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PERSPECTIVE

HEALTH CARE IS NOT FREE

Eliminating private plans would cut options, overcrowd facilities

BY PAT FREIBERT

HROUGHOUT the recent midterm election campaigns, a recurring refrain was Medicare for All. The promises on Medicare for All are very reminiscent of those put forth to promote the 2010 Patient Protection and Affordable Care Act, better known as "Obamacare."

Remember the sales pitches for that legislation? "If you like your doctor, you can keep your doctor. If you like your health-care plan, you can keep your health-care plan," etc.

Those promises turned out to be false. So, here we go again. Millions of Americans lost affordable insurance plans that were abolished under the Affordable Care Act. This time, Americans must be more careful what they wish for.

There are several variations of Medicare for All, but at least one prominent version makes all private plans that would compete with Medicare illegal. Economic consultant Stephen Moore, a senior fellow at the Heritage Foundation, points out that Title VIII, Section 801 of the Medicare for All Act of 2017 introduced by Sen. Bernie Sanders (I-Vt.) "specifies that no employer benefit plan may provide benefits that duplicate payment for any items or service for which payment may be made under Medicare." In other words, employers are prohibited from covering their workers, retirees and their families. As a result, nearly half of Americans could lose their health care under this proposal.

National syndicated columnist Michelle Malkin shares her experience with the "Obamacare" system: She, her husband and two children lost "not one, not two, not three but four private individual market health plans killed directly by Obamacare."

To see what happens with a federal single-payer health plan, look no further than the Veterans Health Administration, where our veterans die waiting in lines for care or even to see a doctor. Whatever path our country takes regarding health care, Americans must never sign on to a plan that abolishes employer-provided coverage, union plans and plans people buy for themselves. The Sanders plan mandates all those provisions.

In his 96-page epistle, Sec. 107, Sanders calls for banning all private insurance four years after the program begins. This section also calls for terminating Medicare and other government health programs.

Betsy McCaughey, former lieutenant governor of New York and now a senior fellow at the London Center for Policy Research, has analyzed Sanders' legislative proposal page by page. She reports that Sec. 106 and Sec. 611 provide for enrolling everyone, including those living in the country illegally.

Medicare would no longer be a program for seniors; everyone would be in the same Medicare for All programs. Hospitals would receive rates 40 percent less than private insurance, hospitals would have to crowd more beds into rooms and corridors, and patients would have longer wait times for visits and procedures. Meanwhile, demands for care would increase because it's "free."

Millions of Americans lost affordable insurance plans that were abolished under the Affordable Care Act. This time. Americans must be more careful what they wish for.

McCaughey likens it to the British National Health Service, "only in Britain the public is allowed to buy private coverage."

There would be no more union plans. No more employer-provided plans. No more individual private-market plans.

For the federal government to take complete control of such a large piece of the American economy does not bode well for the survival of the American concept of liberty and free choice. Hopefully, the public has learned a lesson about intense sales pitches from Washington and being misled. We need to hold accountable the elected people who should be reading what is in the legislative proposals - not their staff, but the legislators themselves.

As citizens, we should not forget being misled about health care in the past and must insist that officials show us exactly what is stated in the legislation.

Government officials are supposed to serve the people - the people are not supposed to be servants to those in government. And be careful what you wish for: health care is not free.



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

STATE

XLERATEHEALTH TEAMS WITH UK, UofL AND WVU TO CREATE REGIONAL BIOMEDICAL TECH ACCELERATOR

/LERATEHEALTH, a Louisville-based health- 8 care technology accelerator, will be joining forces with the **University of Kentucky**, the University of Louisville, West Virginia University and other academic partners to create a hub to accelerate commercialization of biomedical technologies in the Southeast Institutional Development Award (IDeA) region. The IDeA region includes Kentucky, Arkansas, Louisiana, Mississippi, Puerto Rico, South Carolina and West Virginia.

The project is being funded through a grant awarded by the National Institute of General Medical Sciences (NIGMS), a division of the National **Institutes of Health**, that could potentially total \$3.5 million over three years. The grant includes nearly \$500,000 in funding for the first year.



A new biomedical technologies accelerator hub will help get new health-care innovations to market more quickly.

"Commercializing a health-care technology is difficult, launching a biotech company is even more complicated due to the numerous things the founders need to work through, including regulatory requirements, reimbursement and funding," said Jackie Willmot, co-founder and CEO of XLerateHealth. "We are excited about partnering with the University of Kentucky, the University of Louisville and West Virginia University... to move research from lab to market."

The new accelerator hub will be one of four NIGMS-funded hubs to help IDeA states accelerate early-stage biomedical technology from the laboratory to market. The grant will fund creation of an online "virtual hub," through which XLerateHealth, UK, UofL and WVU can connect and share educational curriculum, resources and commercialization tools for utilization across the network of participating institutions. There will also be a focused intellectual property and technology transfer support services component for regional and historically black colleges and universities to assist where those services are not currently available.

LOUISVILLE

GE APPLIANCES TEAMS WITH PUBLIC SCHOOLS TO TRAIN STUDENT WORKERS, BUILD UP WORKFORCE



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The GEA2DAY program is designed to help train a new generation of workers for the manufacturing industry.

E Appliances and Jefferson County Public **Schools** have announced two new programs that they say will be national models for building the next generation of American manufacturers.

The GEA2DAY program creates an employee workforce that will work two days a week - Mondays and Fridays - while earning \$14 per hour and up to \$6,000 annually for college tuition.

"Anyone in the community can apply to work as part of GEA2DAY, but we are really excited about the space this creates for JCPS seniors and recent high school graduates," said GEA Chief Operating Officer Melanie Cook.

The program not only helps young workers learn more about manufacturing while earning money for college, it also helps GEA fill a staffing need, as many full-time employees use their vacation and discretionary days to extend their weekends. The program will create 150 part-time positions.

The other program in the GEA initiative involves offering virtual classroom experiences for students who are part of the Academies of Louisville manufacturing program at **Doss High School**. Students in the program will be given a real-world manufacturing problem to solve for GE Appliances. The top students will have the opportunity to present their projects to a panel of GEA executives.

Cook, who is also on the board of the National Association of Manufacturers, is encouraging all American manufacturers to partner with their local school districts to launch similar programs in their communities.

HARLAN COUNTY

ENTREPRENEURS BUY, **RESTART IDLE COAL MINE,** CREATING 200 NEW JOBS

OING against conventional thought regarding the future of coal, a young startup energy company acquired the mining rights of an idled mine and wash plant in Coalgood, Ky., in February 2017, with the goal of reinvigorating the coal industry in Harlan County and putting people back to work. Earlier this fall, the owners of **JRL Energy** announced that the company has completed shipment of more than 1 million clean tons of thermal-grade coal since beginning operations in 2017 and the company recently hired its 200th employee in Harlan County.

"After examining the industry, we determined that rising coal prices and a cease on unnecessary federal regulations since the November 2016 presidential election made the opportunity attractive for our long-term investment goals," said **JRL** Chief Executive Officer Timothy Lusby, who founded the company along with Jouko Rissanen and Roger Lusby.

JRL conducts both surface and underground mining on leasehold interests covering over 15,000 acres and representing over 50 million recoverable tons of coal. The company holds 11 coal mining permits issued by the **Kentucky** Department of Natural Resources, including permits to process and wash coal, dispose of waste and load unit trains. As of September 2018, management scaled its mining operations and is currently mining and shipping over 120,000 tons a month.

"Putting 200 people back to work in Harlan has been personally rewarding," said JRL President and Chief Legal Officer Michael Rozmajzl. "You can sense the optimism that comes with adding jobs and improving the economy in a town that has suffered through the downturn in the coal industry."



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).

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FAST LANE

BUSINESS BRIEFS



ASHLAND

■ Kentucky Power is looking to add up to 20 megawatts of solar energy to diversify its electric generation mix and meet growing customer interest in solar options. The company has issued a request for proposals for new solar projects, with a submission deadline of Feb. 1, 2019. Kentucky Power President and COO Matt Satterwhite said businesses

in the region have requested solar energy options that could help them meet their own green energy goals. RFP information is available at kentuckypower.com/go/rfp.

BENTON

■ United Systems and Software Inc. is investing \$5.3 million to build a new facility and expand operations in Benton, a project that is expected to create 50 full-time jobs. The software and information technology services provider, which specializes in software development and IT for utilities and local government clients, is building a 20,000-s.f. facility in Benton's newly announced Southwest One Industrial Park. Founded in 1977, United is headquartered in Benton and serves more than 1,000 customers across 13 states.

BOWLING GREEN

■ Sentinel Capital Partners has acquired Holley Performance Products, a Bowling Green-based company that manufactures and



markets high-performance automotive products. Sentinel plans to combine Holley, which has been in operation for 115 years, with **Driven Performance Brands**, a platform Sentinel acquired in 2015. "Holley has a proven ability to integrate add-on businesses successfully and leads the industry when it comes to product innovation," said Jim Coady, a partner at Sentinel. "Combining Holley and Driven creates the largest and most diversified business in the industry." Financial details of the acquisition have not been disclosed.



CLERMONT

■ Bernheim Arboretum and Research Forest has purchased a 494-acre tract of land adjacent to the Bullitt County community of Cedar Grove. The purchase – which marks Bernheim's third land acquisition in three years – brings the total acreage of land protected by Bernheim to 16,137. Funding for the \$1.4 million project came from the Kentucky Heritage Land Conservation Fund and the Imperiled Bat Conservation

Fund. In addition to purchasing the property, Bernheim granted a conservation easement to the Kentucky Heritage Land Conservation Fund board that restricts development and subdivision of the land and requires the area to be managed as a habitat for imperiled species.

COVINGTON

■ The **Point/Arc of Northern Kentucky and Greater Cincinnati** is building an education center in Covington designed to fill the service gaps for individuals with intellectual and development disabilities. The Zembrodt Education Center will provide the space needed to continue to offer employment services, pre-vocational skills and career exploration classes. The Point/Arc provides a wide range of programs for individuals of all ages with a variety of disabilities and serves more than 1,500 individuals annually through its programs and services.

CUMBERLAND

Fairmont Supply Co., a Pennsylvania company



that is of the nation's **Resourceful**. Responsive. Reliable. largest full-line distributors of industrial maintenance repair and operation supplies, has opened a new location in Cumberland. The 15,000-s.f. warehouse, which employs a staff of six, supports coal customers in the Cumberland Valley with industrial supplies.

PARIS AGTECH BREAKS GROUND FOR NEW PLANT TO DEVELOP HEMP PRODUCTS

GTECH Scientific has broken ground on a new facility in Paris' Bourbon County Business Park that will be used to develop and manufacture hemp-based products.

The new 50,000-s.f. facility, which is expected to employ more than 270 within three years, is part of AgTech's plan to work with



AgTech will be working with Kentucky farmers on large-scale hemp production.

Kentucky farmers to grow hemp. The company will also be partnering with the **University of Kentucky** on research.

"Our first beta test planting season has been a success," said Brian King, chief strategy officer for AgTech. "We initially planned on 2,000 plants. However, as word and interest in our project spread in the farming community, we ended up planting 200,000 plants in 2018. We're planning to plant over 4 million plants next season."

More than 6,700 acres of hemp were planted in Kentucky in 2018 under the Kentucky Department of Agriculture Industrial Hemp Research Pilot Program, placing the commonwealth behind only Colorado among all states in total industrial hemp acres planted. Approved Kentucky growers have skyrocketed from 20 at the program's outset in 2014 to 210 in July 2018.

AgTech holds both a processor/handler license and a grower license from the Kentucky Department of Agriculture hemp program and intends to partner with Kentucky farmers for largescale hemp production. The company will then extract cannabidiol (CBD) from the locally grown hemp. (CBD differs from THC, the intoxicant in marijuana.) Initially, the facility will produce an energy drink incorporating CBD.

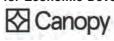
In partnership with UK, AgTech is also researching potential health benefits of hemp-based additives for animal food.

STATE

NEW NONPROFIT FORMS TO SUPPORT SOCIALLY RESPONSIBLE KY BUSINESSES

new Kentucky-based nonprofit organization has formed with the goal of supporting socially responsible businesses across the commonwealth.

Canopy is in the process of raising \$1 million to fund its startup phase and plans to be operational across the state by early 2019. The organization has already announced a three-year, \$100,000 partnership through the **Kentucky Cabinet** for Economic Development's RISE (Regional Innovation



Making Kentucky First in Good Business initiative); a \$25,000

grant from Louisville Forward; \$50,000 in startup funding from Stoll Keenon Ogden; \$25,000 in startup funding from FMS; \$30,000 in branding work from Bullhorn Creative; and a three-year, \$50,000 partnership with DMLO CPAs.

Canopy will work to promote new ways to think about solving pressing social challenges and collaborate with and provide resources for member companies that are using their for-profit businesses as a force for good. Canopy will also develop a "traveling roadshow" that will tour the state to share new business models that integrate social impact, accountability and transparency with profitability.

LONDON

FEDERAL GRANT WILL HELP MEET RISING NEED FOR MORE AFFORDABLE HOUSING

ENTUCKY Highlands Investment Corp. has received a \$150,000 grant from the **U.S. Small Business Association**'s Program for Investment in Micro-Entrepreneurs (PRIME) to help organizations in the Eastern Kentucky region better meet the demand for affordable housing.



A shortage of qualified c o n s t r u c t i o n - t r a d e businesses and professionals has hindered the ability of h o u s i n g - d e v e l o p m e n t o r g a n i z a t i o n s i n Southeastern Kentucky to meet demand. In addition to a skilled worker shortage,

the average age of company owners in the plumbing, electrical and HVAC trades is nearly 60 years old, and few have a succession plan for the business.

KHIC will use the PRIME funds to help housing and construction companies become more efficient, profitable and sustainable and help experienced construction trades workers launch their own businesses. The pilot program will provide a business management curriculum to build the capacity of existing construction trades, with content delivered in classroom settings, one-on-one counseling, workshops, video conferencing and online.

KHIC is one of only 32 organizations nationwide to receive a PRIME grant.

BUSINESS BRIEFS

EASTERN KENTUCKY

■ The United States **Department of Agriculture** has awarded nearly \$100,000 in Rural Business Development Grant funds for the Eastern Kentucky Concentrated Employment Program's **Teleworks USA** initiative that will support the agency's longstanding mission to connect Eastern Kentuckians

to telework jobs with a variety of companies from



across the country. The grant will allow Teleworks to expand their services in Lawrence, Elliott, Carter, Wolfe, Menifee and Morgan counties.

ERLANGER

■ The average airfare out of the **Cincinnati/Northern Kentucky International Airport** (CVG) has dropped 43 percent over the last four years while passenger traffic has increased 54 percent over that same time period, according to the latest statistics from the **U.S. Department of Transportation**. Airport CEO Candace McGraw, who attributed the change to an increase in airline competition, said CVG passengers are paying, on average, \$240 less per ticket than they were four years ago.

FRANKFORT

■ Investors Heritage Life Insurance Co. plans to double its Kentucky workforce over the next five years to help meet projected growth following the company's merger in March of its holding company, Investors Heritage Capital Corp., and an affiliate of Aquarian Holdings. Investors Heritage has been headquartered in Frankfort since its founding in 1960 and currently employs a staff of 75. Company President and CEO Harry Lee Waterfield II said that in addition to hiring 75 more employees, the company plans to expand into new markets and add to its product portfolio.

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FAST LANE

BUSINESS BRIEFS



HIGHLAND HEIGHTS

■ Northern Kentucky University has officially opened its new \$105 million Health Innovation Center, which houses the university's College of Health Professions and the Institute for Health Innovation. St. Elizabeth Healthcare partnered with NKU on the project, investing \$8 million to construct and equip the center's two-story simulation center.

LEXINGTON

■ Lexington-based **Forcht Bancorp Inc.** has completed its purchase of **Watch Hill Bank** in Cincinnati in a deal valued at \$28 million. With the acquisition, Forcht now operates 24 banking centers in 13 community markets across Kentucky and Ohio and has total assets of approximately \$1.2 billion.

■ Bluegrass Hemp Oil and its parent company, Kentucky Cannabis Co., have opened a new location in Lexington to accommodate the company's growth. The company specializes in cannabidiol (CBD), the predominant cannabinoid in hemp that has been shown to help treat a wide range of health conditions. The new location is home to Kentucky Cannabis' administrative offices, lab and packaging



departments, while the company's retail location remains at its original Reynolds Road location in Lexington. Bluegrass Hemp also operates a retail location in Spokane Valley, Wash.

LEXINGTON/LOUISVILLE

The Lexington architecture firm of alt32 has joined with Louisville-based Cox Architecture to form alt32 + Cox.



The combined firm employs a staff of 10 and will retain offices in both Lexington and Louisville.



LOUISVILLE

■ Southwest Airlines is now offering daily nonstop flights between Louisville International Airport and Houston's Hobby Airport, utilizing the 143-scat Boeing 737 aircraft. Southwest will begin offering daily nonstop flights between Louisville and Dallas' Love Field on Jan. 7, 2019.

■ Ring Container Technologies, a Memphis-based company that focuses on producing sustainable products within the consumer packaging industry, has opened a \$23.3 million plant in Louisville. The new facility will produce food-grade polyethylene terephthalate (PET) bottles for Louisville-area companies, eliminating the need for hundreds of shipments from other facilities in the Midwest. The new plant will bring 41 new jobs to the area.

■ Ohio Transmission Corp., an industrial equipment service provider and distributor headquartered in Columbus, Ohio, has acquired **Tape Industrial Sales Inc.**, a Louisville company that specializes in industrial finishing and sealant/adhesive applications. Tape will become a division of OTP Industrial Solutions, but will continue to operate under the Tape name and with its current local management.

■ Tier3 Technologies, a Louisville-based information technologies services provider, is investing \$2.4 million to relocate and expand its Louisville headquarters and add 62 full-time employees to its existing eight-member staff. Tier3 Vice President William F. Paynter said the company is making Kentucky "the focus of our workforce expansion as we expand further into predictive/big data analytics by utilizing artificial intelligence and experience." Founded in 2001, Tier3 specializes in software optimization IT services for clients around the world, including companies such as KLX Aerospace, Chiquita Brands International and the Commonwealth of Kentucky.

EASTERN KENTUCKY

FEDERAL GRANTS AWARDED TO REVITALIZE FORMER COAL TOWNS, INCREASE TOURISM



The town of Stearns was built in the early 1900s to serve as a hub for the logging and mining business of Stearns Coal & Lumber Co. WO Eastern Kentucky communities have received federal grants to help revitalize the areas and attract more tourism revenue to the region.

The **McCreary County Heritage Foundation** has received a \$1.1 million Abandoned Mine Lands (AML) grant and a \$2 million grant from the **U.S.**

Economic Development Administration that will be used to make improvements to **Stearn's historic district**, including the construction of a restaurant and reconstruction of a theater. The historic Stearns Coal & Lumber Co. stores will be rehabbed and repurposed into museums and a visitor center, while the former company headquarters will be converted into a bed and breakfast inn. The town of Stearns was built in the early 1900s by the **Stearns Coal & Lumber Co.** to serve as the hub of a logging and mining empire that ultimately employed over 2,200 people in 18 coal and lumber camps.

Funds from the AML grant will also be used to make repairs and improvements to the **Big South Fork Scenic Railway**. The railway attracts some 30,000 visitors a year, with approximately 600,000 visiting the National Big South Fork River and Recreation Area.

In Harlan County, a \$2.6 million AML grant will be used to refurbish the **Portal 31 Exhibition Mine** and renovate an adjacent building to provide space for a planned dulcimer factory, a planned coffee-roasting company and the expansion of an existing mushroom-growing operation.

The project will also include a new walking trail that will take visitors to the overlook at the summit of Black Mountain, the highest natural point in Kentucky. A proposed 40-foothigh observation tower will provide a scenic view of Kentucky and Virginia.

In addition to the AML grant, the Harlan County project has received \$650,000 local/in-kind funds. When complete, the project is expected to create 20 new jobs and increase visitors to the area by 40 percent.

ERLANGER

COLD CHAIN INTEGRITY INVESTING \$20M FOR NEW COLD STORAGE WAREHOUSE

OLD Chain Integrity, a third-party logistics company that provides cold storage and transportation services for the food, flavoring and pharmaceutical industries, is investing \$20 million to build a new 115,000-s.f. ultra-lowtemperature public refrigerated facility at its existing warehousing and distribution campus in Erlanger.

The high-rise, high-density warehouse will serve existing large-scale customers and offer public storage for local smallbusiness owners and nonprofit organizations.

With 460,000 square feet under roof, CCI's current facilities handle a wide range of refrigerated and frozen products held at temperatures from -25F to 60F. CCI is a unit of **United Dairy Farmers**.

The new facility is expected to open by summer 2019 and will create 50 full-time positions, including drivers as well as office, administrative and warehouse positions.

NICHOLASVILLE

R.J. CORMAN ACQUIRES TENNESSEE FAMILY OF RAILROAD COMPANIES

N ICHOLASVILLEbased R. J. Corman Railroad Co. has acquired a family of companies that includes the Nashville & Eastern Railroad Group (NERR); Nashville & Western Railroad Corp. (NWR); Transit Solutions Group, a commuter rail operation; and three related operating entities.



R. J. Corman will take over the operations of the Nashville & Eastern family of railroad companies in January.

The NERR is a 130-mile railroad operating between Nashville and Monterey, Tenn.; the NWR is an 18-mile railroad operating between Nashville and Ashland City, Tenn. Together, they transport 12,000 carloads annually and haul a diverse commodity mix, including chemicals, aggregates, waste, paper, energy products, metals and building materials.

The Transit Solutions Group, which operates the Music City Star, transports nearly 300,000 passengers annually, and offers point-to-point transportation from Nashville to Lebanon, with stops in several cities along the route.

Corman operates 11 short-line railroads in nine states, including Tennessee, and provides a broad scope of services to the railroad industry.

BUSINESS BRIEFS

LOUISVILLE

■ Learning House, a Louisville-based company that provides online program management (OPM) services for colleges and universities, has been sold to global publishing company John Wiley & Sons for \$200 million. Learning House and Wiley's existing education services business will combine to create a diversified software and services leader in the \$2.3 billion OPM market, with approximately \$200 million in combined annual revenue, over 60 university partners, and more than 800 online graduate and undergraduate degree programs.

■ Norton Healthcare has opened its new Norton Cancer Institute – Brownsboro, a \$38 million facility that brings all Norton oncology subspecialties and services together in one location. The new facility utilizes some of the most advanced radiation equipment in the region and houses a state-



of-the-art oncology pharmacy. It also includes Norton Cancer Institute's Prompt Care Clinic, which provides urgent care for oncology patients.

■ American Airlines will begin offering daily nonstop flight service between Louisville and Los Angeles, beginning April 2, 2019. Dan Mann, executive director of the Louisville Regional Airport Authority, said the Los Angeles service was the largest unserved and most requested route by Louisville travelers. Louisville Mayor Greg Fischer noted that the service will help attract business, showcase the city to new clientele in West Coast markets, and provide quicker access to workforce and growth opportunities.

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FAST LANE

BUSINESS BRIEFS

LOUISVILLE

■ The Kentucky Derby Museum

has completed a \$6.5 million expansion that represents the largest expansion of its footprint since it opened in 1985. The project added 11,000 s.f. and renovated an existing 5,000-s.f. area. The museum's new exhibit space introduces guests to the



stories of Hall of Fame trainer D. Wayne Lukas and Hall of Fame jockey Bill Shoemaker. The new wing also features two event spaces that can be set up for various events and will accommodate nearly 2,000 guests.

■ The Kentucky College of Art + Design has received approval from the Kentucky Council on Postsecondary Education to offer a fouryear bachelor of fine arts degree, making KyCAD the commonwealth's only four-year independent art college. KyCAD previously operated as a department within Spalding University. The college is currently accepting applications and will begin classes on Jan. 7, 2019.

■ The **National Institutes of Health** has awarded a \$16.4 million grant to a **University of Louisville** research team to explore how the environment may contribute to the development of and impact on diabetes and obesity. According to statistics cited by UofL, more than 90 million adults in the United States are obese and over 30 million adults suffer from diabetes.

■ With the sale of its banking assets to the **Evansville Teachers Federal Credit Union**, **American Founders Bank** is now **American Founders Capital Inc.** and will continue as a Louisville-based credit and investing entity under the direction of its chairman, William P. Butler. Butler is also chairman and CEO of **Corporex Cos.** in Covington and has a long history in the Louisville market.

MAYFIELD

■ Sullivan University has announced plans to open a Center for Learning in Mayfield in early 2019. In addition to educational classes, the center will offer professional skills training and programs for workers and employers. The Louisville-based university also operates Centers for Learning in Louisa and Carlisle, as well as a campus in Lexington and an extension facility in Fort Knox.



MAYSVILLE

■ East Kentucky Power Cooperative is investing more than \$262 million to ensure that its **Spurlock Station** near Maysville remains in compliance with federal regulations related to handling and storage of coal ash and related materials. The station is EKPC's largest power plant, featuring four generating units with capacity to produce more than 1,300 megawatts of electric power. Work will begin in early 2019 and continue until 2024.

OWENSBORO

Brescia University will begin offering a Bachelor of Science in Agricultural Business program, beginning in January 2019. The program is part of an articulation agreement with **Owensboro Community and Technical College**, whereby students will earn an associate degree in applied science in agricultural studies at OCTC and then continue on to Brescia to complete their bachelor degree.

OWENTON

■ Pounds of Plastic Inc., a supplier to the automotive and general manufacturing industries, has announced plans to open a new manufacturing operation in Owenton that will create 54 new jobs. The company will locate in the former **ltron lnc.** warehouse, a 30,000-s.f. building that has been vacant since Itron shut down its Owenton operations earlier this year, eliminating approximately 400 jobs. Pounds of Plastic plans to utilize the plant to manufacture custom polymers and thermoplastics for automotive customers. Work on the project is already underway and the company expects to be operational by December.

STATE BOURBON INDUSTRY CONTINUES STRONG AS INVENTORY REACHES 46-YEAR HIGH

HE Kentucky Distillers' A s s o c i a t i o n h a s announced that the state's aging bourbon inventory has reached 7.5 million barrels, the most since 1972.

The total number of all barrels – including bourbon, brandy and other spirits – reached 8.1 million, the most since 1971. The tax-assessed value also hit a record high – \$3 billion – a



also hit a record high – \$3 billion – as did the amount of barrel taxes paid by distillers at \$23 million.

Kentucky has long been famous for its bourbon, but the industry really began booming with the introduction of the Kentucky Bourbon Trail, which has turned Kentucky bourbon into a tourism engine. The bourbon industry generates as many as 17,500 jobs with an annual payroll topping \$800 million and pours \$825 million into tax coffers each year. The industry is also in the middle of a \$1.2 billion building boom that will add new tourism centers and expanded production facilities.

STATE

KY CREATES CONSORTIUM TO PROVIDE HELP FOR ENTREPRENEURS, STARTUPS

Y Innovation, the state's initiative that provides support for new and growing companies, has formed a new consortium to serve, attract and develop innovative entrepreneurs and startup businesses to Kentucky.

KY Innovation has selected Shaping Our Appalachian Region (SOAR) and the Awesome Center for Entrepreneurship (ACE) as the first leaders of The Regional Innovation for Startups and Entrepreneurs (RISE) consortium.

RISE Appalachia will establish eight offices throughout the region with a focus on making high-speed broadband available to all; workforce development; reducing the physical and economic impact of obesity, diabetes and substance abuse; increasing employment opportunities; connecting local food producers to markets both inside and outside the region; and establishing Appalachia Kentucky as a tourism destination. The initiative will receive \$456,257 in state funding, which will be matched with \$321,739 in cash and \$134,517 in-kind services.

ACE – a not-for-profit organization stemming from Awesome Inc., a Lexington-based accelerator and champion for entrepreneurship – will receive \$750,000 through RISE. The funds will be used to enhance the efforts of multiple local agencies working to bolster Central Kentucky's growing entrepreneurial community and will be matched through various partner organizations. That funding, said Awesome Inc. co-founder Brian Raney, will help "take things to the next level when it comes to entrepreneurship throughout Central Kentucky."

"RISE is the start of something revolutionary for innovators and small businesses across Kentucky," said Brian Mefford, executive director of KY Innovation. "Regional clusters... represent a significant shift from a model that treated each part of the state identically to one that recognize the unique strengths and needs of each region while connecting entrepreneurs to the resources they need, regardless of county boundaries."

The RISE approach is designed to foster partnerships between universities, established companies and industry sectors, entrepreneurs, business accelerator and incubator programs, and various other public and private entities.

STATE **KENTUCKY EMPLOYERS TO SEE 10.8% DECREASE IN WORKERS' COMP COSTS**

ENTUCKY employers will be seeing a decrease in workers' compensation costs as a result of a recent decision by the Kentucky Department of Insurance to approve the 2018 rate filing used to develop rates for workers' comp coverage.

According to the figures submitted in the 2018 annual rate filing, the average reduction of 10.8 percent across the class codes includes manufacturing, office and clerical, contracting, and goods and services.

DOI Commissioner Nancy Atkins credited the decrease in costs to the passage of House Bill 2, which made reforms to the workers' comp system for the first time in over 20 years.

While HB 2 made numerous improvements to the system, its passage was also critical because of what could have transpired had the legislation not been approved. Over the past few years, the Kentucky Supreme Court found several Kentucky workers' compensation statutes unconstitutional, dealing a blow to every employer in the commonwealth.

The bill had broad support across the state, with the Kentucky Chamber of Commerce leading a coalition of nearly 50 businesses along with private and public agencies and associations. The Chamber was joined by the Kentucky League of Cities, the Kentucky Association of Counties, the Kentucky Retail Federation, the Kentucky School Board Association and the Kentucky Professional Firefighters Association as well as large employers such as Toyota, Ford and UPS.

Presented by

BUSINESS BRIEFS

TRIGG COUNTY

■ Vertical, one of the nation's largest integrated hemp companies, has opened a new facility in Trigg County as part of an initial \$5 million investment to cultivate, extract and manufacture a wide range of hempbased cannabidiol (CBD) products. CBD has been shown to help treat chronic conditions such as pain, anxiety and epilepsy. Momentum for hemp has been building since The Industrial Hemp Farming Act sought to amend the U.S. Controlled Substance Act by removing industrial hemp's classification as a Schedule I substance. Assuming a \$3 per gram sale price, the Kentucky operation is projected to initially generate approximately \$18 million in revenue. At full capacity, the Trigg County plant will employ more than 100 people.

STATE

■ LG&E and KU's efforts to grow business and attract jobs across Kentucky have earned the utilities a spot on Site Selection magazine's list of the top 10 utilities in the



United States for economic development. The magazine recognized the company's economic development team for its work in 2017, which included 155 projects in LG&E and KU's service territories that created nearly 7,500 jobs in Kentucky, with a related capital investment of more than \$4 billion. Site Selection is an international economic development magazine that features expansion planning information to 45,000 executives.

■ The **Dinsmore & Shohl** law firm has launched its ADR (Alternative Dispute Resolution) Center, a full-service dispute resolution practice that offers conflict resolution in matters pertaining to litigation, employment, intellectual property, torts, business, and estate issues, among others. Dinsmore's Kentucky offices are located in Covington, Frankfort, Lexington and Louisville.

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12.3

Kentucky Chamber

INTERSTATE LANE

Business news from Indiana, Ohio, Tennessee and West Virginia

BUSINESS BRIEFS

INDIANA

■ Swiss security and access solutions company **dormakaba** is expanding its operations in Indianapolis, creating more than 100 new jobs over the next several years. The company, which purchased the Mechanical Security businesses of **Stanley Black & Decker** in early 2017, plans to nearly double the size of tis existing facility, bringing its total manufacturing footprint to 430,000 s.f.



RB, a consumer health and hygiene company whose brands include Enfamil, Lysol, Clearasil and Woolite, is investing \$25 million to update and increase capacity and capabilities at the 1.2 million-s.f. **Mead Johnson**

Nutrition facility in Evansville, Ind. RB executives said renovating the Evansville plant - which was part of RB's acquisition of Mead Johnson in 2017 – will help the company maintain its role as a global leader in pediatric nutrition and reduce overall costs associated with developing and maintaining science-based pediatric nutrition products. The project will add 95 new jobs over the next five years.

оню

■ Wilmington, Ohio-based **Air Transport Services Group Inc.**, a provider of aircraft leasing and air cargo transportation, has acquired **Omni Air International** for \$845 million. Omni provides passenger airlift services to the U.S. Department of Defense as well as full-service passenger charter and ACMI (aircraft, crew, maintenance and insurance) services. ATSG President Joe Hete said the acquisition increases the company's revenue for 2019 by more than 40 percent, brings increased revenue diversification and adds both passenger service and Boeing 777 capabilities to its range of services.

■ Cincinnati Financial Corp., one of Greater Cincinnati's largest publicly owned companies, has signed an agreement to acquire MSP Underwriting Limited in a \$134 million all-cash transaction. London-



based MSP is a global specialty underwriter and subsidiary of **Munich Re**. Cincinnati Financial President and CEO Steven J. Johnson said the acquisition complements the company's existing lines while adding "experienced underwriters who we believe will open opportunities for us to support our agents in new geographies and lines of business." The transaction is expected to close in the first quarter of 2019.

TENNESSEE

■ San Franciscobased transportation technology company **KeepTruckin Inc.** has announced plans to add 345 new jobs over the next several years at its office in Nashville, where it currently



operates with a staff of 60. The Google Ventures-backed startup develops fleet management solutions to improve the operational efficiency of fleets and promote safety.

■ Fuel Total Systems (FTS) is investing nearly \$61 million to build a 110,000-s.f. automotive-components facility in Mount Pleasant, Tenn., that will create 150 new jobs. FTS is a manufacturer of automotive plastic fuel tank systems and related automotive components. The company focuses on the development, design, manufacturing, and sale of fuel tanks, appurtenant parts, and engine and hybrid parts. FTS is based in Japan and also has operations in Kentucky.

■ Arcosa Marine is expanding its operations in Ashland City, Tenn., where it produces transport barges for inland waterways. The \$10 million project will create 300 new jobs over the next five years. The company currently employs 240 associates in Ashland City.

TENNESSEE

AMAZON TO LOCATE OPERATIONS CENTER IN NASHVILLE, CREATING 5,000 NEW JOBS

MAZON is investing more than \$230 million to establish a new Operations Center of Excellence in Nashville, bringing more than 5,000 high-paying jobs to city.

The investment represents the single largest jobs commitment made by a company in Tennessee history – and state officials added that for every one direct job created by the project, an additional 1.6 jobs will be created in the state.



"This is a game changer for Tennessee," said Tennessee Gov. Bill Haslam, noting that the ripple effect of Amazon's

decision will be felt for years to come. "Amazon has spent the past year searching the nation for the best possible locations to expand and it chose Tennessee because of our business-friendly policies, low taxes and skilled workforce. I thank Amazon for its continued investment in Tennessee."

The company currently has five fulfillment and sortation centers in Tennessee located in Charleston, Chattanooga, Lebanon, Murfreesboro and Nashville, as well as one Prime Now Hub in Nashville.

Amazon will build its Operations Center of Excellence in Nashville Yards, a 15-acre, mixed-use development in downtown Nashville. The 1 million-s.f. office space will house the tech and management functions of Amazon's retail operations division, including customer fulfillment, customer service, transportation and supply chain, among others.

NDIANA SWEET DEAL IN FORT WAYNE: MUSIC RETAILER PLANS TO ADD 1,000 JOBS

Sweetwater, one of the nation's largest online retailers of music instruments and audio gear, is in the midst of a major expansion that will create more than 1,000 new jobs in Fort Wayne, Ind., by 2022.

Sweetwater is investing over \$76.4 million to add two new



buildings at its 163-acre headquarters campus in Fort Wayne. The project includes construction of a 350,000-s.f. warehousing facility that will include space for product storage as well as offices. A new 35,000-s.f. building will house a conference center that will accommodate up to 1,000 people. The conference center will primarily be used for continuing education sessions for employees but will also be available to the community for other events.

Founded in 1979 in a **Voĺkswagen** bus, Sweetwater has become one of the country's top online music retailers. The current expansion project is the company's third expansion since 2012, when it invested \$23.5 million to add 110,000 s.f. at its headquarters building. In 2015, another \$8.8 million added an in-house marketing department and state-of-theart video studio. The current project is expected to be complete by the summer of 2020.

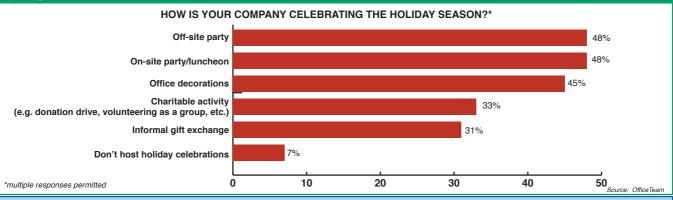
Sweetwater currently employs 1,300 associates at its Fort Wayne headquarters. The new positions will include distribution, logistics, sales, marketing, merchandising, programming/IT and administration.

KENTUCKY INTELLIGENCER®

A sampling of business and economic data

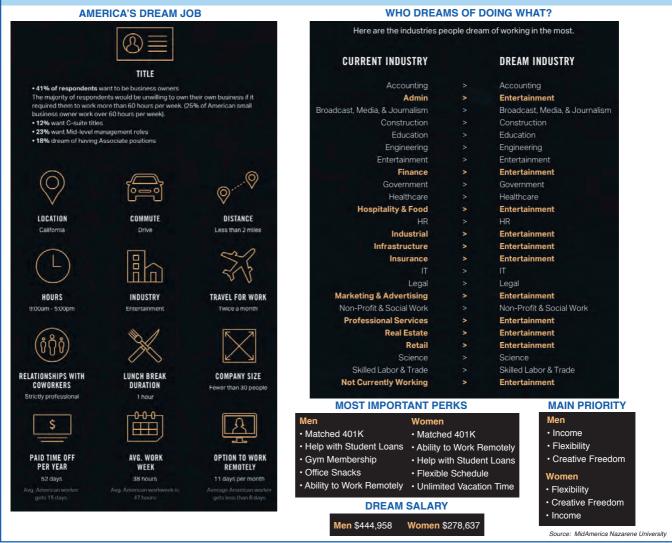
HOLIDAY OFFICE PARTIES: FUN OR HO-HUM?

A new OfficeTeam survey of more than 2,800 senior managers across the nation finds that 93 percent of organizations will be hosting some type of seasonal activity this December. Of those, 41 percent are planning to spend more this year than in years past.



I'M DREAMING OF...THE PERFECT JOB

Beyond dreaming of the perfect holiday or gift, what would your dream job look like? That was the question put to 2,000 Americans in a recent survey to find out what people would most desire in a job. With all the answers compiled, here's what the survey reveals would make up the ideal job. And while some folks are content in their current industry – if not necessarily their current job – it's interesting to note that a significant number of people have aspirations to make their mark in the world of entertainment.



CORPORATE MOVES

New leadership for Kentucky businesses

ADVERTISING

Fusionwrx, a Crestview Hills marketing and advertising firm, has named Byron Slaby as director of business development.

BANKING

Selina Shepherd has joined Community Trust and Investment Co.'s wealth and trust management team as assistant vice president, relationship officer for private wealth services.



■ Jacob Reid has been promoted from executive vice Selina president to president of Shepherd Owensboro-based

Independence Bank, succeeding Chris Reid, who will remain chairman and chief executive officer and will continue to be involved with business strategy, development and growth. Greg Mullican has been named vice chairman of the board, in addition to his current role as executive vice president and chief lending officer. Tawna Wright has been named chief operating officer and will continue to serve as vice president and human resource officer.

Mark A. Hampton has joined Lexingtonbased Central Bank as controller. Susan A. Dean has



Dean

Mark Hambton joined the

bank as vice president, commercial lending.

Berry L. Popp has joined Cumberland Valley National Bank as vice president, commercial lending for the Lexington market.

Bank of the Bluegrass & Trust Co. has announced the following promotions: Laura H Martin - vice president. financial center manager, deposit champion and treasury management champion; Sallylyn Doherty vice president.





Nathan Hamblin

Martin

human resources manager and affirmative action officer; Nathan Hamblin - assistant vice president, credit analyst II; Caroline French assistant vice president, assistant branch manager; and Carole Mattmiller - assistant vice president, compliance officer.

Doug Lawson has joined Field & Main Bank in Henderson as president and chief operating officer. He succeeds Dale Sights, who has been named president of the holding company, Field & Main Bancorp Inc.

Vicki

Berling

Sherry

Aaron

Thompson

Timothy

Wooster

Murphy

CONSTRUCTION

■ Vicki Berling has been named director of professional development of The Building Industry Association of Northern Kentucky and head of the Enzweiler Building Institute.

CONVENTIONS/ TOURISM

Sherry Murphy has been named executive director of the Bowling Green Area Convention and Visitors Bureau, She succeeds Vicki Fitch, who has retired.

EDUCATION

Aaron Thompson has been named president of the Council on Postsecondary Education. Thompson succeeds Robert L. King, who has retired after serving as president for nearly 10 years.

Timothy Wooster will join Asbury University as provost, effective Jan. 1, 2019.

FINANCE

Tracy Osborne has been named president and CEO of Asio Capital, a new Lexington wealth management firm. John Cheshire is the firm's chief investment officer, with

Erin Serrate and Ryan Gray serving as senior wealth strategists and Cassandra Basler as client service



Erin Serrate

■ Nathan Slyh has joined Lexington-based Wealth Management Advisors as a partner and wealth adviser.





Nathan

FOOD/SPIRITS/ HOSPITALITY

Herb Heneman has joined The Bardstown Bourbon Co. as vice president of brand sales and marketing.

HEALTH CARE

Reed Hammond has been named chief executive officer of Frankfort Regional Medical Center.

■ Louise Bijesse has joined Louisville-based BrightSpring Health Services as vice president of talent acquisition.

Louisville-based Centerstone has named Abby Drane as the company's Kentucky regional chief executive officer. Drane succeeds Anthony Zipple, who has retired.

INSURANCE

■ Dr. Naim Munir has joined Abby WellCare Health Plans as senior medical director for Drane the company's Kentucky operations.

UTILITIES

American Electric Power has named Brett Mattison as president and chief operating officer of

Brett Mattison

Kentucky Power. Matthew Satterwhite, current Kentucky Power president and chief operating officer, has been promoted to vice president of regulatory services for American Electric Power and will relocate to Columbus, Ohio.

■ John Bevington has been named director of business and economic development for LG&E/KU.

■ Aaron Hughes has joined Columbia Gas of Kentucky as director of finance.

OTHER

Keith Smith has been named director of Oldham County EMS.



Slyh



Herh

Heneman





Matthew Satterwhite







Hughes

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16



Doherty



Caroline

French

coordinator.





Tracy

Ryan Gray

Cassandra Rasler

Iohn Cheshire



ON THE BOARDS

Kentuckians named to organizational leadership roles

AMERICAN ADVERTISING FEDERATION

■ The American Advertising Federation – Louisville has announced its officers and executive committee for the 2018-2019 board of directors: President - Chris Nation, RunSwitch PR; First Vice President - Kelley Kerger, Brown-Forman; Treasurer - Gary Gerdemann, RunSwitch PR; Chairman of the Board - Karen Weaver, Athens Paper; Immediate Past Chair - Meredith Wilkins. Red7e; Vice President of Membership - $\textbf{Kristin Brady}, \operatorname{GE}\operatorname{Appliances}; \operatorname{Vice}\operatorname{President}$ of Communications – Eric Gurevich, Fund for the Arts; Vice President of Government and Industry Relations - Jonathon Bartley, Vidionix; Vice President of American Advertising Awards - Blair Klayko, Kindred Healthcare: Vice President of Public Service -Kat Gentner, Katalyst Creative; Vice President of Education - Elizabeth Kitterman, GE Appliances; Vice President of Diversity and Inclusion - Jenna Morales, Fieldtrip; Vice President of Programs - TJ White, USAToday Network; and President of Ad2Louisville -Lauren Burdette, Bandy Carroll Hellige.

ASSOCIATION OF ENVIRONMENTAL HEALTH ACADEMIC PROGRAMS

■ Clint Pinion, assistant professor of environmental health science at Eastern Kentucky University, has been named president of the Association of Environmental Health Academic Programs.

FAYETTE ALLIANCE

■ Fayette Alliance, a Lexington-Fayette County landuse advocacy organization, has named **Elisa Bruce** to their board of directors. Bruce is director of home ownership education and counseling at REACH Inc.

HARDIN MEMORIAL HEALTH FOUNDATION



Clint

Pinion

■ Meade County businesswoman and community leader **Tara Powers** has been named to the board of directors of Hardin Memorial Health Foundation. Powers is co-founder of Powers Paper Co.

KENTUCKY BOARD OF EMERGENCY MEDICAL SERVICES William C. Haugh, Timothy G. Price,

Adrienne Shelby Bryant, David Webb and James H. Lee have been appointed as members of the Kentucky Board of Emergency Medical Services. Haugh is CEO of Georgetown Community Hospital. Price, of Fisherville, is a physician. Bryant, of Sandgap, is an EMT-B for Jackson County EMS. Webb, of Madisonville, is a program director for AirEvac Lifeteam. Lee, of Glasgow, is executive vice president of marketing and support services for TJ Regional Health.

KENTUCKY BOARD OF PODIATRY

Keith Wellington Myrik, a Louisville physician, has been appointed to the State Board of Podiatry.

KENTUCKY BOXING AND WRESTING COMMISSION

■ Michael Leathers Keck has been appointed as a member of the Kentucky Boxing and Wresting Commission. Keck, of Science Hill, is vice president of Five Talents Financial Group.

KENTUCKY COLLEGE OF ART AND DESIGN

■ The Kentucky College of Art and Design (KyCAD) has named Louisville business leaders **Tracey W. Johnson**, **Juliet Gray** and **William Fisher Jr**. to its board of directors. Johnson is the senior multicultural marketing manager for Brown-Forman Corp. Gray is a software consultant for Re:Mind and the owner of ThoughtShaping: Louisville. Fisher is president of Omega Consulting and recently retired as vice president of integrated operations for DuPont Performance Materials.

KENTUCKY LAW ENFORCEMENT COUNCIL

■ Shane Doyle and Sherry Walters have been appointed as members of the Kentucky Law Enforcement Council. Doyle, of Smiths Grove, is a sheriff. Walters, of Hebron, is retired.

MINE SAFETY REVIEW COMMISSION

■ Jeff A. Woods has been appointed to the Mine Safety Review Commission. Woods is an attorney with Wyatt, Tarrant & Combs and a member of the firm's Natural Resources and Environmental Service team.

NORTHERN KENTUCKY CHAMBER OF COMMERCE

■ The Northern Kentucky Chamber of Commerce has announced its officers for 2018-2019: Chairman - Jim Parsons, Keating Muething & Klekamp; Chair-elect - Dan Cahill, Horan; Immediate Past Chair - Rhonda Whitaker, Duke Energy; Treasurer - Jason Payne, Republic Bank; Secretary - Geralyn Isler, Business Benefits Insurance Solutions. Serving in vice-chair roles are: Public Affairs -John Nienaber, Heritage Bank; Membership -Shelley Funk-Frommeyer, FFR Wealth Team; Women's Initiative - Wonda Winkler, Brighton Center; Workforce - Dustin DiChiara, Chickfil-A; Leadership Advisory Council - Jeff Rosenstiel, Graydon; Business Growth and International Trade – Ryan Heitkamp, Armor. Serving on the executive committee are: Garren Colvin, St. Elizabeth Healthcare; Mark Exterkamp, BB&T; John Hawkins, Pathfinder/MPI Consulting; Patrick Hughes, DBL Law; and Jay Wuest, PNC Bank.

SECURITIES INDUSTRY AND FINANCIAL MARKETS ASSOCIATION

■ James R. Allen has been named chair of the Securities Industry and Financial Markets Association, a leading trade association for brokerdealers, investment banks and asset managers. Allen is chairman and chief executive officer of Louisville-based Hilliard Lyons.



James Allen

SOCIETY OF RESEARCH ADMINISTRATORS INTERNATIONAL

Kim C. Carter has been elected president of the Society of Research Administrators International. Carter is executive director of the Office of Sponsored Projects Administration and associate director of the University of Kentucky Research Foundation.



Kim Carter

SPALDING UNIVERSITY

■ James G. Rissler has been named chair of the Spalding University board of trustees. Rissler is president and CEO of the Presbyterian Church (USA) Investment and Loan Program. New trustees named to the board include: Mark B. Carter, chief executive officer of Passport Health Plan; Christe S. Coe, a nurse practitioner who is a former member of the Kentucky Board of Nursing and Spalding's 2018 Alumna of the Year; Pattie Dillon, faculty trustee, chair of the Spalding School of Liberal Studies and associate professor of history; Roger McClendon, who recently retired as chief sustainability officer at Yum! Brands; and Eric Schwartz, chief investment officer for Schulte Hospitality Group.

STATE BOARD OF ELECTIONS

■ Dwight Sears, Joshua Givens Branscum, Sherry Rene Whitehouse and Albert B. Chandler III have been appointed to the State Board of Elections. Sears, of Somerset, is the founder and owner of Silent Guard Security, Inc. Branscum, of Russell Springs, is executive vice president of Branscum Construction Co. Inc. Whitehouse, of Brooks, is owner of Whitehouse Solutions LLC. Chandler, of Versailles, is an attorney and executive director of the Kentucky Humanities Council. Sears and Branscum will represent the Republic Party of Kentucky. Whitehouse and Chandler will represent the Democratic Party of Kentucky.

UNITED WAY OF THE BLUEGRASS

■ United Way of the Bluegrass has named retired Lexmark Chairman and CEO Paul Rooke as chairman of its board of directors, succeeding Bill Wilson. Valerie Marshall, vice president and wealth management adviser for Fifth Third Bank, has been named chairelect. New board members include: Alethea Bernard, community volunteer; Sarah Bosso, Robert Half; Cam Freeman, Old National Bank; Bob Kain, Jack Kain Ford; Don Tharpe, Ashley Rountree; Sharon Votaw, Lexmark; and Frank Voss, Toyota Motor Manufacturing Kentucky.

UNIVERSITY OF LOUISVILLE

■ Kevin L. Fuqua and Dr. Fred A. Williams have been appointed as members of the University of Louisville Board of Trustees. Fuqua, of Peewee Valley, is a certified public accountant and leads a 140-member tax services department team for MCM CPAs and Advisors. Williams, of Louisville, is a physician with KentuckyOne Health Medical Group.

LANE ONE-ON-ONE

Kentucky's leaders express their opinions



Ron Bunch

Ron Bunch became president/CEO of the Bowling Green Area Chamber of Commerce in January 2011. He previously served as executive director of the Business Development Board of Martin County, Fla., and as the economic development director for the City of Danville, Va. Bunch is a certified economic developer and has led successful local and regional economic development efforts in four states. In addition to his role at the chamber, Bunch has been appointed to the board of directors for five statewide organizations: the Kentucky Association for Economic Development (where he is the incoming chair for 2019); the Kentucky Chamber of Commerce, the Japan-America Society of Kentucky, the World Trade Center Kentucky, and the Indo-Kentucky Chamber of Commerce. A graduate of the U.S. Military Academy at West Point, Bunch holds a bachelor of science in economics with a focus in general engineering.

IF PEOPLE AREN'T LOOKING FOR CREDIT, IT'S EASIER TO GET MORE THINGS DONE

Bowling Green Chamber CEO Ron Bunch talks about building talent initiatives and economic development that grows public revenue

BY MARK GREEN

Mark Green: What is the Bowling Green Chamber of Commerce's current membership and budget?

Ron Bunch: We believe we're the fourth largest chamber in Kentucky. We have about 1,350 partners – we don't call them members because we expect them to be partners in our business. And we have a budget of almost \$2.5 million annually in the chamber, but we also run seven other entities.

MG: What are the other entities under your umbrella?

RB: We have a couple different development entities: one public development entity and one private, not-for-profit entity. We have an entity that we do bond issues through, we have a PAC (political action committee), we have two education-related foundations, and we run the training consortium. We have a pretty complex structure. I have not seen another one in the state with as many entities and interactions as we have.

MG: Was that a conscious strategy or did it evolve through opportunity?

RB: It sort of evolved. When I got here, there were six entities; we've added two since then. Each one has its own function, but we are looking at how we could streamline things because there

are a lot of meetings and whatnot. But the pro to that con is you have a lot more people engaged.

MG: Workforce development is a key issue for every community. Bowling Green has had a strong education initiative for six or seven years. Can you describe these development/talent attraction programs, what they've done, and further goals?

RB: In my first year here, talent really emerged as a thing we wanted to use to differentiate ourselves. Coming out of the recession, employers were already identifying struggles with finding the kind of people they wanted to be globally competitive. There was some initial work going on with The Leader In Me (talent program) in a couple of elementary schools, and we convinced our chamber board to take on a capital campaign to create the investment we needed to have a K-12 implementation of The Leader In Me. It's (based on) Stephen Covey's "7 Habits of Highly Effective People," so it's an ethics-based leadership program.

Our thought was, if we can develop our entire school system around ethicsbased leadership, any hard skill we build on top of that would be better because it was built on a broad, sound ethical foundation. And that has proven to be true. We became the first community in the country to implement The Leader in Me across K-12.

At that time, we and our school districts were working with the Covey organization on refining the middle school curriculum they had, and they didn't have a high school curriculum. We were part of their research and development; we appear in their book about what they're doing. We have since taken the concept and created our own model, engaging with the Gallup Organization and Ford Foundation in addition to Covey, to create a leadership-infused career-academy model. We renamed the initiative SCK (for South Central Kentucky, our region) LAUNCH - Learning About Unique and New Careers Here.

In our region now, there are about 6,000 open jobs. Through SCK LAUNCH, we built a whole system around aligning K-12 and the public workforce system through those key sectors and their needs. We're the only community in the nation that has the K-12 model built like we do and the public workforce system also aligned to those same sectors and demand data.

We have already invested \$1.4 million. One of our entities took \$200,000 from a land sale and invested that in creating both a machine tool program and a robotics program in the area technology center. We challenged local businesses to donate equipment. They donated \$300,000 worth and we were able to create both a machine tool program and a robotics program. Those programs can train and educate 40 young people each year, so we've added 80 new candidates in those two critical shortage areas.

In early November, we kicked off a \$3.6 million capital campaign to continue to invest in the schools. A large portion will go toward buying relevant equipment so the school career academies are able to educate young people on the current equipment they'll see in the private sector, whether that's health care or professional services or construction or manufacturing. The schools have been phenomenal at investing personnel and other resources into creating this plan.

MG: How do you assess the return on these investments?

RB: We've got about \$1.1 million to \$1.5 million allocated to talent recruitment. Based on the data we've looked at, we feel like we've got about a third of the workforce here we need to fill those 6,000 local open positions, and we have to recruit about two-thirds of the workforce. We're gearing up a campaign to recruit individuals to our community. Those

6,000 jobs represent \$1.35 billion more economic activity in our local economy if those jobs were filled today.

The annual Kentucky income tax revenue from those 6,000 jobs would be \$11.8 million, even after deductions. So, investing \$3.6 million over a five-year period can get us a \$1.35 billion economic impact. We're pretty excited about that return on investment! Jessamine County was just here looking at our schools, and Lexington will be here next week looking at our community and our schools.

MG: How was that exemplary level of partnership with the local school system created and sustained?

RB: We help the business community better understand what schools are doing, and help the education community better understand what businesses are saying, what business means. By doing that, we've built amazing partnerships.

One example is the area technology center where we set up the robotics and machine tool programs. We worked with our business base to help pay for the credentials test they need to take every year for three years. We've helped 100 percent of the kids get jobs before they graduated. Companies now have these young people straight out of high school, where in the past they weren't hiring many directly from high school. They're getting great results from these young people.

MG: Is the chamber proactively administering this?

RB: That's us. The business engagement we're doing is unprecedented. It is far bigger, larger than anything we ever assumed. Even before this capital campaign, we were doing the fundraising where there was a need. We're doing the relationship brokering of connecting business with education need, and we're helping to develop the programmatic elements of this.

We brought on a staff member from the education realm to help us create a kit for what we call SCK LAUNCH Experience. For three years now, 100 percent of our eighth-graders have learned about all of our key demand sectors, careers in those six sectors, what they pay and what the career ladder looks like. And then they all go to a hands-on career fair. That's just the eighth-graders. The first year, we had 1,700 eighth-graders go to SCK LAUNCH Experience. The second year we had about 2,500. This year we're getting close to 4,000 eighth-graders, because we've got districts from outside the 10-county SCK region that want to bring their young people. Every eighthgrader gets the seven-part curriculum, and then they meet with professionals in those

areas and hear about careers. The business engagement there is huge.

MG: The Bowling Green Chamber administers SCK LAUNCH for 10 counties?

RB: It does. We work very closely with Bowling Green and Warren County Schools and invest in hard assets in those schools. And when you go on to high school, the model we're talking about in Bowling Green and Warren County is about 1,900 young people per grade level in city and county schools. That means a work experience for 1,900 students every year before they graduate. You can imagine the doors we need to open in business to facilitate that. We're also doing externships where we're taking teachers into the workplace to expose them to the different careers that are available. The business engagement we're doing through our chamber now is huge. We've made the curriculum available to the entire 10 counties. We helped apply for a grant; they put the curriculum in the hands of



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those other districts. But then it's up to those districts to implement the curriculum; we don't go in and do that. It's delivered by teachers and educators in those districts.

MG: How many people does the chamber require to work this?

RB: Our chief operating officer has invested quite a bit of time. I invest quite a bit of time in that and oversight of our public workforce parallel to that. We have an education-related consultant on staff, and we've had a workforce coordinator on staff; those positions predominantly have done this work. When we get into the Experience event, then an event staff handles that. It's been fairly 'bootstrapped' from a human resources perspective. We're beginning to look at that (staffing) now, because we protected some of the intellectual property we've created along the way, and we've sold some of it. We're putting 100 percent of those proceeds back into education.

MG: The Bowling Green Chamber has patented some of this program?

RB: We had a law firm help us protect some of the stuff we've created. And we've already delivered it. We got a grant from the state. And we delivered the model of the eighth-grade piece, SCK LAUNCH Experience, to Frankfort and to Paducah (schools). Paducah is doing its own event this year, and Frankfort is doing its event next year.

MG: These programs are getting some national recognition, and local officials are getting invitations to go share your experience. Can you tell us about that? **RB:** We've presented SCK LAUNCH at various state conferences for a while now. We've met with various (Cabinet) secretaries and education leaders, the lieutenant governor and others to talk about it. More recently, a group called America Succeeds, which connects business interests with education, reached out to us. When they heard about what we've built, they said, "We really don't have a category for you, but we'd like to invite you." We sent our COO Meredith Rozanski, our point person, and she spoke to business leaders in Arkansas, who were blown away. That group invited us to come on its Age of Agility tour, whose second stop is in Washington, D.C., in January. So Meredith will go to Washington and present it to a larger group.

Sean Covey (president of FranklinCovey Education, which developed The Leader in Me program) and his friend, whom we've been working with since 2011, came to Bowling Green in early November to help us kick off the \$3.6 million capital campaign. We're working with Covey's office to go present our model to the International Economic Development Council (5,000 members in the United States, Canada, Europe, Australia, New Zealand and other nations), and then the Association of Chamber of Commerce Executives, which is our national association. We're working to get Sean on that agenda to speak about the model we've created, and the FranklinCovey organization has created a marketing video of what we've done here that they're pushing out. They have a global footprint with The Leader in Me and the other elements that are education-based delivery of "7 Habits."

MG: Bowling Green has had lots of significant economic development announcements the past few years, especially in the metals sector that supports advanced manufacturing. What is the strategy that's produced that?

RB: It's been a number of things. During the time that we've had the team assembled in Bowling Green, we've announced around \$2.6 billion in capital investment with almost 5,500 new jobs by 'targeted' businesses alone. That doesn't include investment in the TIF (tax increment financing) district downtown, it doesn't include all the other commercial development. We've been ranked in *Site Selection* magazine's top 10 for our size for economic development results for five years in a row now. This year and last year, we ranked second in the nation.

We have had some great metals-related projects. When Constellium-UACJ announced (a \$150 million joint venture to supply aluminum automotive body sheet), that was the largest new manufacturing operation announced in Kentucky in 2016. When Bilstein Cold Rolled Steel announced, that was the largest new capital investment by a manufacturer announced in Kentucky that year. We've had some great expansions by Bowling Green Metalforming, adding 450 people. General Motors has been the big investor - almost \$1 billion in our community through several iterations.

MG: What is a 'targeted' business, and what is the strategy to go after these projects?

RB: A 'targeted' business is one that does more than 50 percent of its business outside Kentucky, so they send either intellectual property or goods to other states and bring back new money, making the economy bigger here. Those kinds of companies focus in on about seven different subsectors, many of which are in manufacturing – automotive-related manufacturing, advanced manufacturing, food processing. We have targeted subsectors within that. Through our focus on that, we've been able to produce investment.

MG: For at least the past decade, there's been discussion that Bowling Green and Warren County's success has been achieved by a coordination of effort among the major players. Characterize the relationship among the chamber, city government, county government and Western Kentucky University when it comes to business and economic development.

RB: You're spot-on. I've done this 24-plus years now; this is my sixth leadership position and the fourth state. One of the things that attracted me here when they did the national search was how well the community works together. The city and the county governments work extremely well together. Our different sectors work well together. So we don't have that friction that sometimes holds communities back, which is a huge, huge positive for us.

Within the recent past we wanted to see what would happen if we actually got together and created an interdependent, strategic plan using the Covey principles; that's where the (Bowling Green Warren County) Engaged Strategic Plan came from. We thought, 'We do well just off the cuff working together; what would happen if we sat down – key business leaders from each of our six sectors, and then our institutional leadership – and we created a plan?'

We set aside money in the chamber budget for two years to pay for it, then we convened the leadership (in 2015). Two different consulting groups worked together on that for six or seven months of meetings. That's where the Engaged Strategic Plan got its start. (See the plan at goo.gl/NMwHj4.) We've been working off annual action plans, supporting that broader plan, annually for a few years.

MG: Is there an understanding of how your area's cooperative relationship among the major players got started?

RB: A lot of times it's little, petty things that stand in the way. The one thing everybody says is: If people aren't looking for credit, it's easier to get more things done. We're really focused on getting great things done for the community, and less so worrying about who gets credit for getting this or that done. That helps a tremendous amount.

This area's been entrepreneurial for quite some time; you have businesses that started in the region and are still headquartered in the region. You've got leaders who reinvest their time and money in the community. This chamber building, which is 10 years old now, was built by the private sector. They came together and raised the money for it. It was a \$4-4.5 million project. And that was the first investment in the downtown TIF.

MG: Does the chamber and business community have an agenda it hopes to see the Kentucky General Assembly pass in its 2019 session?

RB: Every year, we build a legislative platform. We advocate for pro-business initiatives primarily. We were the first county in the United States to pass right-to-work, and then we advocated for statewide passage of right-to-work. This year we're building more collaboration with Owensboro, Paducah, Hopkinsville and others to advocate for us as a team. I think that'll have more of an impact.

Workforce development is an area where there is consensus. The group is supportive of looking at the tax code to make it more attractive to keep military families in Kentucky or have those retiring or separating from the military come work here rather than other states. It supports enhancing the public workforce system, so it's far more effective than it has been. We talked about the tax structure in Kentucky and how we might position ourselves on that. We talked about the infrastructure needs of the state.

MG: What about further change in the state tax structure, and addressing a still significant unpaid pension liability?

RB: Kentucky has some real fiscal challenges on pension, infrastructure and a number of areas. Our positioning has been to generate as much revenue as possible through growth. What does that mean in practical terms? In our area there are 6,000 open jobs. If we fill those 6,000 jobs, you'd have a huge multiplier effect: \$1.35 billion in economic activity that's now not happening because those jobs are not filled and \$11.9 million in recurring state tax revenue. I've heard there are 140,000 open jobs in Kentucky. Applying that same math, we could have a lot more Kentuckians working and a lot more revenue to work with. Doing practical things like that and seeing what revenue you're able to generate would be a good step forward before you start tinkering with other taxes and stuff.

Our position is geared strategically more to how you approach the state's business plan and make us more competitive to win more (targeted projects), thereby generating more revenue and getting more of a multiplier effect, which even with lower tax rates would generate more revenue. Do tax policy in that kind of framework versus gouging this group or that group.

MG: As the state considers tax reform, many people point to the Tennessee consumption tax model of low or no income tax and higher sales tax. Bowling Green is the biggest Kentucky city near Tennessee, so what's your perspective on the effectiveness of the Tennessee model?

RB: When you look at Tennessee, across the board it seems to be growing a lot faster than Kentucky. Part of it is tax policy, part of it is incentive policy, part of it is what they've done with talent with Tennessee Promise (a program that provides two years of tuition-free attendance at a state community or technical college) and other innovative things. I think looking at the Tennessee model bears a lot of good opportunity for us. We compete with Tennessee on a regular basis for projects, and they're a very difficult competitor. From an incentive

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perspective, we don't have the tools that Tennessee has; it's a challenge to win when we're competing with Tennessee.

But again, what are the sectors that Kentucky really wants to drive our economy with, and how do we tax business, how competitive are we in those sectors versus the other states we're going to compete with? How do I take more market share? It really is that simple.

MG: Bowling Green has been pursuing a downtown revitalization strategy with significant success for a decade. Where do these efforts stand, and what further goals are on the table?

RB: Today, in the downtown TIF area, there's been a total investment somewhere in excess of \$300 million; \$90 million of that was public investment. Forty different projects. There's been a \$79 million increase in payroll in the TIF over the last 10 years. Certainly SKyPAC (Southern Kentucky Performing Arts Center) is one of those major investments. The (4,559-seat) Bowling Green Ballpark right across the street from us is a major investment. The parking garage that serves both of those is downtown growth. That \$300 million is outside of the \$2.6 billion that I talked about from targeted businesses.

There's a whole master plan for downtown. One of the things that came out of our Engaged Strategic Plan was the health-care innovation district over by what is now the new medical school. UK just opened a new UK College of Medicine-Bowling Green. That is – in my view – pretty phenomenal, getting a medical school. That doesn't happen that often in the country.

MG: Bowling Green has been the fastest-growing city in the Kentucky since 2011. Why is this occurring, and has the business community been active in expanding housing?

RB: There's been success because of the targeted-business strategy we've had and the economic success we've had in traditional economic development. Also, when you look at leadership in our different sectors, whether that's health care or retail or restaurants or hospitality, they've also invested. They've also created jobs. You've got each sector of our economy hitting on all cylinders.

Also we've had an international center here – not many people know that – so there's been some in-migration of internationals. We've got over 50 languages spoken in schools, which really surprises a lot of people. We've got a diverse business base. We have 20 Japanese auto suppliers alone. We have companies from Canada, Germany, Austria, Sweden, many places. The diversity of international people and international companies that are here surprises people.

With all that economic activity, we've had quite a bit of residential growth. You're starting to see more people who were living in counties around the area and working in Bowling Green make the decision to live in Bowling Green, too. We've had both single-family and multifamily residential going. Lots of apartments. There's not any road you can drive on in Bowling Green where you don't see construction, typically of some sort of residential units. Increasingly now we're seeing people move into the downtown area, which will really help us go to the next level of what we're doing in downtown redevelopment.



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



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CYBERSECURITY



What Is the Dark Web?

Businesses must understand what anonymous users can do, security experts and academics say

BY SUSAN GOSSELIN

HE Dark Web. Just the name conjures images of a virtual Star Wars cantina, a section of the internet so untraceable, so impenetrable, that it is a haven for pornographers, sex traffickers, drug dealers, terrorists and thieves selling hacked Social Security and credit card numbers.

And all that is true. In fact, in 2013 alone, the dark web was the repository for more than 40 million credit/debit card numbers stolen during the Target stores Black Friday hack, and was the trading post for the Silk Road, a \$1.2 billion marketplace for illegal drug trafficking shuttered by the FBI and Europol. But what is the dark web, exactly? Primarily, it is internet sites that are publicly available but intentionally unregistered with search engine networks and which users navigate with privacy browsers such as Tor.

Users can become completely anonymous on the dark web with the Linux-based operating system TAILS – The Amnesic Incognito Live System, a security-focused operating system whose outgoing connections are forced to go through Tor and non-anonymous connections are blocked.

For businesses, the dark web's cloak of anonymity for users can be a source of risk but also of some limited opportunities, according to our sources.

Originally developed by the U.S. government to help political dissidents share information and avoid censorship, the multilayered Tor browser makes it impossible for the IP address of a computer to be linked to an individual's activity online, rendering online activity untraceable.

And that's not always a bad thing, according to Adrian Lauf, faculty member in Computer Engineering and Computer Science at the University of Louisville JB Speed School of Engineering.

"The dark web is not necessarily nefarious. It is simply an anonymized way of using the internet. Business leaders need to monitor the traffic coming to them from the dark web," Lauf said. "Some of that traffic might be



Adrian Lauf, Assistant Professor, Computer Engineering and Computer Science, JB Speed School of Engineering, University of Louisville

coming from criminals that are looking for ways to infiltrate your system and install ransom ware, or mine your data. Some of it may simply be coming from people who are security-conscious. The trick is having a more nuanced understanding of what this corner of the business can mean to your business."

CYBERSECURITY



Who's on the dark web?

According to the most recent numbers from Tor, whose layered "onion" browser technology makes the dark web possible, just over 2 million people operate on the dark web, with Russia, the United States, Iran, Indonesia and Turkey the top five for the size of their user bases.

Terbium Labs, the company behind the dark web monitoring software Matchlight, released a recent report about the types of activity on the dark web. From its analysis of thousands of sites, Matchlight estimates 54.5 percent of the activity on the dark web is legal activity, 17.7 percent is dead/inactive websites, 12.3 percent is illegal drug trafficking, and the remainder is a cocktail of various criminal activities.

Staying safe - a culture of caution

Brian Rushman, president of Covington, Ky.-based IT consulting business CForward, said not enough companies are fully prepared to address the cybersecurity threats coming their way through the dark web.

"There's no denying



Rushman. President. CForward

that the dark web provides a type of safe haven for criminals. There's a reason why ransomware has been so

successful," Rushman said. "All it takes is one guy on the dark web, sending an email to someone in your company that looks like it came from their boss, with a link to open. When the link downloads, malware can infect your system and bring it down. You have to pay the hacker to remove the software, and make your systems operational again. These guys are getting rich, and they are vanishing again, because they can't be traced."

Any number of ruses can be used to gain entry into your company's systems. Rushman cited the Target cyberattack in 2013 as a key example. Those hackers posed as employees of a heating and cooling company Target uses to remotely maintain its climate control systems in all its stores. After gaining administrator access to the computer system, the thieves got into Target's transactions data, downloaded millions of credit card numbers onto the dark web and put them up for sale, record by record. And the perpetrators were never caught.

Other "man in the middle" schemes might include sending emails to employees saying they should click a link to track a FedEx package, or social media messages sent saying a coworker is on vacation and needs to be wired money from a particular account.

"Companies need to build a culture of internet security to the point it becomes automatic," Lauf said. "It

Tor stands for The Onion Router, the project name for creation of a web browser that conceals a user from surveillance by routing traffic through multiple layers of relays.

should be required like looking both ways before you cross the street. And digitally, most companies just aren't there yet."

Lauf recommended that every company have intrusion protection software that automatically blocks communications with dark web exit nodes attached, or dark web internet addresses in links. Additionally, Lauf advised tracking software that automatically alerts IT management, and allows it to review those incoming messages.

Rushman employs several such intrusion-protection software solutions when he works with his clients.

'Our software allows us to not only monitor what is coming in to our clients, but we are able to scan the dark web if there is anything out there that might be stolen from our clients, such as company documents, employee passwords or information, email addresses and source codes, or the like."

Rushman stresses the importance of requiring employees to have long passwords that adhere to Microsoft guidelines, meaning that all passwords should have at least eight letters, a capital letter and a special character such as a number sign or an ampersand. And all employees should have some kind of two-step password authentication process, especially those with administrator access.

"Your most important line of defense is a security-conscious employee," Rushman said. "They need to be able to recognize spoof emails, phishing attempts and so on. That's the reason we offer training sessions, where we actually create fake phishing emails and send them out to employees just to see what they do. How they react forms the basis for the employee training programs we offer," Rushman said.

The data-tracking backlash

While companies that sell internetsecurity software may be on the rise, our sources agree that the dark web itself is not the best place to launch services or build companies.

'The dark web is not necessarily a viable place for growth. It's far too slow to be a good source media," said Sean Burns, assistant professor at the University of Kentucky School of Information Science.



However, Burns noted that just this June, Apple CEO Tim Cook spoke at a developer conference and announced that Apple believes data tracking has "gotten out of control." In response Apple has introduced new tracking-buster features on its Safari browser and on iPhone. This kind of fear may be driving more internet users to consider using the dark web, Burns said.

"Facebook, for instance, has started to allow Tor users to run Facebook on their Tor browser, essentially allowing dissidents and others to communicate, without their computer location being tracked," Burns said. "And the *New York Times* has Strongbox, a dark web website that allows whistleblowers to submit data and news tips anonymously. While



Sean Burns, Assistant Professor, School of Information Science, University of Kentucky

companies may not want to actually operate on the dark web, there may be ways that the dark web can be used to further their business."

Facebook recently announced that it has a million users who have Facebook profiles through its Tor-friendly program. OnionWallet is a program that allows



people on the dark web to purchase items using crypto currency Bitcoin. And a company called ProtonMail is now offering Tor-enabled email.

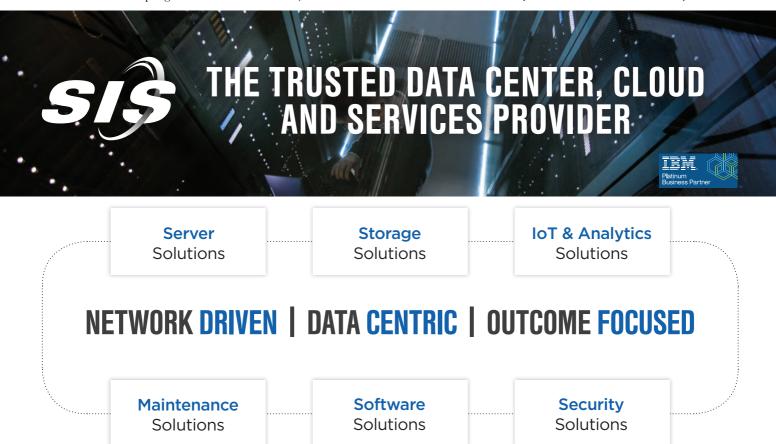
But business owners need not operate on the dark web to reap the benefits of user anonymity as a business strategy. Burns specifically pointed to the web browser DuckDuckGo as an example of a company that operates on the traditional internet, while allowing its users the anonymity they desire.

Unlike Google, DuckDuckGo does not use data tracking to gather information about its user's searches, and create profiles. Instead, it serves up ads based solely on the search term users type. Its user will see ads based on that search term only, and not on data that has been associated with their IP address or user profile such as income, profession, political/religious beliefs or location.

"Much of what is going on on the dark web is open source," Burns said. "It will be very interesting to see how technology for all parts of the internet gets developed in the years to come, and how data will be leveraged in the future.

"The most important thing to remember about the dark web is that it is still the internet, but it is cloaked," he said. "What goes on there is more about human nature than it is about the technology itself. The risk is not knowing how the dark web may be impacting your company."

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



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PHILANTHROPY



The Business of Gift Giving

Philanthropy that underpins much of nonprofit sector grows with the economy

BY GREG PAETH

TRONG economic growth in Kentucky and elsewhere is providing a steady stream of u p b e a t r e s ults for philanthropists and those who benefit from their largess.

There is no central information clearinghouse for the amount of money donated and then distributed to worthy causes in Kentucky. However, people whose jobs depend on gifts from donors, grants from foundations and the performance of the stock market say that 2018 has been a good year in the commonwealth. Because of the number of philanthropists – both big and small – and the mind-boggling number of recipients, it's tough to determine how good 2018 proved to be.

There are 861 charitable foundations – corporate and private – registered to operate in the state, including 16 that received donations of more than \$9.5 million over a period that began in 2016 and covers about two years, according to Barbara Floersch, chief of training and curriculum for The Grantsmanship Center, a Los Angeles firm that works with nonprofits.

Over that same period, Kentucky foundations made nearly 18,000 grants of about \$616.2 million to more than 2,600 recipients, said Floersch, citing information from the New Yorkheadquartered Foundation Center, which gathers philanthropy data in more than 100 countries.

The Kentucky Attorney General's website lists about 6,600 other charities cleared to raise money in the state because they meet Internal Revenue Service criteria to be tax exempt. At the end of October, about 700 active charitable campaigns were underway in Kentucky, the attorney general's office reports.

One major contributor to the impressive numbers is the nonprofit Community Foundation of Louisville, which received donations from about 5,000 sources during fiscal year 2017 and is the largest charitable foundation in the state with assets of more than \$530 million. For FY17, the foundation made some 9,500 grants to other nonprofits, totaling about \$73 million.

About 80 percent of that money supported other nonprofits in Kentucky and Southern Indiana, according to Susan Barry, president/CEO of the foundation, which is the 43rd largest in the country as of 2016, the most recent reporting available from the Community Foundation Research and Training Institute in Grabill, Ind.

The institute ranks Silicon Valley Community Foundation in California as the country's largest in 2016, with assets of about \$8.3 billion. Sixteen foundations had assets of more than \$1 billion.

Community Foundation of Louisville received about \$50 million in 2017. Those gifts and income from its \$530 million investment portfolio provide revenue the foundation uses to make grants that support other nonprofits.

'What we've seen over the years is, when the market is doing well consumer confidence is usually pretty high, and people are more likely or feel more comfortable making charitable gifts," Barry said.



President/CEO,

She said donors have come through, too, at times of crisis such as in

Community Foundation of Louisville

2008 and 2009, when the economy slid into a deep recession.

"When times are tough, those who can give will give more to a particular cause," Barry said. "But consistently what we see is when the market is strong we see a record number of gifts and grants."

Recent volatility in the stock markets has made some donors more cautious about charitable giving, she said.

'A good time to open conversations'

Thousands of nonprofits receive funding from Barry's foundation every year

In 2016, beneficiaries ranged from the well-known University of Louisville Foundation (\$1.4 million) and Metro United Way of Louisville (\$1 million) to the more obscure Louisville Leopard Percussionists, an ensemble of students from schools in and around Louisville that received \$5,000.

Barry wasn't alone in her comments about the links between portfolio performance and philanthropic giving.

"When the economy is thriving and individuals feel good about their personal financial posture, it's a good time to open conversations about support for the campaign. But even when the economic environment may not be flourishing, philanthropy does not dissipate," said Brent Pieper, the associate vice



Associate Vice President for Major Gifts, University of Kentucky

president for UK's Kentucky Can campaign and for major gifts to the university. "Investing in the University of Kentucky is the best way to create an enduring legacy through higher education that serves the commonwealth.'

UK launched the \$2.1 billion Kentucky Can campaign in 2013 with what Pieper calls a "silent phase" and is about 52 percent to its lofty goal.

In 2017, UK's annual fundraising hit \$201 million – the first time it topped \$200 million – and is on pace to exceed that total by the end of the current fiscal year, he said.

At this point, the largest single gift to Kentucky Can - and the largest individual gift in the history of the university – was announced in October 2015 when Tom and Jan Lewis said they would donate \$23 million to create the Lewis Honors College.

"We're still in the start-up mode. There were 1,500 students in the (UK) honors program, but there wasn't any structure around it," Tom Lewis said from his home near Phoenix. "So it was really just teed up exactly for what Jan and I wanted to do, which was to provide them with administrative



Donor, 1971 Bachelor's Degree, University of Kentucky

offices and dedicated faculty and specific curricula and counseling and things like that," said Lewis, a seventhgeneration Kentuckian who graduated from UK in 1971 with a bachelor's degree in mechanical engineering.

Lewis then enrolled at the University of North Carolina, where he received his MBA, and was recruited to Arizona by a homebuilding company. He eventually started his own company, which Lewis estimates has built some 5,000 homes in Arizona.

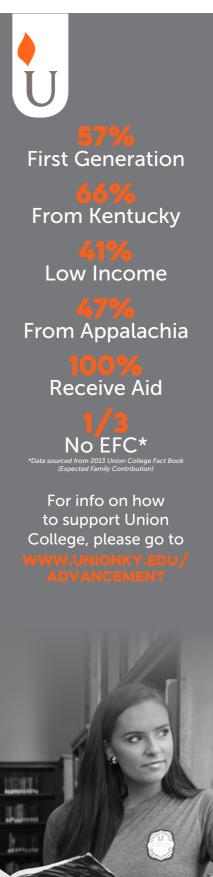
"The state of Kentucky is not as fortunate as some of the other states I've lived in. It doesn't have the economic engine, the corporate headquarters. It doesn't have the major banks. It doesn't have the pro sports teams and all that other kind of stuff," Lewis said.

"It's a smaller state, a little bit behind some of the others, but if anybody's going to advance the state, the University of Kentucky is the institution that's going to be in the middle of it.

"I have what I call an irrational love for the state of Kentucky," he said. "I've lived in Arizona for 40 years, but if I live to be a million I'll still consider Kentucky to be my home."

Grads give back to higher ed

Further evidence of the uptick in philanthropic giving isn't difficult to find.



PHILANTHROPY



Centre College, the well-regarded liberal arts school in Danville, launched its \$200 million Third Century Campaign in early 2013 and surpassed its goal last March, nearly 10 months before the drive was scheduled to end on Dec. 31 of this year. By late October, more than \$205 million had been donated to a fund created to beef up

Centre's endowment.

"When the stock market is doing well since 2010 - giving has been on an upward trajectory, so it's a good time to be raising money," said Richard Trollinger, a senior philanthropy advisor for the school and retired vice president for college relations. "Centre has been very



Richard Trollinger. Senior Philanthropy Advisor. Centre College

fortunate. Over the years we have developed a strong culture of giving among our alumni. Our trustees lead that effort; not all are alumni, but

they step up and understand their role as leaders so they give generously," Trollinger said.

Kentucky's central location is a vital advantage to trucking companies that move freight all over the country, but "our border-state status," as Centre's Shawn J. Lyons describes it, also has a downside.

"There are a lot of foundations around the country that have regional focuses and a lot of them will define themselves as Midwestern or Southeastern," Lyons said. "Kentucky often gets excluded because Midwestern foundations consider us Southeastern, and Southeastern foundations consider us to be Midwestern. A lot of the institutions in Kentucky have what I would describe as a shallower pool of

Shawn J. Lyons, Vice President of College Relations. Centre College

foundation opportunities than comparable institutions in Indiana or Ohio or Tennessee or Georgia because of our border-state status," said Lyons, vice president for development and alumni engagement and Trollinger's successor as college relations VP.

Centre graduates are known for having one of the highest percentages in the nation of support for their school, Lyons said. There are about 12,000 living alumni and the Third Century campaign attracted contributions from 10,500 sources, not all of whom were Centre graduates.

A little more than 30 miles east of Centre's campus, Berea College in Madison County had success in late August when it staged its third annual Giving Day and exceeded its \$300,000 target by about \$200,000, according to Bernadine Douglas, vice president for alumni and college relations.

In mid-October, Berea dedicated the Margaret A. Cargill Natural Sciences and Health Building, which was funded through a campaign that began in April 2016. The college had hoped to raise \$10 million for the building but wound up receiving \$12 million, Douglas said.



Douglas, Vice President for Alumni and College Relations, The University of Berea College

Brad Shafer

Interim Vice

President for

Advancement,

University

University

of Louisville

Louisville also has seen a recent uptick in gifts as it moves beyond the administrative turmoil of the last two years that had dampened the enthusiasm of some donors.

A recruiting scandal led to the firing of men's basketball coach Rick Pitino and university President James R. Ramsey stepped down in September 2016 as controversy rose about the use of funds at the University of Louisville Foundation, which was also led by Ramsey. The university sued Ramsey this past April.

Those factors and others depressed donations to the university through the University Foundation, said Brad Shafer,

who in June was named interim vice president for university advancement. Shafer said he arrived to find there were 13 fundraisers on the staff, only a third of the number employed in the past.

He said some donors also held back their support until they had a chance to evaluate new UofL President Neeli Bendapudi. Shafer said

these donors also wanted to be certain that the right procedures and reforms had been implemented by the new head of the foundation, Interim Executive Director Keith Sherman.

Philanthropic gifts to the foundation are often "relationship based," determined by long-term engagement, shared values or interests.

"I've had a number of donors tell me, 'We have not gone away; we have just been waiting and are pleased with what we see so far,' " Shafer said.

In 2018, about \$5.5 million was contributed to the Fund for the University of Louisville, Shafer said.

An audit released in October 2017 showed the UofL Foundation had assets of about \$924 million, an increase of about 3 percent over the previous year.

Endow Kentucky credits are popular

Another indicator that philanthropy is alive and well in the state can be seen in

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the way donors gobble up the \$1 million in Endow Kentucky state tax credits that become available on July 1, the first day of the state's fiscal year. Those credits – capped at \$10,000 per donor – are available on a first come-first served basis for anyone who contributes to one of the eight certified community foundations that operate in the state.

"It's been very popular, and with the exception of the first year, all of the tax credits have been claimed within the first two weeks of the beginning of the fiscal year," said Joe Clabes, president of the Kentucky Philanthropy Initiative, a F r a n k f o r t - b a s e d organization that promotes strategic



Joe Clabes, President, Kentucky Philanthropy Initiative

philanthropy and efforts to support early childhood education.

Like others interviewed for this story, Clabes said the initiative would like to see the state raise the \$1 million ceiling on available tax credits so that more people can take advantage of the program. That cap, initially set at \$500,000, was raised once before, he said.

Clabes used the example of a \$50,000 contribution to illustrate how beneficial the Endow Kentucky tax credit can be when coupled with state and federal charitable tax deductions: "If you take that \$50,000 gift we originally talked about, once everything is done it feels like (the donor) made a \$17,000 gift."

But that math may not work in the not too distant future. The federal government is considering a change to the IRS code that would prohibit a taxpayer



from using both tax credits and charitable deductions for the same contribution.

In the nine years since the program launched in Kentucky, tax credits of about \$5.7 million have stimulated philanthropic giving of about \$31.1 million, Clabes said.

Virtually everyone who commented for this story talked about the generosity of Kentuckians when it comes to supporting a good cause or helping the less fortunate.

But WalletHub, a personal finance website, wasn't as flattering and ranked Kentucky 41st in a Most Charitable States study released in November 2017. Utah ranked first; Hawaii was 50th.

Kentucky finished dead last in the percentage of the population that

donates time to charities and tied for 48th with Arkansas in the percentage of people who donate money. The state's highest ranking – second only to West Virginia – was for the percentage of people who collect and distribute food to the needy.

WalletHub did not have a figure readily available on how much money was donated to Kentucky charities, a spokeswoman said.

The organization said its study was based on a long list of sources, including the U.S. Census Bureau, the IRS and the Department of Housing and Urban Development.

Greg Paeth is a correspondent for The Lane Report. He can be reached at editorial@lanereport.com.



COVER STORY

Kentucky Files an Aerospace Flight Plan



State consortium is introducing members of \$12 billion manufacturing sector to one another – and to the world

BY CHRIS CLAIR

ENTUCKY'S aerospace industry has been on a fairly steep climb since 2014, when its size caught the attention of state officials.

In 2015, the value of all aerospace manufacturing exports reached \$8.7 billion, making it the largest industry sector in the state by that measure. The following year, the value of exports hit \$10.8 billion and in 2017 it was nearly \$11.7 billion, almost three times the size of the next-largest sector (motor vehicles), according to the Kentucky Cabinet for Economic Development. As of August 2018, exports for the aerospace sector were running 5.9 percent ahead of the same period last year, meaning that the commonwealth's aerospace exports are on pace to top \$12.3 billion this year.

Noting the category's spot atop the state's export list the previous few years, *The Lane Report* did a cover story

on Kentucky's aerospace industry in May 2015.

Even those in the industry describe this growth as almost a happy accident, the result of Kentucky's proximity to major manufacturers like GE and Rolls-Royce and to military installations like Wright-Patterson Air Force Base in Ohio; its prominence as a logistics hub; and the availability of cheaper energy more so than any concerted strategy or effort on the part of state or local officials.

"There was this organic growth of little companies and research and development centers and universities all doing their own thing, and collectively it becomes a \$13 billion industry," said Benjamin K. Malphrus, professor of space science at Morehead State University and executive director of the school's Space Science Center. "What would happen if we actually had a plan, a strategic plan for the growth of the industry?" EDAC Technologies invested more than \$32 million in 2015 in an expansion project at its Erlanger facility for long-term manufacturing contracts with Safran to support development and production of CFM International's LEAP-1A and LEAP-1B aircraft engines.

Kentucky is learning the answer to that right now.

Building connections

The Kentucky Aerospace Industry Consortium (KAIC) formed in 2016 as a not-for-profit initiative of the Kentucky Science and Technology Corp. Its mission is to facilitate the growth and maintenance of the aerospace and aviation



Dr. Benjamin K. Malphrus, Executive Director, Space Science Center, Morehead State University

industry in Kentucky. Through September of this year, its three-person team has amassed some 50 members and partners. They have spoken to companies, civic leaders, colleges and universities, and at conferences. They have been to air shows in Montreal and the United Kingdom, promoting the state and its aerospace industry. In November, KAIC joined other industry sponsors from Kentucky in Tokyo for the Japan International Aerospace Exhibition, and next year it's planning a strong presence at the Paris Air Show, the largest in the world.



Blackhawk Composites produces lightweight materials with high aerodynamic efficiencies in Morgantown, Ky.

GE Aviation operates a large parts warehouse in Erlanger near the Cincinnati-Northern Kentucky International Airport.

D. Stewart Ditto III, a retired U.S. Marine Corps first lieutenant who flew MV-22 Ospreys, joined KAIC in 2016 as its executive director. William Fortune, a commander in the U.S. Navy whose military resume includes stints as an SH-60 helicopter pilot and commanding special air operations for north and west Africa from Germany, joined KAIC in August this



D. Stewart Ditto III, Executive Director, Kentucky Aerospace Industry Consortium

year and is KAIC's business development director. Griffin Melzer, a 2017 graduate of Salisbury University, heads up network and brand development.

Together they're using KAIC to build industry connections in the state and promote Kentucky to the country and the world as an aerospace manufacturing destination.

"The idea behind KAIC is to facilitate the evolution of the industry, to bring industry and government and academia together to develop a strategic plan for the maintenance and growth of the industry," said Malphrus, who also serves on KAIC's board.

KAIC traces its roots back to an economic impact study of the state's aerospace and aviation industry. In March 2015, the legislature unanimously passed HJR 100, directing the Kentucky Commission on Military Affairs, the Kentucky Transportation Cabinet and the Cabinet for Economic Development to study the economic impact of the combined aviation/aerospace/defense industry. The state hired Thomas P. Miller and Associates to perform the study and released the results in May 2017. One of the 26 recommendations was to create an aerospace and aviation consortium. Ditto,



Workers at Blackhawk Composites in Morgantown measure out a section of material to be fabricated into a specialty part. Blackhawk produces lightweight materials with high aerodynamic efficiencies.



who managed the study, was later tapped to lead KAIC.

As the study progressed, it became clear just how significant the aerospace and aviation industry is in Kentucky, Ditto recalled. It found approximately 600 companies, including roughly 120 manufacturing firms, providing some 18,000 jobs in the state. Gov. Matt Bevin and Lt. Gov. Jenean Hampton recognized the need for a dedicated industry organization that would promote the industry inside and outside Kentucky, help the myriad companies in the state network with one another to enhance their supply chains, and involve colleges and universities to ensure a good supply of properly trained workers.

Manufacturing likes the South

"It's happened over the last decade or so, but it all culminated quickly," Ditto said of the industry's growth. "It started with companies moving here and starting to get involved with the business and then came to the forefront fast when all of a sudden in 2015 the state legislature noticed, hey, we're at \$8.7 billion in exports and we're doing nothing to support or grow the aerospace industry here in our state. This is a huge missed opportunity."

One of the things the study identified is that the aerospace industry nationally is migrating away from the West Coast and into the Midwest and the South. Ditto and others liken it to how automobile manufacturing has decentralized, moving away from Michigan and the upper Midwest over the past three decades. Many of those plants and jobs moved to the South, with its lower labor and energy costs, lower taxes, incentive packages and oftentimes more lax regulation. Southern states also have attracted manufacturing plants for foreign automakers, and now the region is home to assembly lines for Ford, General Motors, Toyota, Mercedes, BMW, Nissan, Kia and Volkswagen.

With that growth in auto production came attendant growth in supply-chain manufacturing in the South, the companies that make the parts that go into the cars and trucks.

The same seems to be happening today with the aerospace industry, in no small part because of the presence of those automotive manufacturers and their suppliers.

Boeing is probably the best known case. The company opened a plant in North Charleston, S.C., in 2011 where it fabricates pieces for and assembles its 787 Dreamliner. A year later, Airbus located its first American factory in Mobile, Ala. Subsequently, Gulfstream announced a \$500 million expansion of its Georgia manufacturing facility; Spirit AeroSystems opened a manufacturing plant in North Carolina; Honda Aircraft Co. expanded in Greensboro, N.C.; Rolls-Royce opened an advanced manufacturing plant in Virginia; and Dassault Falcon Jets expanded in Arkansas.

Kentucky has its own large players. GE Aviation has a manufacturing facility in Kenton County in Northern Kentucky and Safran Landing Systems has one in Boone County. But the majority of Kentucky's aerospace industry manufacturers are smaller firms that make parts for the larger firms.

"For Kentucky specifically, a lot of our aerospace manufacturers are companies who have also supplied for the automobile industry and saw an opportunity to diversify their business,

COVER STORY



capitalizing on the growth of aerospace here in Kentucky," Ditto said.

Growing aerospace from automotive

Fortune cited as one example M&S Machining in Winchester, which has transitioned to aerospace manufacturing from automotiverelated manufacturing. Today, M&S fabricates sheet metal and parts that go into several military helicopters and Lockheed's C-130 Hercules military transport plane.

Sheet-metal fabricator Skillcraft LLC in Burlington set up a separate business unit, Skillcraft Aerospace, to handle the growing volume of work coming from that sector. In 2011, the company wasn't involved at all in aerospace. By 2015, aerospace accounted for 35 percent of Skillcraft's total sales, and Skillcraft President and CEO John Zurborg said he could see it reaching 50 percent.

American Metal Works in Paintsville was a top manufacturer of drill bits for the energy industry, Ditto said. As coal declined, the company began manufacturing for the auto industry and now supplies the defense industry as well. It has its AS9100D quality management certification, which is required for aviation, space and defense industry suppliers. KAIC is working with other manufacturers in Kentucky to help them understand the certifications and qualifications required to become suppliers to the aerospace, aviation and defense sector.

Debby Shipp, vice president for international affairs and business growth at the Northern Kentucky Chamber of Commerce, said Ditto has spoken at trade association gatherings

and to manufacturing firms in the region, helping them understand who their peers are and how their capabilities can complement each other to serve large firms like GE, Boeing and Lockheed-Martin.

Debby Shipp,

International

Affairs and

Business

Growth,

Northern

Kentucky

Commerce

Chamber of

for

Vice President

Shipp said the state's study on aerospace and aviation opened the chamber's eyes to just how many such companies are in Northern Kentucky, some of which were unknown to the chamber.

KAIC was a reaction to the surprise Shipp and others felt following the study. When the study came out, Malphrus said, "We were all pretty surprised. I'm in the business and I was kind of shocked," he said. "I

thought, who the heck are all these companies? We don't really have a kind of anchor company like a Boeing or a Lockheed Martin that's a major industry player in the state. In the end that's probably a better structure because it's a more diversified portfolio."

But it does make connecting the industry more challenging, a challenge KAIC is addressing.

"We want to bring the industry together here so that it's under one banner and it's able to communicate and become that robust, connected supply chain," Ditto said. "For the smaller to medium-sized companies, in a lot of cases they look at a contract and they say, 'I can only execute about 60 percent of this,' so they have to pass

The Paris Air Show, held every other year, is the largest in the world. The latest, in June 2017, was attended by 3,450 journalists, 142,000 professionals and 180,000 general public visitors. The Kentucky Aerospace Industry Consortium will participate in the 2019 show to promote the commonwealth's advanced manufacturing assets.

it up for something else. If they understand the capabilities and the qualifications of the companies around them and develop relationships with them, suddenly they're able to subcontract each other, partner with each other and pursue contracts they normally couldn't on their own. For external companies looking to come, they're able to see that united supply chain and know that if they come here they'd be plugged in immediately to companies that can supply their needs."

Step 1: Realizing what's here

KAIC is also promoting the aerospace and aviation sector throughout the state, raising awareness of how important it is to local communities and touting its job prospects.

Brad Thomas, economic development associate manager for the East Kentucky Power Cooperative and a KAIC board member, said not a lot of Kentuckians know that aerospace is the state's No. 1 export. KAIC provides a vehicle for telling that story. Thomas refers to it as a "megaphone moment."



Brad Thomas, Economic Development Associate Manager, East Kentucky Power

"The big thing is that Cooperative megaphone," he said.

"Just having people recognize the aerospace industry participants that are in this state - it's huge. These are companies and buildings that they see on a regular basis; it's just that nobody is clued in to the fact that they're an aerospace company."

Morehead State University is a good example. Tucked into the mountains of Rowan County, MSU's Space Science Center has long been one of the leading space research and development institutions in the country. It has the lead role on a project called Lunar Ice Cube, a mission in collaboration with NASA and the Jet Propulsion Laboratory to send a probe to the moon to map the distribution of water ice as a sort of precursor for man's return to the moon, Malphrus said. MSU, a leader in the development and construction of 4-inch-by-4-inch cube satellites, is

building the spacecraft with a goal of having the entire process done in Kentucky using Kentucky companies.

Education at all levels, including high school, will play a critical role in helping Kentucky compete with other states vying to benefit from the migration of the aerospace industry. Along with Gov. Bevin's goal of making Kentucky a center for manufacturing and engineering excellence, high schools and technical colleges are leveraging curriculum and training programs already in place for the automotive sector and adapting them to aerospace, Thomas said. It's evident in the focus on science, technology, engineering and math (STEM) curriculum and hands-on problemsolving, critical thinking and collaborative approaches like Project Lead The Way from high school on down to kindergarten.

KAIC's role will be to help bridge the gap between students learning those skills and realizing they can put them to work in good jobs without having to leave the state.

Additionally, KAIC is working with the military to encourage military personnel discharged through one of Kentucky's military bases to stay in the state and – importantly – keep their skills here.

It also has launched an initiative called Elevate Kentucky, the aim of which is to make the state a central location for the testing and development of autonomous vehicles, not just drones but also driverless cars.

The hope is that all this work – combined with the advantages Kentucky

already touts, including its proximity to two-thirds of the U.S. population, its low-cost energy, its available workforce and its transportation network – will give the state a leg up over nearby competitors like the Space Coast, Ohio, the Carolinas and Tennessee.

Chuck Sexton, president and CEO of One East Kentucky Economic Development, an economic development organization that represents nine counties in Eastern Kentucky, said aerospace can be an important long-term economic driver, something his region of the state sorely needs.

Sexton said KAIC will play a pivotal role helping the aerospace industry grow, which in turn helps diversify the economy.

"I think it's a good time for KAIC to come around and to really start pulling our aerospace sector together and be that expert that we can go to when we're recruiting that holps fill in gaps and gots wa the

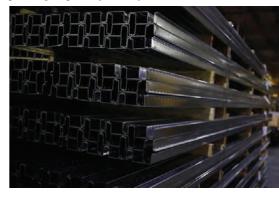
helps fill in gaps and gets us the information we need," Sexton said.

With numerous studies and much anecdotal evidence supporting the aerospace migration story, it's possible that KAIC – itself the product of suddenly recognizing the importance of the state's aerospace sector – could have come along at just the right time to help Kentucky capitalize on the trend.

"We have this window of opportunity available to us that needs to be capitalized on while the iron is hot, while these companies are moving



Voestalpine Roll Forming Corp. of Shelbyville is providing components for aircraft makers.



and looking for places to relocate, grow or expand," Ditto said. "Once the dust settles and the industry is relocated to this area, it'll be kind of like it was when they were on the West Coast and they stayed stationary for a while. It's going to be harder to get them to relocate again once they've made those moves.

"We want people, when they think aerospace, to think Kentucky." ■

Chris Clair is a correspondent for The Lane Report. He can be reached at editorial@lanereport.com.

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LEGAL SERVICES



Be Careful What You Share

If it's on the internet, it's probably protected intellectual property

BY KATHIE STAMPS

OU'RE writing a blog post about your company and think it might be cool to snag a photo from someone else's website and use it. It's on the internet so it's perfectly ... illegal.

It's against the law to copy someone else's work and pass (or paste) it as your own, per Title 17 of the United States Code, the section that deals with the copyright laws of the land.

Copyrights and the infringements thereof are complex issues, as legal matters often are – to print out a PDF of Title 17 from uscode.gov will set you back almost half a ream of paper – so the simplest way to understand it is to flip the compound word around. Copyright: the right to copy. Ask yourself, "Do I have the right to copy my competitor's graphics and photography?" "Do I have the right to copy that architect's design for my own office building?" "Do I have the right to use this song in my corporate video?"

No, nope and not a chance. Unless you get permission, of course, which may or may not come with an actual price tag.

"Copyright notices haven't been required since the 1980s. It does not mean it is not copyrighted," said Jack Wheat, one of 60 attorneys at McBrayer, McGinnis, Leslie & Kirkland. He is the intellectual property department head and works in the Louisville office. McBrayer has offices in Lexington, Louisville, Frankfort, Ashland and Greenup.



Jack Wheat, Attorney, McBrayer McGinnis Leslie & Kirkland

What is intellectual property?

The word property conjures images of land and cars, tangible things. "Intellectual property is intangible things," Wheat said.

Why should a business owner be concerned about IP?

"For two reasons," according to Wheat. "One, you don't want to be violating your competitors' rights unless you want to be tied up in litigation. On the flip side, if you come up with something unique, you want to prevent other people from freeriding off your innovation."

The various forms of IP protection

Copyright applies to literary, musical and other artistic works. (See §102 of the aforementioned Title 17.) Trademark is for words, symbols or designs, including but not limited to, company names, logos, taglines and product design. When the design of a tool or machine, for example, is something the creator wants protected, patent is the legal form.

"Patent is the intellectual property protection for novel, useful things,' Wheat said. "It's something that does something; it has to have a function."

The circled R symbol (®) often seen in corporate communications and product packaging means the phrase or product has been registered with the United States Patent and Trademark Office. The superscript TM symbol (TM) stands for trademark. "You are allowed to use that if you want to tell the world you consider it your trademark,' Wheat said. The mark itself has no real legal significance, though.

So, IP is "property protection for things that originated in someone's mind," Wheat said. "On the patent side, it's something an inventor came up with. On the marketing side, a slogan or logo; on the copyright side, a book or play or song that was written."

Most IP law is federal. Patent is exclusively governed by federal law; trademark can be state or federal or both.

"I often use the example in classes I teach of a circle with a squiggly line," Wheat said. "That squiggly line is a Hostess cupcake and the look of it is protected."

Another classic example of a trademarked design is the Coca-Cola bottle. The design of the Kentucky Peerless Whiskey bottle is also registered as a trademark.

Louisville-based Kentucky Peerless Distilling Co. made its first "new" barrel of bourbon on March 4, 2015. It's too soon to be released, but the company has already produced rye whiskey.

"We have worked closely with Jack Wheat on all of our trademarks," said Corky Taylor, Kentucky Peerless chairman and CEO. The unique bottle and cap designs for Kentucky Peerless products were created by his son, Carson Taylor, who is president of the company, and Christa Edwards, head of office at Peerless.

John Cross, professor of intellectual property law and technology transfer at the University of Louisville School of Law, begins his intellectual property survey course by telling students that "just as the Holy Roman Empire was not holy, nor Roman, nor an empire, intellectual property is neither intellectual nor property."

Yes, patents and copyrights require intellectual activity. "But trademarks, trade secrets and the right of publicity do not," Cross said.

In the IP survey course, Cross covers utility patents, copyrights, trademarks, trade secrets, product design protection - design patents and other forms - and the right of publicity. He also teaches other specialized courses, including International IP Law, Artists' and Performers' Rights, Trademark Law and Intellectual Property Licensing.

In explaining intellectual property rights and emphasizing how they work as a restriction on the ability of others to compete, Cross tells his students, "No one can sell a machine exactly like my patented machine, or a work substantially similar to my copyrighted work." He explains that intellectual property rights create a type of zone "of exclusivity around the creation, and no one else can compete with the rightsholder within that zone. The zone varies in size depending on the right."

Who owns what?

Does the business owner or the employee own the content of that blog post? "In most cases, the employer probably would," Wheat said. A stickier question that comes up is when a company uses an outside contractor.

"Let's say you hire an ad agency to develop an advertising program for you, or a software code writer to write some software for you," Wheat said. "In those situations, even though you hired them and paid them, you don't own the resulting copyrights in the work unless you have a specific written agreement in place."

An IP attorney can make sure you have "the correct ownership agreements in place for what an employee or outside vendor is creating," Wheat said. He also recommends that business owners look into having an IP attorney conduct an audit, to review with them what intellectual property they have (and may not realize they have) that needs to be protected. "For a small business, you're only looking in a few hundred dollar range" of cost to do so, he said.

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

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John Cross. Professor of Intellectual Property Law, University of Louisville School of Law



Debbie Smith, CPA

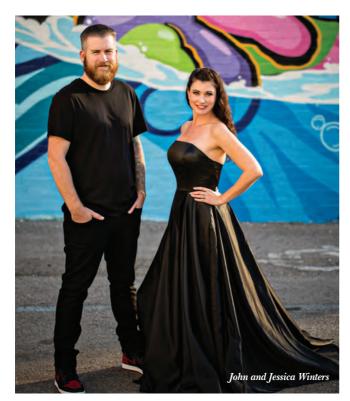
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Kentucky's young professionals and creatives



Prepare the Wall – The Winters Are Coming

This Lexington couple is on a mission to make the city's streets more colorful

journalism major, attorney, former music-venue owner and co-founder of a street arts festival – that's not four people, but one: Jessica Winters.

One night in 2011, Winters said to her husband, "Let's do a street art festival." Because, you know, the streets in Lexington needed something for everyone's enjoyment. Like art. Big art.

She had opened Buster's, a 1,000-seat concert hall and billiards room in Lexington's Distillery District in 2009. Two years later, it was the site of the first PRHBTN event. (Buster's is now Manchester Music Hall and has new owners.)



Australian artist Fintan Magee works on a mural in downtown Lexington as part of the ongoing PRHBTN project.

PRHBTN stands for prohibition, without the vowels. Most of the murals on buildings throughout Fayette County are PRHBTN projects. It's the type of work that was once prohibited decades ago when street artists were known as "taggers" or graffiti artists, particularly in large cities like New York. All of the PRHBTN murals, almost 30 so far, have been painted with permission of the property owners. It's nowhere near graffiti or urban blight; it's public art.

The art was small in the beginning for PRHBTN. That first year, 2011, Jessica and John Winters held a DIY "hang and sell your own art" gallery

show for local and regional artists, complete with musical performances and a nice community vibe all around. The second year, they partnered with Transylvania University professors Kurt Gohde and Kremena Todorova, who had lined up two muralists from Germany known collectively as Herakut.

By 2013, PRHBTN and murals became synonymous terms. John and Jessica didn't set up a nonprofit for their passion project, there's no board of directors and no salaries for the couple. Instead, LexArts is the fiscal agent, making all donations tax-deductible, as LexArts is the city's arts council and united arts fund. Kickstarter campaigns (six so far) have raised money for PRHBTN to cover travel, lodging, materials, food and other expenses, including an honorarium, for the muralists.

Originally from Connecticut, John Winters has a University of Kentucky political science degree. He has a background in concert promotion and social media marketing. For PRHBTN,

he handles graphics, web design and marketing. "In my spare time, whi

"In my spare time, which is limited, I'm a stay-athome dad."

Every October, the PRHBTN street art festival invites two, sometimes four, world-renowned artists to come to Lexington and paint a mural on the side of a building. Artists from France, Portugal, Belgium, the United Kingdom, New York City and Los Angeles have shared their largescale creative skills with the Bluegrass. Each mural takes



One of some 30 street art murals placed in and around downtown Lexington since 2013 by the PRHBTN project. This one is by mural artist "Patch Whisky."

as long as two and a half weeks to paint; the quickest was done in a day. Jessica and John Winters make sure the artists are "treated like a rock star while they're here," Jessica said. "They enjoy their experience when they come to Lexington, with the horses, bourbon and friendly people."

Local and regional artists aren't left out of the picture. PRHBTN has had a gallery from the start in various warehouse spaces. In 2016 the PRHBTN power couple was approached by the Lexington Art League about a partnership.

"It was awesome," Jessica said. "They have beautiful gallery space. And a staff. Our local and regional artists have opportunities to show their art in an actual gallery, where someone hangs it."

The three-week-long PRHBTN gallery exhibits feature edgy and sociopolitical works with off-beat techniques at very reasonable prices for original art, typically ranging from \$50 to \$200.

Yes, it takes year-round planning for PRHBTN's street art festival and exhibits, and though they rarely come up for air, the Winterses wouldn't have it any other way.

"I'm a full-time working mom. I own my own law firm," Jessica said. "I love art and music. I have to have something creative to keep me going."

-Matt Wickstrom

Taking Art Outside the Classroom

PRHBTN sponsors local murals on schools as well as commercial buildings. Lexington's Bryan Station High School is in the process of having both an interior and exterior mural painted by Nicholasville artist Casey Peel, who was selected through a proposal submission process.

"PRHTBN is an incredible platform for artists of all skill types and places in their career to connect with the community in a powerful creative way," Peel said. "I am so humbled to be a part of it this year and I hope that as I grow as an artist, I can be more involved with them as well."



A rendering of the new Bluegrass Music Hall of Fame and Museum that reopened in October.

Tourism Tune-Up

Owensboro taps state's musical roots with renovated Bluegrass Music Hall of Fame & Museum

OWNTOWN Owensboro has undergone a facelift and revitalization in the last few years, with much of the focus revolving around tourism, specifically the region's rich history in bluegrass music. Driven by \$15.3 million in private, local and state government funding, the latest addition to Owensboro's downtown is the expanded and renovated Bluegrass Music Hall of Fame & Museum.

The city orchestrated a grandreopening ceremony Oct. 18-20 that included induction of a special Hall of Fame class, a sold-out show by Kentucky mandolin master Sam Bush and a free outdoor show featuring Yonder Mountain String Band, Town Mountain, Front Country and High Fidelity.

Originally opened in 1991 as the International Bluegrass Music Museum, the new facility on a former state government office site doubles the size to 50,000 s.f. and includes the 447-seat Woodward Theatre, along with a 1,500seat outdoor amphitheater. The twofloor museum features exhibits documenting the history of bluegrass from the genre's roots with Bill Monroe to its golden age, its association with the Grand Ole Opry, the rise of festivals and how they've transformed the genre, and background into both the genre's traditional and progressive veins and methodologies.

Tying all the exhibits together are video interviews. The videos come from a special partnership with the University of Kentucky's Louie B. Nunn Center for Oral History, which created a transcribed, searchable database.

The Nunn Center's contribution is much appreciated at the new facility, where Carly Smith, director of marketing, said such a task would've been daunting for the museum staff of eight to tackle on its own.

Aiding the museum's expansion in downtown Owensboro is the ROMP Festival, an annual fundraiser for the nonprofit venue that celebrated its 15-year anniversary in June with a record 30,000 in attendance to see Alison Krauss, Rhiannon Giddens, Ricky Skaggs and others. Originally named the River of Music Party, Visit Owensboro reports the festival generates an economic impact of \$2.8 million for the region, with those numbers expected to rise now that the museum is re-opened.

Throughout ROMP, typically held the final weekend in June, the Bluegrass Music Hall of Fame & Museum partners with the city and Visit Owensboro to provide free shuttle rides to and from the festival. The shuttle lets festival goers explore the new museum and everything else downtown Owensboro has to offer, including the new O.Z. Tyler Distillery, which joined the Kentucky Bourbon Trail on June 1. To celebrate both their new statuses, the museum and the distillery have partnered on a special-label bluegrass bourbon, available only in the Bluegrass Music Hall of Fame & Museum gift shop.

With its expanded exhibit and concert space, the museum plans live music every other week on a year-round basis with upcoming shows from The Del McCoury Band (Dec. 8), Doyle Lawson & Quicksilver: A Bluegrass Christmas (Dec. 15) and The Grascals (Jan. 19, 2019). For events now on its calendar, the museum already has ticket buyers from 23 states and 175 zip codes, illustrating that the hunger for bluegrass music is far-reaching and brings much needed tax dollars to the state.

On show nights, the museum plans to open at 6 p.m. prior to the 8 p.m. shows, with discounted museum admission on those nights. The museum has partnered with two new downtown Owensboro hotels, a Hampton Inn & Suites and Holiday Inn, to offer discounted admission and room rates for those looking to spend a night or two exploring the area.

For more information visit bluegrassmuseum.org. —Matt Wickstrom

WKU in Glasgow Launches New Student Business Accelerator

Western Kentucky University Student Business Accelerator in Glasgow slated to launch spring 2019 will be a free opportunity for students to explore starting their own businesses. It will support new ideas, offer practical resources and promote mentorship from business leaders.

Glasgow-Barren County Industrial Development and Economic Authority board of directors members hosted chamber leaders, state representatives, area school systems, state and local elected officials and business leaders throughout the region at a meeting Nov. 9 where WKU Associate Vice President of Extended Learning and Outreach Beth Laves and Stephanie Pritchard, former administrator of the program at WKU in Glasgow, presented plans for the Glasgow SBA and its potential impact on the community.

Laves, Pritchard and two student entrepreneurs spoke about the success of current student incubator programs and the need for similar programs in other communities.

Whitney Peake is the director of the Center for Entrepreneurship and Innovation at WKU. She, along with Jeff Hook, director of the WKU Small Business Accelerator, work closely with WKU students to help them develop their business ideas. She stressed the importance of providing resources for students who don't yet have the finances, space, assets or knowledge to successfully start a business from the ground up.

"Many students have great ideas," said Peake, "but they need the support of others who have gone before them. I'm excited about the ways WKU and our communities work together to support student entrepreneurs."

Local business leaders can get involved through mentorship, internships, speaking to student groups and sharing SBA with young people throughout their community.

"I hope you will partner with us," Laves said. "We have created a space at WKU in Glasgow dedicated to this program, and we need you to help us fill it."—*Matt Wickstrom*

THE LANE LIST

KENTUCKY'S NEW AND EXPANDING INDUSTRIES

Ranked by investment

These are the new and expanding industry announcements in Kentucky for 2018 through Nov. 15. For the first 10 and a half months of the year there were 234 projects totaling \$4.35 billion in investment that supports 11,193 jobs.

COMPANY	CITY, COUNTY	INVESTMENT	JOBS	LINE OF BUSINESS
Nucor Steel Gallatin	Ghent, Gallatin County	\$650 million	45	Flat rolled steel coils
Beam	Clermont, Bullitt County	\$585 million	5	Stillhouse, distillery
Maker's Mark Distillery	Loretto, Marion County	\$463.8 million	24	Bourbon whiskey
Novelis Corp.	Guthrie, Todd County	\$304.8 million	125	Aluminum rolled products and recycled aluminum
GE Appliance Park	Louisville, Jefferson County	\$200 million	400	Dryers, washers, refrigerators, dishwashers and heat pump water heaters. Data center.
Global Win Wickliffe	Wickliffe, Ballard County	\$150 million	500	Pulp and brown paper packaging
Century Aluminum of Kentucky	Hawesville, Hancock County	\$116.5 million	250	Aluminum molten metal, sows and smelting
Jim Beam Brands Co.	Clermont, Bullitt County	\$101.7 million	22	Stillhouse, distillery
Galt House Hotel	Louisville, Jefferson County	\$80 million	87	Hotel
Extiel-Advantage, Somerset	Somerset, Pulaski County	\$75 million	60	Gas-to-liquid conversion into high-value synthetic waxes, oils and solvents
Sister Schubert's Rolls	Horse Cave, Hart County	\$74 million	134	Manufacture, package and distribute frozen yeast rolls
Excel Mining	Pikeville, Pike County	\$73.6 million	N/A	Coal mining
Independent Stave Co.	Morehead, Rowan County	\$66.5 million	220	Oak barrels and other cooperage products
Beam Suntory	Boston, Nelson County	\$63.1 million	20	Whiskey and bourbon distillation
Veloxint Corp.	Grayson, Carter County	\$60.2 million	100	Manufactures nanocrystalline alloy products
Kobelco Aluminum Products	Bowling Green, Warren County	\$48.5 million	115	Aluminum extrusion and fabrication products
Hydroponic Farms USA	Jackson, Breathitt County	\$44.6 million	121	Agribusiness: lettuce, tomatoes, cucumbers, bell peppers, blueberries, strawberries, potatoes
Jet.com	Shepherdsville, Bullitt County	\$41.3 million	400	Ecommerce: via online portal, consumer goods shipped to customer's address
Berry Plastics Corp.	Madisonville, Hopkins County	\$40 million	79	Manufacturer of plastic closures
Danimer Scientific Kentucky	Winchester, Clark County	\$36.2 million	37	Sustainable biopolymers
Maker's Mark Distillery	Loretto, Marion County	\$31.2 million	12	Bourbon whiskey
CCBCC Operations	Erlanger, Kenton County	\$30.2 million	434	Sales and distribution of bottled and canned soft drinks produced by Coca-Cola Co.
Grain, Limestone, & Oak	Waddy, Shelby County	\$27.3 million	31	Craft distillery
Ahlstrom-Munksjo	Madisonville, Hopkins County	\$27 million	N/A	Filter paper, roll goods. Filtration media for the transportation market
Water Tower Place	Louisville, Jefferson County	\$26 million	35	Hotel
Ford Motor Co. KTP	Louisville, Jefferson County	\$25 million	N/A	Production of Super Duty pickup trucks (F-250 through F-550), Ford Expedition, Lincoln Navigator
The Webstaurant Store	Madisonville, Hopkins County	\$25 million	170	Distribution center for restaurant and janitorial supplies
Aisin Automotive Casting	London, Laurel County	\$23.4 million	12	Aluminum engine and transmission components for automotives
RSTUSA	Somerset, Pulaski County	\$22 million	400	Metal casting, molds and dies for industry, lighting systems, metal and foam products for buildings
Santa Rosa Systems	Louisville, Bullitt County	\$21.7 million	300	Material handling equipment manufacturing
Givaudan Flavors Corp.	Florence, Boone County	\$20.8 million	20	Food flavorings

Source: Kentucky Cabinet for Economic Development



Take the time to venture to smalltown Shelbyville for holiday shopping. Visit the shops, tour a horse farm or distillery and dine at atmospheric restaurants.

ShelbyKY Tourism www.VisitShelbyKY.com 502.633.6388



SPOTLIGHT ON THE ARTS



Let Your Gift Tell a Story

Shop local for the holidays, support Kentucky artists

BY CHRIS CATHERS

THE holidays are upon us and that means searching for meaningful gifts for our friends and loved ones. As always, the Kentucky Arts Council

encourages you to shop locally and to seek out gifts that have a story behind them.

The arts council's Kentucky Crafted directory is always a great place to start. The directory is represented by more



than 450 of Kentucky's best visual and craft artists, and each of them can help you find a gift that is unique.

This year, the arts council added nine artists to the directory, each with their own distinctive style. We hope you'll check them out as you consider your holiday gift giving.

The new Kentucky Crafted program artists are:

• Robert Bridges (Rob Bridges Illustration), Georgetown, painting

• Margaret Cooney (Cooney Pottery), Elizabethtown, ceramics

• Michelle Hayden (Michelle Hayden Fine Art), Richmond, sculpture

• Edward Lawrence (Zedz Press), Frankfort, photography

• Sharon Matisoff, Frankfort, painting

• David Neace, Nicholasville, painting

• Lakshmi Sriraman (Lakshmi's Studio), Lexington, painting

• Teresa Webb (Worker Bee Sewing Co.), Berea, fiber art

• Mary Ann Woolery-Bussey (Blue Lick Hollow), Berea, fiber art

You can find more information on these artists, and many more in the online Kentucky Crafted directory, artistdirectory.ky.gov.

If you want to shop in locations that are selling the work of several Kentucky Crafted artists, look no further than our list of Kentucky Crafted Retailers. These retailers offer a wide variety of merchandise and actively promote the Kentucky Crafted brand. For a complete list of Kentucky Crafted Retailers, visit the Kentucky Crafted Retailer page on our website, artscouncil.ky.gov/KAC/ Creative/retailers.htm.

You can also find Kentucky Crafted artists represented among the offerings at the Kentucky Artisan Center at Berea. Just off Interstate 75 in Berea, this spacious facility features the work of more than 800 Kentucky artisans creating every category of modern and traditional crafts; twodimensional art and other visual arts; music; books; film; and specialty foods. In addition to featuring work by Kentucky Crafted artists, the artisan center sells work by artists from other prestigious programs like the Kentucky Guild of Artists and Craftsmen and the Southern Highland Craft Guild. U.S. Army veteran Damon Farmer of Woodford County contributed this acrylic on canvas piece, "Visualize a Future Peace," for The Kentucky Veteran Project exhibit taking place at Gallery on the Square in Franklin through mid-January.

Happy holidays, and please remember to shop locally.

The Kentucky Veteran Project Exhibit

In last month's column, we told you about a new traveling exhibit the arts council launched called The Kentucky Veteran Project. The exhibit has completed its successful inaugural month at the state Capitol in Frankfort, and is now on the road. You can see it at Gallery on the Square, 110 N. Main St. in Franklin through mid-January.

We were thrilled to receive several submissions to this exhibit that highlight the artwork of military veterans and their families. This exhibit features 43 pieces by 41 artists and one piece that was a collaborative project by members of a Trigg County American Legion post. The selection process was difficult, but we believe the end result is a true representation of outstanding artwork from Kentucky's military veterans and their families.

In addition to a select number of galleries or other public spaces around Kentucky, The Kentucky Veteran Project exhibit will visit each of the state's veterans health centers in Hazard, Wilmore, Hanson and Radcliff. This geographic distribution will help ensure that all Kentuckians are able to enjoy this spectacular collection of art.

Our goal with this exhibit is to highlight the creativity of our own veterans while honoring their sacrifices and service to our country. We are also working with the state veterans centers to develop meaningful healing-arts programming.

The artwork in this collection is firstrate, representing a wide range of subject matter and mediums. The subject matter ranges from very personal reflections on war and sacrifice to pride and patriotism.

We wanted to give the artists the opportunity to express themselves without asking them to fit a theme, and the result is spectacular. What we received is an eyeopening reflection of what military service means for veterans and their families. We are excited to receive feedback from folks around the state about this important display of artwork.



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

EXPLORING KENTUCKY



Catch the Spirit Holiday events across the commonwealth

BY KATHERINE TANDY BROWN

F you're not yet in a festive mood, the commonwealth is alive with holiday events. The following are but a few of the events taking place across the Bluegrass State this month that are sure to get you in the holiday spirit.

Charles Dickens's Scrooge is, of course, the ultimate curmudgeon, and you can watch his transformation into a touchy-feely kind of guy during Waveland State Historic Site's annual production of "A Christmas Carol," Dec. 14-16. Because the story and Waveland's antebellum mansion both were birthed in the 1840s, the historic setting is appropriate and the scenes travel from room to room as the play unfolds.

Arrive early and learn about life on a 19th-century Kentucky plantation with a tour of the home and outbuildings – the icehouse, slave quarters and smokehouse – led by a guide in period attire.

Head south to Somerset for a nostalgic, witty holiday play about some of literature's favorite characters from Jane Austen in "Miss Bennett: Christmas at Pemberly," showing Dec. 21-23 and Dec. 27-30 at the Flashback Theater's black box performance space in the former Somerset City Hall Building.

Listed by *American Theater* magazine as one of the most produced plays this

year, this charmingly imagined sequel to "Pride and Prejudice" features the bookish Miss Bennett, the ever-dutiful middle sister, tiring of her assigned role while watching her three sisters' romantic dalliances. When the family gathers for Christmas, an unexpected guest sparks her hope for independence, an intellectual match and perhaps even love.

Another heartwarming production adapted from the classic animated television special, "A Charlie Brown Christmas," takes to the stage live Dec. 14-16 at the Star Theater in Russell Springs. Everyone's favorites from the Peanuts gang - Charlie Brown, Lucy, Snoopy, Linus, et al – discover the true meaning of Christmas. To lift Charlie Brown out of a holiday depression, Lucy suggests he direct a neighborhood play. When his peers mock his best efforts, Charlie Brown learns what Christmas is really about, thanks to Linus, and the gang reunites to celebrate their best Christmas ever.

A small-town movie house that opened in 1949, the Star Theater was completely renovated by the Russell County Arts Council in the 1990s, opened in 1994 and is now a popular venue for plays and concerts, including Shaker Village's Illuminated Evenings features hayrides, bonfires and special programs and performances.

Flashback Theater, Somerset flashbacktheater.co (888) 394-3282

Living Arts & Science Center, Lexington lasclex.org (859) 252-5222

Shaker Village of Pleasant Hill, Harrodsburg shakervillageky.org (800) 734-5611

shakervillageky.org (800) 734-3011

Star Theater, Russell Springs startheater.ticketleap.com (270) 866-7827

Ward Hall, Georgetown wardhall.net (502) 863-5356

Waveland State Historic Site, Lexington parks.ky.gov/parks/historicsites/waveland/ (859) 272-3611

several sellouts by country music superstar Steve Wariner, who grew up in Russell Springs.

A historic venue in Georgetown provides a step back to Christmas past during the annual Ward Hall Candlelight Tours, Dec. 14-19. Completed in 1857, this 12,000-s.f. antebellum plantation mansion with 27-foot-high Corinthian fluted columns is considered one of the nation's finest Greek Revival-style mansions and one of the best examples of a mid-19th century classical building in the country.

Ward Hall's center hallway is dominated by a copy of an 1860 portrait of Sallie Ward, a celebrated Kentucky belle of her day. Her son Junius and his wife, Matilda Viley Ward, built the house. Junius and his brother-in-law, Capt. Willa Viley, first president of the



Georgetown's Ward Hall, decorated for Christmas.

lard Hall photo

Lexington Racing Association, played a key role in the development of the Kentucky Thoroughbred, most notably through ownership of the incomparable racehorse Lexington, who won the famous 1854 match race against Lecompte at Metarie Race Course in New Orleans.

You'll find fascinating history in every nook and cranny of Ward Hall.

There's more history to be found at Shaker Village of Pleasant Hill in Harrodsburg when you visit during Illuminated Evenings on successive Saturdays, Dec. 15 and 22. Begun in 1805, this community of Shakers thrived during the 1800s. Today, much of the remarkable settlement has been restored, its traditions and crafts preserved, its heritage breeds and crops revitalized, and many preservation awards gleaned.

Illuminated Evenings feature Jingle Bell Shuttle Rides; the Elf Shop, where you can craft a gift or write a letter to Santa; holiday music in the 1820 Shaker Meeting House; extended hours for all the Village shops with handmade treasures for gifting; bonfires and hot chocolate and hot cider stations (adults can have their cider "spiced" for a small fee); twinkling lights and special visits with Mrs. Claus. Each weekend will feature different performers, programs and tours.

Shaker Village photo



In addition, you and your family can bring donations of new gloves, hats and scarves for the Shaker Village Giving Tree for local families in need. Giving always ups your cheer meter.

For a holiday happening that's a bit out of the ordinary, catch Planetarium Pop-Up: Season of Light at the Living Arts and Science Center in Lexington on Dec. 21. Narrated by National Public Radio's Noah Adams, Season of Light explores the reasons that folks are so Ward Hall, in Georgetown, is hosting its annual candlelight tour Dec. 14-16.

fascinated with lighting up their lives during the December holiday season. It's an exploration of astronomical meanings behind seasonal traditions, including the "Star over Bethlehem." All about astronomical and cultural themes related to the holiday season, this limited-run program packs an educational impact through a set of multidisciplinary ideas woven throughout that help relate various holiday traditions and astronomy to all our lives.

For more cheery event options, check out the state tourism website, kentuckytourism.com. ■

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



Shaker Village's Elf Shop gives little ones the chance to write a letter to Santa.



THE LANE REPORT • LANEREPORT.COM



Kentucky Plays Host to 'Top Chef' TV Series

66 T OP Chef," a p o p u l a r television series on the Bravo network, will begin airing its 16th season on Dec. 6, with Kentucky serving as the backdrop for the show.

The program features 15 up-and-coming chefs from across the nation, competing for the soughtafter title of Top Chef. The competition was filmed earlier this year in locations across Louisville, Lexington and the Lake Cumberland area before



Paducah chef Sara Bradley, owner of the freight house restaurant, is among the 15 chefs competing on the upcoming season of Bravo's "Top Chef" television series.

heading for the finale in Macau, China.

Among the featured locations are Churchill Downs and Keeneland, the Muhammad Ali Center in Louisville, and Lexington's Rupp Arena.

Views will see the contestants at Maker's Mark's iconic bourbon distillery, where they are tasked with putting their individual spin on classic Bluegrass dishes such as burgoo, Benedictine, hoe cakes and dumplings. In addition, the series' blindfold taste test has the chefs working to identify a variety of herbs and spices for a KFCinspired Quickfire challenge while another challenge has them reimagining the classic Kentucky Hot Brown.

This season is the first in which the chefs had to grow their own produce and use their harvests in one of the final Kentucky challenges.

Culinary stars featured in the upcoming season include Emeril Lagassé, Eric Ripert, Jonathan Waxman, Art Smith, Nancy Silverton, Richard Blais, Brooke Williamson, Nina Compton, Karen Akunowicz, Annie Pettry, Caroline Styne, Sean Brock, Tandy Wilson, Dario Cecchini, Ken Oringer and Abraham Conlon. Also lending their expertise are acclaimed Kentucky chefs Ouita Michel, Ed Lee, Newman Miller, David Danielson and Kathy Cary.

Louisville-based GE Appliances is a season-long partner of the show and has outfitted the "Top Chef" kitchen and cast house with its Monogram appliances.

Annual Ed Lane Memorial Holiday Dinner Giveaway Now Underway



THE third annual Ed Lane Memorial Holiday Dinner Giveaway is now underway, providing holiday dinners to deserving families in the central Kentucky area. The holiday dinner giveaway has become an

Annual event organized by Red State BBQ and Meredith Lane Ferguson, daughter of the late Lexington businessman who passed away in 2015 after a two-year battle with cancer. Lane was the founder and publisher

of *The Lane Report*, in addition to being a commercial real-estate broker and serving for five terms on Lexington's urban-county council.

David Carroll, owner of Red State, said the opportunity to honor Lane came about when Ferguson stopped by one night to pick up some food. When she learned about Red State's holiday meal giveaway, she wanted to help by



donating a meal to a family. From that grew the idea to honor Lane through the annual meal program.

"Ed was one of our regular customers from about the time the business opened," said Carroll. "It was often quite random. Sometimes lunch, sometimes dinner, sometimes with a dining companion. Sometimes I'd walk out into the dining room and he'd just be sitting there in his suit by himself eating barbecue. He was a business and civic leader in our community, but Ed also loved barbecue and he loved Red State."

Carroll said the holiday meals are given to families who are nominated by others in the community. "It could be a family that's maybe had a rough year or they have an inspiring story or maybe they're charitable of their time to help others in our community."

To nominate someone to receive a meal – which includes a turkey dinner "with all the fixins" for 14 people – Carroll says they simply need a couple of paragraphs describing why a particular family should be considered.

Both nominations and donations for Christmas meals are being accepted through Dec. 19 and should be sent to nominations@redstatebbq.com.

For more information about the program, call (859) 233-7898.



Morehead students celebrate after navigating a rover around the surface of Mars.

Space Exploration Becomes Reality for Morehead Students

THE fall of 2018 will be one to remember for a group of students at Morehead State University, who on Nov. 13 had the once-in-a-lifetime opportunity to remotely control a Mars rover.

The team of 11 students from the Craft Academy for Excellence in Science and Mathematics – who are currently taking classes in robotics, remote sensing, space science, computer programming mathematics and physics – were given the opportunity to control the rover as part of MSU's collaboration with Mission Control, a space exploration and robotics company operating out of Carleton University's accelerator for entrepreneurs. The rover is located on the Carleton University campus in Ottawa, Canada.

The MSU team was given a simulated mission and navigated the rover around obstacles based on a 2D terrain map.

"The students learned about the challenges scientists and engineers at Mission Control deal with on real Mars and Lunar missions," said Jen Carter, assistant director of academic services for the Craft Academy, "including lack of high-resolution maps of the environment and lack of precision landing on Mars."

Camp Nelson Designated As Kentucky's First National Monument



AMP Nelson Civil War Heritage Park has earned the distinction of becoming Kentucky's first national monument.

Initially established as a Union Army supply depot and hospital, Camp Nelson became a key emancipation site and refugee camp for African-American soldiers and their families during the Civil War.

Located in Jessamine County, it was one of the largest Union Army recruitment and training centers in the nation for African-American soldiers,

then known as U.S. Colored Troops. Thousands of enslaved African-Americans risked their lives escaping to Camp Nelson with the hope of securing their freedom and controlling their own futures during and after the war.

Today, the site remains one of the best-preserved landscapes and archaeological sites associated with Civil War-era U.S. Colored Troops recruitment camps and the African-American refugee experience.

Camp Nelson will now be the 418th site that the National Park Service oversees.

Size Matters: When Small Businesses Thrive, We All Thrive

When the holiday shopping season now in full swing, there's plenty of competition for consumer dollars. For businesses both large and small, this season has a major impact on the bottom line. But consumer spending impacts more than the business itself: According to the Small Business Economic Impact Study from American Express, two-thirds of every dollar spent at small businesses in the United States stays within the local community.

Furthermore, every dollar spent at small businesses creates an additional 50 cents in local business activity as a result of employee s p e n d i n g a n d businesses purchasing local goods and services. In fact, for every 10 jobs at a small business, another seven are supported in the local community.

A separate study, the 2018 Small Business



Saturday Consumer Insights Survey, finds that the vast majority of Americans are completely on board in their support of small businesses. The survey found that 91 percent of consumers believe it is more important than ever to support small businesses this holiday season, and 83 percent plan to do at least some portion of their holiday shopping at a small, independently owned retailer or restaurant – either in person or online.

"What began nine years ago as an effort to support local stores during the holiday shopping season has become the Shop Small movement, bringing together millions of shoppers, small businesses of all kinds, civic leaders and organizations in thousands of towns and cities across the country," said Elizabeth Rutledge, chief marketing officer at American Express. "Shopping small has a significant and positive effect on local communities. When we spend local, small businesses thrive. And when small businesses thrive, we all thrive."



Wooden Cask Brewing Co.'s Belgian Tripel with lemon verbena

Craft Brewers Release Unique Kentucky Beers

F you are a fan of unique local craft beers, the Kentucky Guild of Brewers and the Kentucky Department of Agriculture have a treat for you.

Sixteen Kentucky craft breweries have released beers made with Kentucky Proud products such as peaches, pecans, strawberries, apples and blueberries, among others. The participating breweries and their special releases include:

• Against the Grain Brewery, Louisville – Farmhouse Lager with peaches and herbs

• Akasha Brewing Co. and 3rd Turn Brewing, Louisville – Sour Apple Tart American Pale Ale

• Braxton Brewing Company, Covington – Fruited American India Pale Ale

• Country Boy Brewing, Lexington and Georgetown – Helles with peaches and strawberries

• Falls City Beer, Louisville – Squints Peach Saison

• Flywheel Brewing, Elizabethtown – Brown Ale featuring pumpkins from Hinton's Orchard

• Gordon Biersch, Louisville – Blackberry Tripel

• Holsopple Brewing, Louisville – Brown ale with hemp seeds

• Hopkinsville Brewing Co. – Smoked Apple Ale

• Jarfly Brewing Co., Somerset – Cream ale with corn

• Monnik Beer Co., Louisville – Grisette with peaches from Shelbyville

• Old Louisville Brewery – Farmhouse Saison

• Paducah Beer Werks – Chocolate Bourbon Barrel Pecan Stout with Kight's pecans

• West Sixth Brewing, Lexington – Barrel-aged Wild Ale with blackberries and blueberries

• Wooden Cask Brewing Co., Newport – Belgian Tripel with lemon verbena

KENTUCKY PEOPLE

MOREHEAD

MOREHEAD STATE, SULLIVAN UNIVERSITY CREATE COLLABORATIVE PROGRAM FOR PHARMACY STUDENTS



Leaders from Morehead State University and Sullivan University gathered this fall to formally sign an agreement creating a collaborative program between the two schools. The program allows students in MSU's biomedical sciences pre-pharmacy track to attend their first three years of school at MSU, then transfer to Sullivan's Doctor of Pharmacy program. If accepted at Sullivan, they will earn their Bachelor of Science from MSU after their first year in the Doctor of Pharmacy program. Pictured here at the signing are (front row, left to right) MSU President Jay Morgan, Sullivan University President and CEO Jay Marr and Sullivan University Provost Diana Lawrence. Back row, left to right, are MSU Provost Bob Albert, Sullivan Admissions Advisor Jillian Misbach and Sullivan College of Pharmacy Dean Cindy Stowe.

HIGHLAND HEIGHTS

NORTHERN KENTUCKY UNIVERSITY RECEIVES AWARD FOR ENVIRONMENTAL EDUCATION



Northern Kentucky University's Center for Integrative Natural Science and Mathematics (CINSAM) has received the Community Partner Award from the Kentucky Association for Environmental Education, a professional, membership-based nonprofit whose primary role is to connect environmental educators throughout Kentucky. CINSAM was recognized for its work to incorborate environmental education into the classrooms at public schools in the Northern Kentucky region. Pictured here are (left to right) CINSAM's Ella Bowling, Madhura Kulkarni and Amber Carter holding the KAEE Community Partner Award.

LOUISVILLE

UNIVERSITY OF LOUISVILLE'S CLARK HONORED WITH NATIONAL NURSING EDUCATION AWARD

Paul Clark, an assistant professor in the University of Louisville School of Nursing, was recently awarded the Novice Faculty Excellence in Clinical Teaching Award from the American Association of Colleges of Nursing. Clark (center) teaches pharmacology and fundamentals of professional nursing practice, in addition to facilitating student clinicals. He is pictured here with UofL School of Nursing students during a clinical simulation.



LEXINGTON

RAMSEYS BECOME KEENELAND'S ALL-TIME LEADING OWNERS



Ken and Sarah Ramsey, owners of Ramsey Farm in Nicholasville, celebrate their 21st leading owner title at Keeneland after achieving six wins at the track's Fall Meet this year. The Ramseys are the alltime leading owners at Keeneland based on the number of races won and meet titles won.

DANVILLE

O'CONNOR NAMED KY DISTINGUISHED ECONOMIST FOR 2018



Frank O'Connor has been named the 2018 Kentucky Distinguished Economist by the Kentucky Economic Association. O'Connor, who taught economics at Eastern Kentucky University from 1989 until he retired earlier this year, was honored at the association's recent conference at Centre College in Danville. In recent decades, O'Connor's work outside the classroom focused on the quantitative study of the economy of Kentucky and those of neighboring states. He has also served as a member of Kentucky's Consensus Forecasting Group since 1999.

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