherine Tandy Brown is a correspondent for The Lane Report. She can be reached at editorial@lanereport.com.

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Frazier Prohibition Exhibit Opens at Bardstown's Getz Museum

THE Frazier History Museum in Louisville has partnered with the Oscar Getz Museum of Whiskey History in Bardstown to take its "Spirits of the Bluegrass: Prohibition and Kentucky" exhibit to the Bourbon Capital of the World.

The exhibit – one of the most popular exhibitions in Frazier's 14-year history – marks the first time a Frazier original exhibit has hit the road as a traveling exhibit.

Featuring two full bars and a lighted stage, the exhibit – which ran from fall 2016 to early 2018 in Louisville – explores the unintended consequences of Prohibition by tracing the rise of the temperance movement, bootleggers, speakeasies and flappers during the 1920s and '30s. The Bardstown version has been slightly scaled down to fit the Getz space.

A lineup of artifacts organized chronologically tells the story of the temperance movement, followed by Prohibition in 1920 and its repeal in 1933. A new point of focus will be Prohibition's impact on the city of Bardstown, where a black market for moonshine replaced the shuttered liquor distilleries.

"Spirits of the Bluegrass: Prohibition and Kentucky" was so popular with the public, we knew this exhibit had to live on beyond its time here at the Frazier," said Frazier History Museum President Penny Peavler. "With Bardstown's rich bourbon past and growing Kentucky Bourbon Trail tour experiences, the Oscar Getz Museum is the perfect partner with whom to share this important chapter in Kentucky history."

The Oscar Getz Museum opened in 1984 when the Getz family, having sold the Tom Moore Distillery in Bardstown, saved its vast collection of artifacts, documents and whiskey industry memorabilia to put on public display. Among the 5,000 items in the permanent collection are vintage ads, moonshine stills, antique jugs, liquor decanters, medicinal prescriptions and more.



Frazier Museum photo

The "Spirits of the Bluegrass" exhibit has been one of the most popular in the Frazier History Museum's 14-year history.

The museum is located in Spalding Hall, an antebellum brick building that served as a hospital during the Civil War. Staff has had to clear space around the entrance and renovate the hallways and foyer in preparation for the new exhibit, and a new effort to catalogue, label and digitize the permanent collection is currently underway.

At the insistence of the Getz family, admission to the museum remains free of charge.

The "Spirits of the Bluegrass" exhibit will remain at the Getz Museum for two to three years.

New Law Allows Use of 529 Plans for K-12 Tuition



A new law that went into effect July 14 allows parents to use funds saved in a Kentucky Education Savings Plan Trust (KESPT) account to pay for private-school tuition for grades kindergarten through 12th grade. The KESPT is a

tax-advantaged 529 savings plan designed to help families invest money for qualified education expenses.

Kentucky lawmakers amended legislation during the 2018 session to conform with the Tax Cuts and Jobs Act of 2017, which allows for expanded use of 529 account funds. Kentucky House Bill 434 gives parents the option to withdraw up to \$10,000 per year from a KESPT account to pay tuition at an elementary or secondary public, private or religious school. Tuition is defined as the quarterly or semester charges imposed to attend an educational institution and required as a condition of enrollment.

Kentucky's 529 plan provides a variety of professionally managed investment options. Not only can earnings grow tax free in a KESPT account, but withdrawals are also tax-free when used to pay for qualified education expenses. An account can be

opened online at kysaves.com with \$25, or \$15 dollars per pay period if using automatic payroll deduction.

Parents also have the option of using KESPT's eGifting feature to invite grandparents, family and friends to make gifts to a KESPT account for maximum growth potential. Funds may be transferred to another eligible family member if the beneficiary receives a scholarship or doesn't need to withdraw the full amount saved.

Additionally, KESPT savings are not included in determining Kentucky need-based financial aid for beneficiaries of Kentucky residents who plan to attend college. (Federal and institutional aid programs may take the 529 plan account balance into consideration when determining eligibility, so account owners should check with their preferred institution and refer to the KESPT plan disclosure booklet.)

For more information about KESPT, visit kysaves.com or call (877) 598-7878. The plan is managed by TIAA-CREF Tuition Financing Inc., a leader in 529 program management.



Highland Cleaners Manager Sharon McKenna hangs newly cleaned scarves that are ready to be delivered to patients who are undergoing cancer treatment. The scarves are donated by women from all over the country, many of whom return them when they are ready so that another woman can use the scarves during her treatment.

Spreading Hope to Women with Cancer

DESPITE the ongoing efforts to find a cure for cancer, there are few of us who do not know someone affected by it. As frightening as the diagnosis is, the treatments themselves can be daunting as well and for women, particularly, the reality of losing their hair as a result of treatment is an all-too-stark reminder of what they are facing.

Hope Scarves is a Louisville-based organization that collects donated head scarves and sends them to women who have recently been diagnosed with cancer. All recipients, whether they lose their hair or not, receive the scarf with a story of encouragement from another woman who has faced cancer – often the same woman who previously wore that scarf.

Partnering to make the mission possible is Highland Cleaners in Louisville, which cleans the scarves free of charge to prepare them for their next recipient. Highland has partnered with Hope Scarves for six years now.

“I was diagnosed with breast cancer when I was 30 years old and seven months pregnant,” says Lara MacGregor, founder of Hope Scarves. “A stranger – a friend of a friend – sent me her head scarves with a simple note: ‘You can do this.’ That simple act of compassion gave me strength and hope at a key moment in my life. That moment was the inspiration for Hope Scarves.

“Partners like Highland are what make our efforts possible,” MacGregor added. “They care for the scarves that carry hope to women throughout the world.”

Over the course of their partnership with Hope Scarves, Highland Cleaners has cleaned more than 8,000 scarves, which have been shipped to cancer patients in all 50 states and 16 foreign countries.

“Giving back to the community is a key part of our business model,” said Michael Jones, Highlands Cleaner owner. “We love working with Hope Scarves because the work we do for them is core to their mission. When women receive a lovely, wrapped scarf from Hope Scarves they know that it was given in love, packed with hope and cleaned with care.”

New App Helps You Explore Kentucky's Wineries, Breweries

THE Kentucky Department of Agriculture has introduced a free smartphone app to help you find your way to Kentucky's many small-farm wineries and locally owned craft breweries.

In addition to helping you find your way, the Drink KY app also lets you record notes of the beverages you sample and gives you rewards as you visit tasting rooms and tap rooms across the state.

“Any more handy and Drink KY would come with a corkscrew,” Agriculture Commissioner Ryan Quarles said. “Kentucky has dozens of thriving wineries and breweries that produce a wide variety of styles for every taste. The Drink KY app is your personal tour guide to these unique destinations.”



The app allows users to view winery locations in map or list format, with a filtering capability to view exact locations. When a winery or brewery is selected, Drink KY instantly provides the address, directions, hours of operation, and other pertinent information to help plan a tour.

Facebook users can log in with no username and password to remember. The virtual passport automatically verifies the user's location, and notifies them when they are eligible for a prize.

Users are eligible for prizes after seven check-ins to Kentucky wineries or 10 check-ins to Kentucky craft breweries.

The app is available for both Apple and Android devices.

Lexington, Louisville Ranked Among Nation's Best-Run Cities

KENTUCKY is known around the world for its horses and bourbon, but now two of the state's largest cities are receiving acclaim for how well they are being managed from a financial standpoint.

In its most recent listing of the nation's best-run cities, personal-finance website WalletHub ranked Lexington No. 4, with Louisville coming in at No. 30. The top three cities in this year's ranking were Nampa, Idaho; Provo, Utah; and Boise, Idaho.

To determine the rankings, WalletHub looked at the operating efficiency of 150 of the largest U.S. cities, comparing the quality of services residents in each city receive against the



Lexington Mayor Jim Gray



Louisville Mayor Greg Fischer

city's total budget. A “quality of services” score made up of 35 metrics was grouped into six service categories: financial stability, education, health, safety, economy, and infrastructure and pollution. Then, each city's quality of services score was divided by the total budget per capita.

“This news is gratifying and rewarding, and the result of a lot of hard work by many talented people, including our council,” said Lexington Mayor Jim Gray. “When I began as mayor in 2011, we made tough financial decisions that put us on the path to prosperity today. I'm a believer in continuous improvement, and these numbers show why.”

KENTUCKY PEOPLE

LOUISVILLE: KUEBER FAMILY DONATES \$1M TO SUPPORT USPIRITUS' MISSION



David and Suzanne Kueber, owners of Sun Tan City and the Louisville-area Planet Fitness clubs, have donated \$1 million to Uspiritus, one of the state's largest agencies dedicated to helping at-risk children and youth. The contribution will help Uspiritus fulfill their mission of serving boys and girls ages 6-18 who are living with the effects of mental illness, abuse, neglect or other family crisis situations. Along with residential and community-based programs in Louisville, Uspiritus oversees community-based services in Bowling Green and Lexington. Pictured here at the check presentation are (left to right), David Kueber; son Patrick Kueber; Suzanne Kueber; Abby Drane, president and CEO of Uspiritus; and Curry Nicholson, Uspiritus board chair.

LEXINGTON: US EQUESTRIAN BREAKS GROUND ON NEW HEADQUARTERS



US Equestrian held a groundbreaking ceremony on May 11 for a new 35,000-s.f. building at the Kentucky Horse Park that will serve as headquarters for the organization. The building will house approximately 140 employees and is expected to be complete by fall 2019. Pictured here at the groundbreaking are (left to right): Bob Quick, president and CEO, Commerce Lexington; Tandy Patrick, chairwoman of the Kentucky Horse Park Commission; Bill Moroney, CEO of US Equestrian; Regina Stivers, interim secretary of the Kentucky Tourism, Arts and Heritage Cabinet; and Laura Prewitt, executive director of the Kentucky Horse Park.

LOUISVILLE: BB&T SUPPORTS NORTON CHILDREN'S HOSPITAL WITH \$500,000 GIFT



BB&T Bank recently donated \$500,000 to Norton Children's Hospital in Louisville to support a special area for infants who need cardiac intensive care. Pictured here at the check presentation are (left to right): Thomas F. Eller Jr., president, Kentucky/Ohio Region, BB&T; Greg Branstetter, senior vice president, Capital Markets, BB&T; Emmett Ramser, chief administrative officer, Norton Children's Hospital; Lynn Meyer, chief development officer, Norton Healthcare; Erle H. Austin III, chief of cardiovascular surgery, Norton Children's Hospital and University of Louisville Physicians; Walt Sobczyk, pediatric cardiologist, University of Louisville Physicians; Natalie Edwards and Penn Edwards, Norton Children's Hospital heart patient; and Bryan Taylor, BB&T market president, Louisville/Southern Indiana.

RICHMOND: BATTELLE CONTINUES TO INVEST IN EKU RESEARCH PROGRAM



Battelle recently presented a \$20,000 check to Eastern Kentucky University to support the university's undergraduate research program. Battelle is a global nonprofit research and development organization that has invented products such as the CD player, copy machine and various medical devices. Pictured here presenting the check is Mark Needham (right), site manager for Battelle at the Blue Grass Chemical Agent Destruction Pilot Plant in Richmond, with Tom Otieno, dean of the EKU College of Science.

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