

The Lane Report[®]

KENTUCKY'S BUSINESS NEWS SOURCE FOR 33 YEARS

APRIL 2019

\$4.50

KENTUCKY REELS IN BILLIONS FROM OUTDOOR RECREATION

The sun shines bright on state's lakes and lands
which are full of fishermen, hunters and hikers




lanereport.com

LANE ONE-ON-ONE:
GEORGE BELL,
President/CEO,
Office Resources Inc.



POST 810
PAID
Permit #327
Lebanon Junction
KY 40150

601 W. Short St., Lexington KY 40508
ELECTRONIC SERVICE REQUESTED



Morgan devotes his life to empowering yours.

Morgan, real Line Technician

At LG&E and KU, our energies go to serving you, 24/7/365. And no matter the weather or the situation, Morgan and thousands of team members like him are committed to keeping the lights on and natural gas flowing, expanding renewable energy options, and installing innovations that have already reduced outages by 29%. All to empower the limitless possibilities of every person and every business in the Commonwealth, while keeping rates among the lowest in the nation. lge-ku.com





- Corporate ☐
- Employment ☐
- Healthcare Regulation ☐
- Litigation ☐
- Government Affairs ☐
- Intellectual Property ☒
- Real Estate ☐

THE KEY TO PROTECTING YOUR MOST VALUABLE ASSETS.

201 East Main Street, Suite 900
Lexington, Kentucky 40507

(859) 231-8780 | www.mcbrayerfirm.com

9300 Shelbyville Road, Suite 110
Louisville, Kentucky 40222

(502) 327-5400 | www.mcbrayerfirm.com



24 COVER STORY

KENTUCKY REELS IN BILLIONS FROM OUTDOOR RECREATION

The sun shines bright on state's lakes and lands, which are full of fisherman, hunters and hikers

28 SELLING ADVICE RATHER THAN PRODUCTS

Today's clients have tons of free data but still want financial strategy advice

32 SEEKING AN AFFORDABLE FUTURE

Kentucky's urban areas need more housing, but market forces offer no easy solution



On the Cover

Kentucky's beautiful countryside and waterways are not just attractive, they are an economic asset responsible for more than \$12 billion in annual outdoor recreation action served by more than 400 business.

Departments

4 Perspective

6 Fast Lane

16 Interstate Lane

17 Kentucky Intelligencer

18 Corporate Moves

19 On the Boards

20 Lane One-on-One:
George Bell
CEO/President,
Office Resources



38 Emerging Lane

40 Exploring Kentucky

42 Passing Lane

44 Kentucky People



lanereport.com

Kentucky Business News Online

Read up-to-the-minute Kentucky business news stories, current and archived copies of *The Lane Report*, *Market Reviews*, *Health Kentucky*, *Research Kentucky* special reports and community profiles.

Faster Lane

Email news bulletin

Five times a week, the editors of *The Lane Report* publish Faster Lane – email bulletins of fast-breaking and important Kentucky business and economic news. A Corporate Moves newsletter has been added once a week.

Visit lanereport.com to sign-up for this free, must-have, at-your-fingertips news service.

DESIGNS THAT **ATTRACT**

Our Corporate Commercial & Hospitality studio delivers magnetic designs that will wow your visitors.



Our customer-focused studios seamlessly integrate a team of architects, engineers, and interior designers who are all experts in your market to deliver design excellence.

Luckett & Farley

502-585-4181 | Louisville, Kentucky | luckett-farley.com

EXECUTIVE EDITOR

Mark Green

ASSOCIATE EDITOR

Karen Baird

DIGITAL EDITOR

Jonathan Miller

CREATIVE DIRECTOR

Jessica Merriman

DIGITAL REPORTER

Matt Wickstrom

CREATIVE SERVICES

Stone Advisory

Paul Blodgett

CORRESPONDENTS

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

PUBLISHERS

Brett Lane

Meredith Lane Ferguson

SENIOR ASSOCIATE PUBLISHER

Donna Hodsdon

ASSOCIATE PUBLISHERS

Hal Moss

Kristina Dahl

CHIEF OPERATIONS OFFICER

Nicole Conyers White

CONSULTANT

Dick Kelly

MARKETING CONSULTANT

Curtiss Smith

CIRCULATION/IT

Josiah White



FOUNDER

Ed Lane

1985-2015

PRINTING & CIRCULATION SERVICES

Publishers Printing Co.

WEB MARKETING & PUBLISHING

eLink Design

IT SERVICES

NetGain Technologies

INTERNET SERVICES

QX.net

The Lane Report is published monthly by:

Lane Communications Group

601 West Short St

Lexington, KY 40508

editorial@lanereport.com

For more information and

advertising rates contact:

PHONE: 859-244-3500

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

Send check or money order to:

Circulation Manager, THE LANE REPORT

601 West Short St., Lexington KY 40508

or go to lanereport.com/subscribe

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

© 2019 Lane Communications Group

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

PERSPECTIVE

ELECTION DEBATE IS AN OPPORTUNITY

Progress requires focus,
bold action to achieve goals

BY DAVE ADKISSON

ABRAMHAM Lincoln said, "The best way to predict the future is to create it."

The Kentucky Chamber of Commerce was mindful of this advice from a Kentuckian who shaped the future of our nation as it crafted a vision for a more prosperous state: "4 Pillars 4 Prosperity: Making Kentucky More Competitive."

We want to generate a serious discussion among gubernatorial candidates, policy leaders and engaged citizens about the four pillars that frame the vision and reflect the goals we must achieve to ensure progress:

- **A Healthy, Educated and Skilled Workforce.** We must create a globally competitive talent-development system that produces a healthy, educated and skilled workforce, benchmarked against the best education and workforce preparation systems in the world.

- **Quality, Knowledge-Based Jobs.** We must enhance Kentucky's competitive business environment and implement economic development initiatives that recognize the potential of Kentucky's distinct regions and industry sectors while encouraging knowledge-based entrepreneurship and innovation.

- **21st Century Infrastructure.** We must create and maintain a modern infrastructure to capitalize on the state's strategic advantages, including low-cost energy and central location.

- **Effective and Efficient Government.** We must create and sustain an effective and efficient system of state and local governments that are financially stable, invest in education to improve prospects for the future and, together, create a competitive environment for economic growth.

With the 2019 race for governor underway, we have a great opportunity to communicate to the candidates and the state as a whole where the business community stands on key issues. It's also the right time to encourage candidates and policy leaders to create and communicate to voters a policy agenda that will ensure progress.

Kentucky's business community is optimistic about the state's future, as a poll conducted for the 4 Pillars project clearly reflected. When the chamber issued its initial 4 Pillars report in 2015, 51 percent of business leaders said Kentucky

was on the wrong track while 49 percent chose the "right track" response.

In 2018, the same question found 63 percent of responses concluding Kentucky was on the right track while 37 percent chose the "wrong track" response.

There also have been developments since the first 4 Pillars was published that alter the landscape for efforts to make Kentucky more prosperous. Recovery from the recession has gained strength, although it remains mixed in different regions of the state. Growth-friendly legislation such as right-to-work has been enacted to spur job creation. The unemployment rate is declining.

These are important and positive changes, but significant concerns persist among business leaders about the quality of the workforce and the need for change at all levels of the education system to better prepare students to become successful, productive and responsible citizens.

The state also faces the fiscal demands of pension obligations, Medicaid costs and increasing demands of the corrections system – all of which continue to drain funding away from investments in education. As we strive for progress in a state with limited public resources, it is becoming more apparent that additional resources from economic growth and other sources will be necessary for Kentucky to achieve its goals.

Clearly, there is work to be done by both public- and private-sector leaders to address these challenges. The Kentucky Chamber hopes that "4 Pillars 4 Prosperity" will stir the dialogue and shape the debate of the gubernatorial campaign as well as frame the policy agenda of state leaders in the next several years. It is our plan to monitor and report on the issues and statements prepared by gubernatorial candidates in order to raise Kentuckians' awareness of the candidates' positions.

We do this in support of the goal we all share: to build a stronger Kentucky that will provide a prosperous, high quality of life for all of its citizens. These are times of rapid change and great opportunity. Kentucky must be bold in addressing our weaknesses and building on our strengths to improve our competitive position and ensure success.

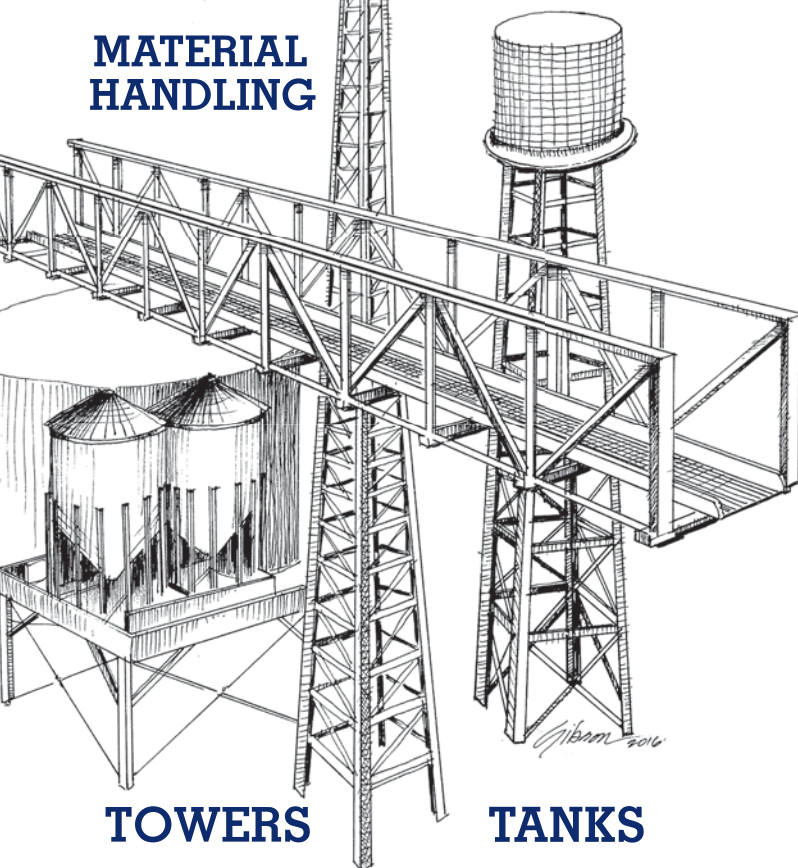
We invite you to join the conversation. "4 Pillars for Prosperity: Making Kentucky More Competitive" is available at kychamber.com. ■



Dave Adkisson is president and CEO
of the Kentucky Chamber of Commerce



**MATERIAL
HANDLING**



TOWERS

TANKS

PITTSBURG TANK & TOWER GROUP



"100 years and still climbing"

Family owned and operated since 1919, PTTG designs, builds, maintains and refurbishes all styles of tanks, towers and material handling for corporations and governmental entities as well as communication towers and structural steel for industry leaders around the world...

**Serving Kentucky, the United States,
and 54 countries abroad.**

Happy Birthday

FAMILY. INTEGRITY. CULTURE.

DESIGN-BUILD MANUFACTURER • FULL SERVICE TOWER COMPANY • LICENSED ENGINEERING FIRM
WWW.PTTG.COM

1 Watertank Place • Henderson, KY, 42420 • Office (270) 826-9000 • Fax (270) 827-4417

FAST LANE

A compilation of economic news from across Kentucky

STATE

KENTUCKY HITS ALL-TIME HIGH FOR EXPORTS IN 2018, BREAKING RECORD FOR THE 4TH CONSECUTIVE YEAR

KENTUCKY exports reached an all-time high for the fourth consecutive year, with \$31.7 billion in goods and services shipped abroad in 2018. The figure represents a 2.9 percent increase over the previous year.

Consistent with the past several years, aerospace products and parts took top category honors in 2018. The industry shipped nearly \$12.5 billion in products to other countries last year, a 7.1 increase over 2017. Aerospace-related exports have skyrocketed by more than 60 percent since 2014, when the industry sent about \$7.8 billion in products and parts across borders.

Canada remains Kentucky's top export destination, followed by France, the United Kingdom, Brazil and Mexico.

Nationally, Kentucky's export figures rank 17th, despite having just the 26th largest population in the United States.

"Our rapidly expanding trade is the result of steps we have taken to create a robust business climate and to market Kentucky excellence to a global audience," said Gov. Matt Bevin. "We have cultivated some outstanding international relationships over the past three years, and we will continue these efforts as we build upon our commonwealth's strong and dynamic reputation."

Kentucky now has more than 500 internationally owned facilities, which represent 34 countries and employ nearly 112,000 people in total.

KENTUCKY'S TOP 5 EXPORT INDUSTRIES FOR 2018

INDUSTRY	EXPORTS
Aerospace	\$12.5 billion
Motor Vehicles	\$3.1 billion
Pharmaceuticals & Medicines	\$2.3 billion
Motor Vehicle Parts	\$1.5 billion
Resin, Synthetic Rubber & Artificial and Synthetic Fibers and Filament	\$1.0 billion

STATE

STRONG ECONOMIC DEVELOPMENT PUTS KENTUCKY IN SITE SELECTION'S TOP 5 FOR NEW/EXPANSION PROJECTS

SITE SELECTION'S TOP STATES FOR 2018 BY NUMBER OF PROJECTS

2018	2017	STATE	COUNT
1	1	Texas	608
2	2	Ohio	454
3	3	Illinois	444
4	5	Georgia	300
5	7	Kentucky	228
6	4	North Carolina	217
7	10	Virginia	197
8	6	California	190
9	11	Michigan	171
10	13	Florida	151

Source: Conway Projects Database

KENTUCKY continued its strong economic development success in 2018, earning *Site Selection* magazine's top ranking in the south-central region and second place nationally per capita. The commonwealth also moved into the top five nationally for total projects for the first time since 2015, ahead of numerous states with greater populations.

Site Selection evaluates states on their ability to attract investment. For inclusion in the database, projects must meet one or more of the following criteria: a minimum capital investment of \$1 million, 20 or more new jobs created, and 20,000 or more square feet of new space.

In 2018, Kentucky announced a total of 374 new location and expansion projects – though *Site Selection* only counts 228 of those projects toward its rankings – that are projected to create more than 14,500 jobs and represent nearly \$5.3 billion in investment.

In addition, three Kentucky communities were named to *Site Selection*'s Top 10 Metro Areas list. Bowling Green (16 projects) earned first place among metros with populations less than 200,000; Northern Kentucky/Cincinnati (103 projects) ranked sixth among metros with populations over 1 million; and Lexington (23 projects) tied for eighth within the 200,000 to 1 million category. Danville cracked the Top Micropolitan list with seven projects. Kentucky also tied for second among states with the most top micropolitan areas (cities between 10,000 and 50,000) appearing on the list, with 40 projects representing 10 communities.

GEORGETOWN

TOYOTA INVESTING \$238M TO ADD PRODUCTION OF 2 NEW VEHICLE MODELS

TOYOTA is investing \$238 million to add production of two new models at its **Toyota Motor Manufacturing Kentucky** plant in Georgetown: the **Lexus ES Hybrid** and **RAV4 Hybrid**.

TMMK leaders plan to begin Lexus ES 300h production in May with capacity of 12,000 units. The hybrid version is currently made in Japan. In fall 2015, the TMMK plant became the first United States facility to produce a Lexus vehicle when TMMK assembled its initial ES 350. RAV4 Hybrid assembly is expected to ramp up in January 2020 with a capacity of approximately 100,000 units per year.

The investment is part of Toyota's effort to boost production at its facilities throughout the U.S. Including the new



Toyota's Georgetown plant will begin producing the Lexus ES Hybrid in May. The model is currently only produced in Japan.

production lines at TMMK, Toyota plans to invest nearly \$750 million across five production facilities: **Toyota Motor Manufacturing Alabama**, **Toyota Motor Manufacturing West Virginia** and **Bodine Aluminum** operations in Tennessee and Missouri.

TMMK is Toyota's largest production facility in the world, employing approximately 8,000 team members who produce the **Camry**, **Camry Hybrid**, **Avalon**, **Avalon Hybrid** and **Lexus ES** models. The plant also assembles four-cylinder and V6 engines, axles and steering and engine components.

Since opening in 1988, the Georgetown plant has been a major factor in Kentucky attracting nearly 200 Japanese-owned manufacturing, service and technology-related facilities that collectively employ nearly 47,000 people.

WRITE SOMETHING

Participating in the arts, including writing, can improve your critical thinking ability, resiliency and neural connectivity of the brain, self-awareness and memory processing.

*Americans for the Arts Social Impact Explorer Fact Sheet



KENTUCKY



www.arts council.ky.gov

what can
ART
do for you?

BUSINESS BRIEFS



BALLARD COUNTY

■ Industrial hemp processor **AerosourceH LLC** is investing \$2.8 million to expand its facility in Ballard County, just a year after launching operations there. AerosourceH was formed as an independent company in April 2018 to manufacture CBD isolate from industrial hemp for the wholesale market. Shortly after, the company leased its facility

from the county's local economic development arm, **Ballard Economic Development and Industrial Development**. To date, the company has made all of its products exclusively from Kentucky-grown hemp. The expansion will add 14 full-time jobs.

BOWLING GREEN

■ **Citizens First Corp.** of Bowling Green has entered into a definitive agreement to merge into Indiana-based **German American Bancorp** in a deal valued at more than \$68 million. Upon completion of the transaction, which is expected to take place in the third quarter of 2019, Citizens First President/CEO M. Todd Kanipe will serve as regional president of the combined institution. The three Citizens First executive officers will have regional roles similar to their current positions.

COVINGTON

■ **The B-Line**, a bourbon experience that includes **Kentucky Bourbon Trail Craft Tour** distilleries, bars and restaurants, has added two new stops for participants to enjoy: the **Neeley Family Distillery** in nearby Sparta and **Coppin's at Hotel Covington**, which serves a menu of bourbon-infused dishes and more than 50 different bourbons. B-Line participants create their own bourbon experience by following a self-guided trail and complete the line guide by collecting two stamps from each category (distilleries, bars and restaurants). Other B-Line establishments include **New Riff Distilling**, **Boone County Distilling Co.**, **The Old Pogue Distillery**, **Purple Poulet**, **Prohibition Bourbon Bar** at Newberry Bros., **Bouquet Restaurant & Wine Bar**, **Wiseguy Lounge**, **Bourbon Haus 1841**, **The Globe**, **Chandler's on Market**, **Tousey House Tavern**, and **Old Kentucky Bourbon Bar**.

■ **Bexion Pharmaceuticals Inc.** says Part 3 of their Phase I trial using **BXQ-350** for the treatment of cancer has exceeded expectations in screening and enrollment at their four trial sites. In the first few weeks of opening Part 3, over 20 gastrointestinal and other solid-tumor patients enrolled, with additional patients in screening. The purpose of Part 3 is to explore safety and additional indications in rare and gastrointestinal tumors.



ELIZABETHTOWN

■ Delivery services provider **GossHall Systems** is investing \$775,000 to build a new corporate headquarters facility on a 3.7-acre Elizabethtown site. GHS began operating in Louisville shortly after it received a contract to provide delivery services in 2015 and the company launched its Lexington operations in 2018. The new Elizabethtown office will manage the Louisville and Lexington operations, which currently employ 90 and 55 people, respectively. The office will also serve GHS' operations in Nashville that stem from a contract awarded in 2018. GossHall plans to hire 20 employees for the Elizabethtown office.

FRANKFORT

■ Louisville-based development company **RJ Thieneman** has acquired **Limestone Centre**, a Frankfort retail center featuring more than 87,000 s.f. of space. The center is adjacent to another RJ Thieneman property, **Franklin Square**, which is home to **Kroger**, **JCPenney** and **Tuesday Morning**. The Limestone Centre acquisition – a joint venture between RJ Thieneman, **Seay Properties** and a group of private investors – marks the fourth purchase in central Kentucky for RJ Thieneman, which also owns and manages **Regency Centre** in Lexington and **Kroger Plaza** in Winchester in addition to Franklin Square in Frankfort.

LEXINGTON

AC ENTERTAINMENT SET TO LAUNCH NEW SUMMER MUSIC FESTIVAL AT KEENELAND



Keeneland photo

AC Entertainment, the nationally renowned producer of well-known events such as **Bonnaroo**, **Forecastle**, **Moon River** and other music festivals, has announced plans to launch a new music festival on the grounds of Keeneland.

The Railbird Festival will take place Aug. 10-11. While specific music acts have not yet been announced, festival planners say the site is perfect for a mix of rock, Americana, folk, bluegrass and more.

In addition, the festival will offer equine-focused experiences, excursions and meals, as well as off-track wagering. A number of bourbon distillers will be on site, along with vendors specializing in local foods and craft beers.



The festival will also give back to the community by partnering with local nonprofit organizations **Central Music Academy**, **Central Kentucky Riding for Hope**, **Fayette Alliance** and **Thoroughbred Aftercare Alliance**. Each nonprofit will receive monetary support from the festival and will have a presence on-site during the event.

The name of the festival is drawn from a horse-racing term, in which a "railbird" is a racetrack regular known for sticking close to the action and hanging on the rail along the track.

STATE

KENTUCKY'S ADVANCED MANUFACTURING EMPLOYMENT STATS REACH NEW HEIGHTS

ADVANCED manufacturing employment reached new heights in 2018 with more than 300,000 Kentucky workers employed in lightweighting-related occupations, surpassing prerecession employment peaks by nearly 15,000 workers, and marking the eighth consecutive year of growth, according to a new report from Detroit-based **LIFT – Lightweight Innovations for Tomorrow**, a national advanced manufacturing innovation institute.



Along with rising employment levels in 2018, employer demand for workers in lightweighting-related occupations grew by an estimated 20 percent from Q4 2017 through Q4 2018, with more than 23,500 jobs posted in the year's final quarter.

The report, highlighting employment trends, top jobs and required skills in advanced manufacturing for 2018, covers Michigan, Ohio, Indiana, Kentucky and Tennessee, a region that's home to more than 50 percent of the metalworking jobs in the country.

"As demand for advanced manufacturing jobs continues to climb, it remains incumbent upon industry and educators to partner together to ensure the pipeline of people with the talent, skills and abilities to work in advanced manufacturing is robust to support the needs of the manufacturing base going forward," said Emily DeRocco, education and workforce vice president, LIFT.

The full Kentucky report can be viewed at: lift.technology/education-workforce-development/.

"Plan and Save Wisely"

SCOTT, MURPHY & DANIEL

BUILDING CONSTRUCTION SPECIALISTS

"From Conception to Completion, We're Your Road to a Successful Project"

INDUSTRIAL • COMMERCIAL • MEDICAL

Plan and build wisely – before you build that important project, the best opportunity for building the perfect facility and stretching your construction dollars is during the planning phase. Let us perform a pre-construction and economic feasibility study for you.

Swedish Match
Owensboro, KY



Metalsa Structural
Products Inc
Elizabethtown, KY

Unifirst Corp.
Owensboro, KY



NHK Spring Precision of America
Louisville, KY



Montebello Packaging
Lebanon, KY



- SITE SELECTION ANALYSIS
- DESIGN / BUILD
- CONSTRUCTION MANAGEMENT SERVICES
- GENERAL CONTRACTING

Building Kentucky Industries

Sumitomo Electric Wiring Systems
Scottsville, KY



Ahlstrom-Munksjo
Madisonville, KY



Tri-State International
Murray, KY



Riken Elastomers
Hopkinsville, KY



Franklin Precision Industry
Franklin, KY



Ply-Tech Corporation
Glasgow, KY



Precision Strip
Bowling Green, KY



Owensboro Riverport Authority
Owensboro, KY



Kobe Aluminum Auto Products
Bowling Green, KY



1855 Old Calhoun Road • Owensboro
270-926-6554 • Fax 270-685-2854
www.hartzcontracting.com



SCOTT, MURPHY & DANIEL



2335 Barren River Rd. • Bowling Green, KY 42102
(270) 781-9944 • Fax: (270) 782-2506
www.scottmurphydaniel.com

Single-source responsibility providing quality material, professional planning and experienced contracting to save you time and money.

BUSINESS BRIEFS

FRANKLIN

■ **RKW North America Inc.**, a German-owned manufacturer of industrial film, is investing approximately \$18 million to expand its facility in Franklin and add 30 new full-time positions. Plans call for the construction of a 30,000-s.f. manufacturing and warehouse facility as well as modification of existing extrusion lines and the addition of new equipment that will allow the company to tap new markets.

GREENVILLE

■ **Copart Inc.**, an online vehicle auction company, has acquired Greenville-based **Vincent Auto Solutions**. VAS has been a leader in the remarketing of total-loss and fleet vehicles in the western Kentucky region for more than 10 years. Dallas-based Copart utilizes an online auction platform to sell vehicles on behalf of insurance companies, banks, finance companies, charities, fleet operators, dealers and individual owners, and has more than 125,000 vehicles available online every day. The company has more than 200 locations in 11 countries.



HENDERSON

■ **Columbia Sportswear Co.** is investing \$700,000 to expand its distribution operations in Henderson, adding new racking and electronic processing equipment to accommodate growing customer demand. The expansion will increase the location's capacity to distribute Columbia, **Sorel**, **prAna** and **Mountain Hardwear** products.

Columbia, which has been located in Henderson since 2004, currently employs a staff of 89 and plans to add another 25 full-time jobs to support the expansion. The Henderson location is one of only two distribution locations operated by Columbia in the U.S., with the other being in Oregon.

LEXINGTON

■ Lexington staffing organization **Hamilton-Ryker** has created new apprenticeship programs to serve as a pipeline for manufacturing and IT positions. The company's "TalentGro" offers more than 20 different apprenticeship roles, giving apprentices the opportunity to work alongside experienced manufacturing and IT professionals, with the ultimate goal of ensuring the workforce is trained on the skills and knowledge needed to meet the employers' goals. Hamilton-Ryker Chief Operating Officer Shari Franey said the company is one of the first staffing agencies in the country to launch this type of workforce development solution, which offers a pre-apprenticeship that leads into the registered apprenticeship. Franey said another unique feature of the program is the focus on employing veterans for both its production/maintenance technician and IT coder and programmer apprenticeships.

■ Cynthiana-based **Bullard**, a global leader in manufacturing personal protective equipment, is opening a research and development facility in Lexington, where marketing and product development teams will collaborate to develop the next generation of Bullard products and services. The facility represents the next phase of growth for the family-owned company, which has been in business for 121 years. In addition to its company headquarters in Cynthiana, Bullard also has offices in Germany and Singapore.



■ The **University of Kentucky** plans to construct a six-story, 900-space parking garage that will feature retail and office space on the ground floor on the property that previously housed **Kennedy's Book Store** and a **Fazoli's** restaurant. In addition to office and retail space, which could include a restaurant and bar, UK is also considering using a portion of the facility for innovation space to house an app-development technology partnership and/or an e-sports initiative and program for students. The university is partnering with **Signet Real Estate Group** on the project. The parking garage is expected to be complete by August 2020.

LEXINGTON

CLARK EXPANSION ADDS JOBS, BRINGS OVERSEAS PRODUCTION BACK TO KY

C **CLARK Material Handling** has broken ground on a \$4.6 million expansion of its Lexington headquarters that will create 40 new jobs.



The project, which is the company's third expansion of the facility in four years, will enable CLARK to triple its production capabilities. In conjunction with the expansion, CLARK will begin reshoring production of its mainstay internal combustion products to Lexington, with volume production expected this summer.

"The expansion of our Lexington manufacturing footprint is an important step to position CLARK for the future," said Dennis Lawrence, CLARK's president and CEO. "We are proud of the fact that upon completion of this expansion and reshoring, nearly 80 percent of our products will come off the line right here in Lexington."

CLARK has produced more than 1 million forklifts since 1917, when the company helped establish the material handling industry by starting production of the first gasoline-powered material handling truck. CLARK opened its Kentucky facility in 1974 and relocated its company headquarters to Lexington in 1985.

In addition to its full line of electric and internal combustion forklifts, CLARK also supplies manual and powered pallet jacks, narrow aisle forklifts and genuine CLARK aftermarket parts.

STATE

KY AMONG FIRST IN NATION TO OFFER APPRENTICESHIPS IN PUBLIC SERVICE

K **ENTUCKY** has launched an initiative to include **public service apprenticeships** as part of the Kentucky **Personnel Cabinet** job classification system, making it one of the first states in the nation to implement such a program.

"The dynamics of state government have changed dramatically in the past decade, and we must keep interest in employment within public service dynamic, fresh and contemporary," said **Education and Workforce Development Cabinet** Secretary Derrick Ramsey.

Modern apprenticeships are an employee training program that combine on-the-job training and classroom instruction under the supervision of an experienced business professional.

The **Cabinet for Health and Family Services**, Commonwealth Office of Technology, and **Transportation Cabinet** are now offering apprenticeship opportunities for direct support specialists, help desk technicians and automotive tech specialists.

The Kentucky **Justice and Public Safety Cabinet**, Kentucky Department for Libraries and Archives (KDLA), Governor's Office for Early Childhood and the Department for Veteran Affairs are also exploring the development of apprenticeship opportunities for various positions within their respective agencies. KDLA's library technician apprenticeship is tentatively scheduled to launch in the coming months, following approval by the U.S. Department of Labor.

"If properly nurtured over the course of the next few years, this program will ameliorate gaps created by the exodus of the baby boomers, and keep careers in government fresh, inspired and energized," said Deborah Williamson, director of the Office of Employer and Apprenticeship Services.



FIFTH THIRD BANK



FIFTH THIRD CAPITAL MARKETS

WHERE
EXPERIENCE
AND
INNOVATION
INTERSECT.

Bob Marcus
EVP, Head of Capital Markets
at Fifth Third Bank

Bob and the Capital Markets experts at Fifth Third Commercial Bank provide critical market analysis, strategic guidance and capital-raising solutions to generate better results for your business.

This is banking a Fifth Third better.®

53.com/Experience

Notices & Disclosures

Fifth Third Capital Markets is the marketing name under which Fifth Third Bank and its subsidiary, Fifth Third Securities, Inc., provide certain securities and investment banking products and services. Fifth Third Capital Markets offers investment banking++, debt capital markets+, bond capital markets++, equity capital markets++, financial risk management+, and fixed income sales and trading++. Fifth Third Bank provides access to investments and investment services through various subsidiaries, including Fifth Third Securities. Fifth Third Securities is the trade name used by Fifth Third Securities, Inc., member FINRA/SIPC, a registered broker-dealer and registered investment advisor registered with the U.S. Securities and Exchange Commission (SEC). Registration does not imply a certain level of skill or training. Securities and investments offered through Fifth Third Securities, Inc.:

Are Not FDIC Insured	Offer No Bank Guarantee	May Lose Value
Are Not Insured By Any Federal Government Agency		Are Not A Deposit

+ Services and activities offered through Fifth Third Bank

++ Services and activities offered through Fifth Third Securities, Inc.

Fifth Third Bank, Member FDIC

BUSINESS BRIEFS

LEXINGTON

■ The **Kentucky Horse Park** has announced that a new three-day equestrian event, **Equitana USA**, will be coming to Kentucky in the fall of 2020. Equitana is the world's largest equine trade fair, dedicated to being a forum that promotes the exchange of ideas, information and equine experiences. Each day will feature a variety of equestrian-related products and services, along with special performances each evening at the **Alltech Arena**. A variety of popular equestrian personalities, professional equestrian performers, authors, veterinarians and other top professionals will come together at the event to share their expertise on a wide range of disciplines and topics.

■ **UKHealthCare** and **Lexington Clinic** have finalized an agreement that enhances and expands outpatient cancer care in the Central Kentucky area. Under the new collaboration, **UK Markey Cancer Center** at Lexington Clinic will include medical oncology and infusion services currently provided in Lexington; the radiation therapy services and the medical oncology and infusion services in Richmond will also be delivered in coordination with the University of Kentucky Markey Cancer Center. Founded in 1920, Lexington Clinic is a community-focused provider and the largest independent multi-specialty group in Kentucky, with more than 200 providers in 30 different specialties. The group sees more than 1,000 new cancer patients every year. The new relationship will expand the number of patients eligible for clinical trials, which is crucial to the development of new drugs and therapies at UK Markey Cancer Center.

LOUISVILLE

■ **Stored Value Solutions** (SVS), a Louisville-based company that handles gift-card processing and program management, has acquired **Buyatab**, an international provider of online gift-card solutions. Vancouver, Canada-based Buyatab offers major global retailers the ability to sell gift cards online to both consumers and other businesses. In addition to their commerce solutions for digital gifting, they also help distribute gift cards to major incentive and loyalty programs, adding third-party gift-card purchasing channels for their customers. Financial details of the acquisition were not announced.

■ In-home health-care provider **LHC Inc.** is investing \$600,000 to locate a regional home office at its existing operation in Louisville, creating 31 new full-time positions. The expansion follows LHC Group's April 2018 merger with **Almost Family Inc.**, a home health-care service provider that had been headquartered in Louisville since 1976. The new regional home office and call center will be located in the building that previously served as Almost Family's headquarters. In addition to serving regional customers, the Louisville office will also function as a backup to LHC Group's home office in Louisiana, which is susceptible to seasonal hazardous weather.



■ With demand for its premium chocolates continuing to grow, **Cellar Door Chocolates** is expanding its operations with a new headquarters, production facility and tasting room located within the **Heine Brothers' Coffee** corporate office and roastery building on West Main Street in Louisville. The company's popular confections – which include bourbon balls, truffles, brittle and caramels, all made by hand – will continue to be offered at its two retail studios on Story Avenue and South Fourth Street and are available for shipping.

Since its inception in 2007, Cellar Door's reputation has grown and has resulted in partnerships with **Churchill Downs**, the Kentucky Derby Festival and the Emmy Awards, among others.

LOUISVILLE

HCA HEALTHCARE TO ACQUIRE MAJORITY STAKE IN GALEN COLLEGE OF NURSING

HCA Healthcare, one of the nation's leading health-care providers, is acquiring majority ownership of Louisville-based **Galen College of Nursing**.

Founded 30 years ago with a focus solely on nursing education, Galen is one of the largest nursing educators in the nation. In addition to its Kentucky campuses in Louisville and Hazard, Galen has locations in San Antonio, Tampa and Cincinnati, and also has an online campus.

With 94,000 nurses, Nashville-based HCA is one of the largest employers of nurses in the country.



"Nurses are the lifeblood of our organization, and we've been intentional about investing in nursing so they can be successful and provide the best possible patient care," said Sam Hazen, HCA Healthcare's chief executive officer. "Galen has an excellent reputation in nursing education, and we look forward to working with them to advance their mission and expand their programs to more of our markets."

The college will continue operating as Galen College of Nursing and will continue to be led by CEO Mark Vogt.

"Every interaction with HCA Healthcare has reinforced that we share common ideals and cultural expectations of excellence," said Vogt. "We are extremely excited about building on the synergies between nursing practice and nursing education, and the possibilities this unlocks for years to come."



WINCHESTER

PARENT COMPANY OF DELTA NATURAL GAS TO BE SOLD TO AQUA AMERICA FOR \$4.5B

THE Kentucky Public Service Commission has approved the purchase of the parent company of **Delta Natural Gas Co.** by **Aqua America Inc.**, the nation's second-largest investor-owned water utility. Delta Natural Gas is headquartered in Winchester and serves approximately 34,500 customers in 23 counties in central and eastern Kentucky.

In July 2017, the PSC approved the purchase of Delta Gas by **PNG Companies LLC**, a major natural gas company that is based in Pittsburgh and has more than 700,000 customers in Pennsylvania, West Virginia and Kentucky. PNG also owns **People's Gas KY**, a farm tap system serving nearly 3,000 customers in 10 eastern Kentucky counties. (A farm tap system is not regulated as a utility and is supplied from lines that transport gas from wells.)

Aqua America, also headquartered in Pennsylvania, has \$5.4 billion in assets and about 3 million customers in eight states. Its purchase of PNG, at a price of \$4.275 billion, is its first venture into the natural-gas distribution business. In approving the transaction, the PSC said it will hold Aqua America to commitments it made regarding retention of Delta Gas management and employees; would not pass any costs of the transaction on to Delta's customers; and will continue Delta Gas economic development efforts and community programs. Aqua America said the acquisition of Delta Gas will provide easier access to capital and thus benefit efforts to replace aging infrastructure in the Delta Gas system; upgrade technology; and allow for expansion of economic development programs.

The Kentucky Horse Park is Focused on the Future

Heading into its 41st season, the Kentucky Horse Park has grown to become arguably one of the Commonwealth's most prized assets, contributing more than \$130m in annual economic impact. Each year more than 500,000 people from around the world visit the Park – the only facility of its kind dedicated to preserving and educating the public about the unique relationship between horse and man. Part tourist attraction, part competition facility, the sprawling 1,224 acres offers visitors and competitors the opportunity to experience the best the Horse Capital of the World has to offer.

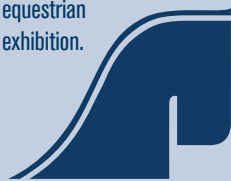
Governed by the Kentucky Horse Park Commission, the Horse Park is part of the state parks system but has its own governing body and a private, nonprofit fundraising foundation. It operates independently from the Cabinet for Tourism, Arts, and Heritage. “One of the goals I tasked the executive team of the Kentucky Horse Park with was to run the Park as a business – fiscally minded of tax payer dollars, focus on smart business decisions, and work toward being financially self-sufficient,” said Don Parkinson, Secretary of the Tourism, Arts, and Heritage Cabinet. Truth be told, the Kentucky Horse Park has made tremendous strides toward self-sufficiency. The general fund budget for the biennium 2019 and 2020 has been reduced by \$1.4 million, and the park has gone from a loss of more than \$500,000 to break-even since 2016.

Partnerships

“The Kentucky Horse Park has incredible brand equity based largely on the quality of events we host, and our sponsors recognize the importance of aligning their brands with us, as we do with them,” said Laura Prewitt, Executive Director. “From our international sponsors—Alltech and Rolex—several



The Park announced a collaboration with Reed Exhibitions to host EQUITANA USA, Germany's largest trade fair and equestrian exhibition.



EQUITANA USA
AT THE
KENTUCKY HORSE PARK



national and local partners, and our relationships with the 30 national equine associations that call the Park home, we value our business relationships and believe there are tremendous opportunities for businesses to partner with us.”

In March the Park announced a collaboration with Reed Exhibitions to host EQUITANA USA, Germany's largest trade fair and equestrian exhibition which attracts more than 200,000 attendees every two years. “We are extremely excited for this event, not only for the Park, Lexington and the State, but for our equine fan base as well” says Prewitt.

Owned Events

While the Park continues to explore partnership opportunities to bring new events to enhance further its value to prospective businesses, It is also taking the reins in controlling its own destiny. This year will mark the third year of the Bluegrass Rocking Rodeo and the Park's first horse show, the Kentucky Horse Park's Spring Opener.

“Creating and building some signature events is a main point of our strategic plan,” said Prewitt. “We are mindful that continuous growth for the Kentucky Horse Park means growth for the state of Kentucky.” ■

BUSINESS BRIEFS

LOUISVILLE

■ **Scoppechio**, a Louisville-based advertising and marketing services agency, has opened a new office in Orlando. The office will be managed by Julie Benton, a 10-year veteran of the agency who has relocated from Louisville to Orlando. Scoppechio, which has been in operation for over 30 years and counts companies such as **GE Appliances**, **Darden**, **Yum! Brands** and **Brown-Forman** among its clients, also has locations in Cincinnati and Columbus, Ohio.



■ **Allegiant Air** has launched seasonal nonstop flight service between Louisville and New Orleans that is running twice weekly (Sundays and Thursdays) through May 5. Due to popular demand, service will resume in October and continue through May 2020.

■ **DENSO Products and Services Americas Inc.**, the aftermarket sales, manufacturing and distribution arm of global automotive supplier DENSO Corp., plans to lease approximately 75 percent of a new 426,118-s.f. building at the **River Ridge Commerce Center**. DPSC is investing approximately \$9.5 million in the project, including \$3 million in technology, such as warehouse management software to control inventory, optimize supply chain management and enhance customer service. The project will create 50 new positions.

MT. STERLING

■ Industrial maintenance and commercial services company **C&C Industrial** plans to build a new 55,000-s.f. facility in Mt. Sterling's **Woodland Industrial Park** to keep up with increasing business-volume growth. The company – which specializes in industrial maintenance, food-grade and pharmaceutical-grade piping, boilers and high-pressure systems, ammonia-refrigerant and glycol systems – is investing nearly \$4 million in the project and plans to add 15 full-time jobs to the existing 20-member staff. The facility is expected to be ready for occupancy by summer 2020.

MURRAY

■ **Murray State University** has announced a new bachelor of science degree in civil and sustainability engineering. While the new degree will include traditional civil engineering areas such as structural analysis and design, steel and concrete design, highway design, transportation systems, stormwater control, wastewater treatment and site remediation, it will also include construction management and estimating.



PIKEVILLE

■ **American Electric Power** is investing \$16.6 million to build a new service center in Pikeville that will serve as a regional transmission center, providing service to Eastern Kentucky and southern West Virginia. The 65,000-s.f. facility will be built on approximately 30 acres less than a mile from the current **Kentucky Power** service center off U.S. Route 23. The new complex will free up space and reduce crowding in the existing service center, which will continue to serve customers. The project is expected to be complete by June 2020. Kentucky Power provides service to some 168,000 customers across 20 Eastern Kentucky counties.

PRESTONSBURG

■ **First Prestonsburg Bancshares** and its wholly owned subsidiary, **First Commonwealth Bank of Prestonsburg Inc.**, have announced plans to merge with **Peoples Bancorp Inc.** of Marietta, Ohio. Peoples is a diversified financial products and services company with \$4 billion in assets and 81 locations, including 72 full-service bank branches and 76 ATMs in Ohio, West Virginia and Kentucky. First Commonwealth Bank serves the Big Sandy area of Eastern Kentucky, with eight locations throughout Floyd, Johnson, Magoffin, Martin and Pike counties. The merger is expected to close early in the second quarter of 2019.

BOONE COUNTY

KY AEROSPACE INDUSTRY CONTINUES TO SOAR WITH \$16M MEYER EXPANSION

MEYER Tool Inc., a high-tech manufacturing company that supplies parts to the aerospace and gas turbine engine industries, is investing nearly \$16 million to locate a new facility in Boone County that will create 100 new jobs.

The Cincinnati-based company plans to renovate an 83,000-s.f. property located just outside Erlanger. Meyer plans to use the facility to expand its footprint in the aerospace industry by implementing new technology that will require additional workers with a specialized skill set.

Meyer co-owner Beau Easton said the new site, which is only 13 miles from the company's headquarters and around the corner from its existing Northern Kentucky facility, will provide numerous logistical and synergistic opportunities.

The company, founded in 1951 as Meyer Tool and Die, specializes in electrical discharge machining (EDM), as well as waterjet machining, conventional machining, abrasive grinding, laser machining and welding, electron beam (EB) welding, coating, airflow testing and more. Meyer has over 1,500 full-time employees across 11 manufacturing sites, with 164 currently working in Northern Kentucky.

MURRAY

MURRAY STATE TAKES ANOTHER STEP FORWARD WITH AGRICULTURAL HEMP

MURRAY State University has announced a new **Center for Agricultural Hemp** to continue developing the university's role as a leader in research, education, policy and innovation within the hemp industry.

The center will focus on several primary topics and initiatives involving agronomy, cannabinoid science, agribusiness, economics and finance, animal feeds and fibers, education, hemp policy, workforce development and agricultural hemp farming.

"The passage of the 2018 Farm Bill was the final step in bringing agricultural hemp into the mainstream of America's agriculture commodities," Kentucky First District U.S. Rep. James Comer said. "Murray State was the first university in America to participate in the very first hemp pilot program. Today, Murray State's Hutson School of Agriculture is one of the leading agricultural hemp schools in the nation."

Murray State planted the first legal agricultural hemp research plot in May 2014. Since then, the university has been on the front line of exploration of the crop, hosting field days while continually working with the **Kentucky Department of Agriculture**, local farmers, researchers, legislators, companies and partners to assist in the development of the industry within the region and commonwealth. The KDA recently approved an expansion in planting to include up to 50,000 acres in the 2019 crop production year, with a substantial amount of that acreage within Murray State's service region.

CV Sciences, a supplier and manufacturer of PlusCBD Oil brand, has been named as a foundational partner for the center. Donors at the foundational partner level will become part of the center leadership roundtable to develop and implement center activities. Other companies and individuals who are interested in partnering with the center can contact The Hutson School of Agriculture at (270) 809-3936.

CV Sciences photo



Murray State's Center for Agricultural Hemp will focus on topics and initiatives involving the hemp industry.

BARDSTOWN

STUDY RANKS BARDSTOWN AMONG TOP 35 MOST DYNAMIC MICROPOLITANS IN U.S.



Visit Bardstown photo

BARDSTOWN continues to receive attention as one of the nation's best small towns, most recently being ranked on The Walton Family Foundation's list of **Most Dynamic Micropolitans in the United States**.

Micropolitan areas are comprised of localities with a population between 10,000 and 50,000. Each micropolitan area was ranked and reviewed on performance-based metrics such as job growth, income gains and proportion of total jobs at young firms.

Bardstown was ranked No. 31 out of 531 micros across the country – and No. 13 for job growth between 2012 and 2016.

Other Kentucky micropolitans that made the list included Mt. Sterling (163), Richmond/Berea (165), Glasgow (245), Danville (247), Campbellsville (265), Frankfort (277), Somerset (307), Murray (322), London (353), Maysville (408), Mayfield (416), Paducah (442), Middlesboro (467), and Madisonville (503).

BUSINESS BRIEFS

RICHMOND

■ The **Eastern Kentucky University** board of regents has approved an action to transfer the historic **White Hall** property in northern Madison County from the state to ECU. The university plans to use the former home of 19th-century emancipationist Cassius Marcellus Clay as a real-world teaching tool for the ECU's Department of Recreation and Park Administration, providing students with hands-on experience curating a historic property. The property consists of a 10,000-s.f. fully restored mansion on 14 acres that can be used as an outdoor event venue, creating additional opportunities for community engagement. As part of the transfer agreement, the home will remain a tourist destination and be open to the public.

Richmond Tourism photo



STATE

■ The **Kentucky Horse Racing Commission** has announced payment of more than \$14.2 million in breeder awards from the **Kentucky Thoroughbred Breeders' Incentive Fund (KTBF)**. The KTBF breeder awards are distributed to owners who board mares in Kentucky from first cover until foaling. Incentive payments are based on the foal's eventual winnings on the racetrack. The program was implemented in 2005 to ensure the strength and growth of the horse industry in Kentucky. The fund receives 80 percent of the 6 percent sales tax paid when breeding a stallion to a mare in the commonwealth. Kentucky-bred horses won over 4,000 races across the globe in 2018, which made breeders eligible for the incentive payments. KTBF horses won in 33 states and four countries, including the **Kentucky Derby**.

Bullitt County Wine & WHISKEY TRAIL

Free Souvenir Glass with Completion of Trail!

Featuring...

Four Wineries & Two Bourbon Tours

- Forest Edge Winery
- Jim Beam American Stillhouse
- MillaNova Winery
- Four Roses Bourbon Experience
- Wight Meyer Winery
- Brooks Hill Winery

Also Enjoy...

Championship Golf

Nature Trails

Family Fun

JIM BEAM COUNTRY
Just South of Louisville via

For More Information Contact:

Bullitt County Tourist Commission
502-543-8656 • info@travelbullitt.org
www.TravelBullitt.org

INTERSTATE LANE

Business news from Indiana, Ohio, Tennessee and West Virginia

BUSINESS BRIEFS

INDIANA

■ **Fulcrum BioEnergy** has selected Gary, Ind., as the location for a \$600 million biofuels plant that will convert municipal solid waste into low-carbon, renewable transportation fuel. Construction on the **Centerpoint BioFuels Plant** is expected to begin in 2020 and will take approximately 18-24 months to complete. Once operational, the plant will divert and process some 700,000 tons of waste from the Greater Chicago area. Fulcrum plans to employ 160 full-time staff at the plant by the end of 2022.



■ **Alliance Steel** is investing nearly \$20 million to purchase and equip a 250,000-s.f. facility in Gary, Ind. The new facility will allow the Illinois-based company to expand its flat-rolled steel supply and coil processing operations. The company expects to employ 130 people at the Gary plant by 2023.

OHIO

■ **Google** is building a \$600 million data center in New Albany, Ohio, as part of a \$13 billion expansion project across 14 states this year. The 275,000-s.f. center is expected to have 50 permanent jobs by 2023.



■ **StandardAero Component Services** is expanding its operations in Sharonville, Ohio, to accommodate growth in its military and commercial aircraft engine component repair business. The company plans to add 250 to 300 employees to its existing 700-member staff to support the \$10 million expansion.



Innogy photo

■ **Innogy SE**, a \$50 billion energy company headquartered in Germany, has announced plans to build a 76-turbine wind farm in western Ohio. The Scioto Ridge wind farm, located in northern Logan County and southern Hardin County, will be the company's first wind energy project in the United States and is expected to produce enough power to supply the equivalent of 60,000 homes a year with renewable

energy. Construction on the plant is expected to be complete by the fourth quarter of 2020.

TENNESSEE

■ Automotive supplier **HIROTEC America Inc.** is investing \$40 million to build a new manufacturing facility in Fayetteville, Tenn. The project will create 100 new jobs and is expected to be operational by the third quarter of 2020.

■ **Ebbtide Holdings** has opened a new boat manufacturing plant in White Buff, Tenn., about 30 miles west of Nashville. The company, which makes **Boca Bay** and **Aquasport** boats, plans to hire 100 employees over the next five years.



Boca Bay photo

■ **Electrolux** plans to close its plant in Memphis, a facility that at one point employed more than 1,000 people. The closing is part of the company's decision to consolidate its cooking products appliance business in Springfield, Tenn., where it is investing \$250 million to add more than 500,000 s.f. to the existing 650,000 s.f. plant. The Springfield plant currently employs approximately 2,000, but no additional jobs are planned as a result of the facility expansion.

TENNESSEE

JNJ EXPRESS ADDING 610 JOBS AS PART OF \$84 MILLION EXPANSION IN MEMPHIS



JNJ Express photo

JNJ Express, a family-owned and operated transportation and logistics services company, is investing nearly \$84 million to expand its operations in Memphis.

The Memphis-based company plans to redevelop and occupy a former retail site in southeast

Memphis to create a new campus that will consolidate its headquarter operations. The campus will be home to the company's human relations, accounting, information technology, marketing and other corporate functions. JNJ will also construct a second building for its operations division, which will include distribution, maintenance and transportation functions.

"This investment will revitalize a retail site that has been vacant for a long time," said Tennessee Gov. Bill Lee, "and it will jumpstart the surrounding area, leading to what we hope will be even more investments in the months ahead."

The expansion project will create 610 new jobs over the next five years. The company presently employs nearly 300 people in the Memphis area.

"Currently, trucking companies around the country are experiencing a shortage of qualified drivers," Memphis Mayor Jim Strickland said. "With this expansion over the next five years, JNJ Express will do their part to cut that deficit."

INDIANA

CHICAGO-BASED MARKETING COMPANY HIRING 200 FOR NEW LOCATION IN INDY

ACTIVECAMPAIGN, a Chicago-based provider of intelligence-driven sales and marketing automation for small businesses, has opened a new location in Indianapolis to keep up with growing demand from clients across 150 countries.

ActiveCampaign utilizes its SaaS (software-as-a-service) platform to help businesses optimize customer experiences through personalized, intelligence-driven messages.

ActiveCampaign has surpassed \$60 million in annual recurring revenue, with more than 700 percent revenue growth in the last three years. The Indianapolis office is a fast follow-up to the company's most recent office opening in Sydney, Australia, which opened in August 2018. The company currently employs some 400 employees across its Chicago, Sydney and Indianapolis offices and continues to hire across the board. ActiveCampaign is specifically focusing on filling engineering roles in Indianapolis, with plans to add 10 engineers each month.

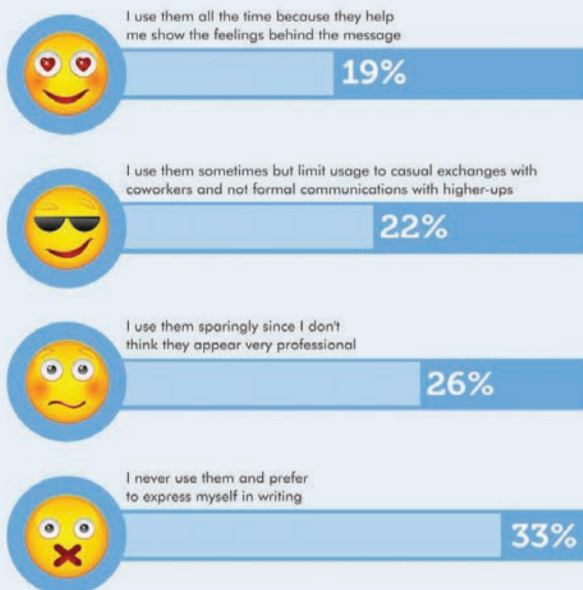
Jason VandeBoom, founder and CEO of ActiveCampaign, said Indianapolis opens up "tons of opportunities" for the company and plans to invest more than \$10 million in the Indianapolis operations over the next several years.

FACING THE FACTS: USING EMOJIS AT WORK

The way in which we communicate has changed dramatically in the last 15 to 20 years, heavily influenced by rapidly changing technology. Among the changes has been the increased use of emojis or emoticons in written text to convey an emotion. But are such symbols considered professional when used in workplace correspondence or should they be avoided? A recent survey of senior managers revealed the following opinions:



How employees feel about using emojis or emoticons in work communications:



Source: OfficeTeam

PURCHASING POWER

A recent study from financial technology company SmartAsset reveals where in Kentucky people get the most out of their money. The study compared median income and cost-of-living data nationwide to find the counties where people hold the most purchasing power.

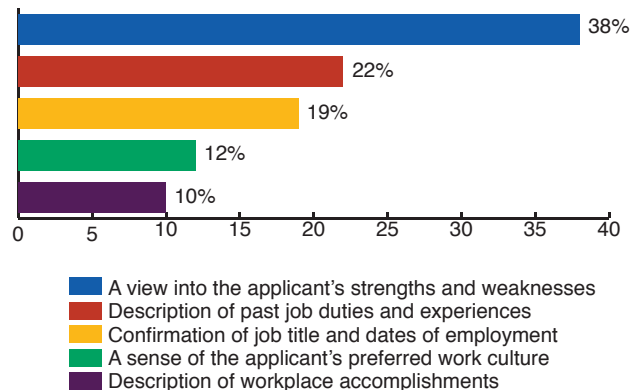
Rank	County, State	Cost of Living	Median Income	Purchasing Power Index
1	Oldham, KY	\$46,194	\$86,324	88.13
2	Boone, KY	\$41,146	\$69,165	79.28
3	Scott, KY	\$39,772	\$64,329	76.28
4	Shelby, KY	\$38,258	\$61,737	76.10
5	Spencer, KY	\$40,762	\$65,700	76.01
6	Bullitt, KY	\$38,295	\$58,702	72.29
7	Woodford, KY	\$39,122	\$59,471	71.69
8	Campbell, KY	\$38,189	\$56,772	70.11
9	Kenton, KY	\$38,172	\$56,568	69.89
10	Lyon, KY	\$32,747	\$47,861	68.93

Source: SmartAsset

REFERENCE CHECK

It may be a job seekers' market, but candidates still need to have everything buttoned up for their search — including a solid reference list — or risk being passed over. In a new survey from global staffing firm Accountemps, senior managers reported they remove approximately one in three candidates from consideration for a position with their company after checking their references. The survey asked the senior managers the following question:

“WHEN SPEAKING TO AN APPLICANT’S JOB REFERENCES, WHAT IS THE MOST IMPORTANT INFORMATION YOU HOPE TO RECEIVE?”



Source: Accountemps

DO YOU NEED A DIGITAL RECESS?

To be sure, our digital devices have made so many things faster and easier. But that convenience and efficiency may be coming with a price: Side effects of extended use of digital devices can include headaches; burning or stinging eyes; blurred vision; and even neck and shoulder pain. If any of these symptoms sound familiar, it may be time to take some time off from technology and give your eyes and body a rest.



Source: Unum

CORPORATE MOVES

New leadership for Kentucky businesses

BIG MOVES

■ **William H. (Bill) Brammell Jr.** has been named partner in the Louisville office of DBL Law, where he primarily practices in the areas of civil and commercial litigation and white-collar criminal defense.



Bill Brammell

■ **Robert (Bob) Hoffer** has been named managing partner for DBL Law. He succeeds James Dressman III, who held the position from 2012 through February 2019.



Bob Hoffer

PROMOTED LISTINGS

ARTS

■ **Robert Massey** has been named chief executive officer of the Louisville orchestra.

■ **Christine Johnson-Duell** has been appointed director of development for the Kentucky Opera.

■ **Robert Barry Fleming** has been named artistic director of Actors Theatre of Louisville.

BANKING/FINANCE

■ **Bob Stadelman** has been named senior vice president and director of fiduciary services for Community Trust and Investment Co., a wholly owned subsidiary of Community Trust Bancorp.



Bob Stadelman

■ **Jacob Holbrook** has been appointed market president of Northern Kentucky for First Financial Bank.



Tony Parrish

■ **Anthony D. (Tony) Parrish** has been promoted to president and chief executive officer of Winchester-based Peoples Exchange Bank.



Chris Daniels

■ **Chris Daniels** has been promoted to vice president, communications system for Community Trust Bank.

BUSINESS DEVELOPMENT

■ **Josh Little** has been appointed director of operations for the Southeast Kentucky Chamber of Commerce.

■ **Patrick Henshaw** has been named chief executive officer of the Louisville Entrepreneurship Acceleration Partnership.

■ **Courtney Neltner** has joined the Northern Kentucky Chamber of Commerce as public affairs coordinator.

CONSTRUCTION

■ **Blanton Coates** has been named director

of business development at Dean Builds, a Lexington-based industrial and commercial construction company.

E-COMMERCE

■ **John Ward** has been named chief operating officer for Webbed Sphere, a Corbin-based hobby game business. **Angela Ward** has been named chief of internal operations.

ECONOMIC DEVELOPMENT

■ **Emily Hathcock** has joined the Barren River Area Development District (BRADD) as associate director for community and economic development.

■ **Lee Crume** has been named president and chief executive officer of the Northern Kentucky Tri-County Economic Development Corp. (Tri-ED)

EDUCATION

■ **Ellen Goldey** has been named vice president for academic affairs and dean of the college at Centre College.



Ellen Goldey

■ **Dr. Matthew Bush** has been named the Foundation for a Healthy Kentucky Endowed Chair for Rural Health Policy at the University of Kentucky.

■ **Paul Gore** has been named vice president of academic affairs and provost at Bellarmine University. Gore succeeds **Carole Pfeffer**, who is retiring at the end of the academic year.

FOOD/SPIRITS/HOSPITALITY

■ Louisville-based KFC Corp. has named **Staci Rawls** as the company's first chief communications officer.



Staci Rawls

GOVERNMENT

■ **Gail Russell** has been appointed secretary of the Kentucky Public Protection Cabinet.

■ **David Dickerson** has been appointed secretary of the Kentucky Labor Cabinet.

■ **Chris Cathers** has been named executive director of the Kentucky Arts Council. Cathers has served as interim executive director since September 2017.

HEALTH CARE

■ **Susan Sender** has been named chief clinical officer at Louisville-based BrightSpring Health Services.



Susan Sender



Rachael Kurzer Givens

Rachael Kurzer Givens has been appointed chief compliance officer.

■ **Viren S. Bavishi** has been named president of the CHI Saint Joseph Medical Group, the employed provider network of CHI Saint Joseph Health.

■ **Michael Douzuk Jr.** has been named chief financial officer of UofL Health.



Michael Douzuk

■ **Dr. Carol Steltenkamp** has been appointed external chief medical officer for UK HealthCare.

HUMAN RESOURCES

■ **Jennifer Wheatley** has been named president of HR Affiliates (HRA) in Louisville.



Jennifer Wheatley

INSURANCE

■ **Bob Korsan** has been named director of underwriting for Louisville-based ClearPath Mutual Insurance Co.



Bob Korsan

LEGAL

■ Jackson Kelly PLLC has named **Clifton B. Clark** as the Lexington office managing member. Clark succeeds **Robert F. Duncan**, who has served as the firm's Lexington office managing member since 2009.

UTILITIES

■ **Brian Queen** has been named chief financial officer for American Water's southeast division, which includes Kentucky.



Brian Queen

OTHER

■ **Doug High** has been named director of the Kentucky Historical Society Foundation.

■ Charah Solutions Inc., a Louisville provider of environmental and maintenance services to the power-generation industry has announced the following appointments: Vice President of Operations – **Eric Effinger**; Senior Vice President of Maintenance – **David Clem**; and Vice President of Business Development – **Jameel Allen**.



Eric Effinger



David Clem



Jameel Allen

◀◀ **We love sharing success stories!**

To submit information for yourself or someone in your company, please visit lanereport.com/submissions. We accept listings for promotions, new hires, title changes, and association and board appointments.



ON THE BOARDS

Kentuckians named to organizational leadership roles

ADVISORY BOARD FOR VETERANS' AFFAIRS

■ Brig. Gen. **Steven Bullard** and **Brenda Gluck** have been appointed as members of the Advisory Board for Veterans' Affairs. Bullard, of Crestwood, is the director of administrative services and legislative liaison for the Kentucky Department of Military Affairs. Gluck, of Foster, is a veteran, homeschooling mother, and wife of a 24-year Navy veteran.

ASSOCIATION OF LEADERSHIP PROGRAMS

■ **Cynthia Knapik**, president of The Leadership Louisville Center, has been named chair of the Association of Leadership Programs.

BUILDING INDUSTRY ASSOCIATION OF GREATER LOUISVILLE

■ The Building Industry Association of Greater Louisville has announced its officers for 2019: President – **Scott Welch**, Welch Builders Inc.; Vice President – **Don Wirtzberger**, Sierra Design & Construction; Treasurer – **Karen McKechnie**, Stonehenge Construction LLC & Sons; Secretary – **Tom Waller**, Signature Crafted Homes; Associate Vice President – **Joe Simms**, RE/MAX Associates-Joe Simms Group; Immediate Past President – **Mark Simpson**, Simpson Builders; Executive Vice President – **Juva Barber**, Building Industry Association of Greater Louisville; President's Advisor – **Billy Doelker**, Key Homes; and Associate Advisor – **Tom Raver**, Fireplace Distributors. The 2019 board of directors (builders) includes: **Ryan Bank**, Unbridled Homes; **Mark Church**, WinMark Homes; **Christopher Eldridge**, Eldridge Co.; **Joe French**, Louisville Handyman & Remodeling; **Adam Gallagher**, Architectural Builders; **Morgan John**, Pulte Group; **Penny Love**, Penny Love/Design-Build-Renovate; **Justin McElfish**, Castlerock Construction Inc.; **George Miller**, Suburban Construction & Management Inc.; **Brad Morgan**, Morgan Homes; **Michael O'Dea**, Michael O'Dea, Builder; **Dan Smith**, Stonelake Homes; and **Clifford Thieneman Jr.**, Clifford Thieneman Co. Associate directors include: **Donnie Blake**, OPC Services; **Bob Duggins**, Smyrna Ready Mix; **Kelly Holcomb Jr.**, Wehr Constructors; **P. J. Moore**, L&N Federal Credit Union; **Teresa Morgan**, Semonin Realtors; **Peter Nesmith**, Bank of England Mortgage; **Jarrod Orr**, River City Bank; **Nick Pregliasco**, Bardenwerper, Talbott & Roberts; **Scott Roitblat**, North Central Insulation & Fireplaces; **Phillip Shoulders**, PLG Inc. (dba Pioneer Supply Group); **Bruce Stansbury**, Stansbury Electric Co.; **Chase Thieneman**, C. Thieneman Realtors; **Chad Turner**, Carpet Specialists Inc.; and **Brent Vorst**, Jagoe Homes.

CENTRAL BANK

■ Eight new members have been named to the Lexington advisory board of Central Bank: **Rick Avare**, MAP Entities; **Jed Bullard**, E.D. Bullard Co.; **Lucas Campbell**, Gorman Co.; **Kevin Doyle**, Congleton Hacker Co.; **William Farish Jr.**, Lane's End Farm; **John Irvin Jr.**, Kinkead & Stilz, PLLC; **Adolph Rupp III**, Rupp and Associates Inc.; and **Lawrence Weathers**, Lexington chief of police.

DINSMORE & SHOHL

■ **Grahmn N. Morgan** has been elected to the Dinsmore & Shohl board of directors. Morgan is a partner in the firm's Lexington office.

EMERGENCY NURSES ASSOCIATION

■ **Patricia Kunz Howard**, of Lexington, has been named president of the Emergency Nurses Association. Howard works at University of Kentucky Healthcare as enterprise director for emergency services. The 2019 ENA board also includes **Terry Foster**, a critical-care clinical nurse specialist at St. Elizabeth Healthcare in Edgewood.



Patricia Kunz
Howard

FAYETTE ALLIANCE

■ Fayette Alliance, a Lexington-Fayette County land-use advocacy nonprofit organization, has named **Mary Catherine Jones** to the board of directors. Jones is director of marketing and special events at the Red Mile.



Mary Catherine
Jones

FOUNDATION FOR A HEALTHY KENTUCKY

■ The Foundation for a Healthy Kentucky has added 28 new members to its community advisory council: **Constance Alexander**, Murray; **Charlotte Beason**, Louisville; **Dennis Chaney**, Bowling Green; **Tracey Clark**, Hopkinsville; **Danny Duncan Collum**, Shelby County; **Al Cross**, Lexington; **Colette Crown**, Lexington; **Barbara Hadley-Smith**, Frankfort; **Ann Hagan-Grigsby**, Louisville; **Richard Heine**, Lexington; **Nancy Jo Kemper**, Lexington; **Terry Lester**, London; **Sylvia Lovely**, Lexington; **Kathryn Mershon**, Louisville; **J.D. Miller**, Lexington; **M. Raynor Mullins**, Lexington; **Judy Myers**, Lexington; **Mark Neikirk**, Highland Heights; **Marty Newell**, Whitesburg; **John Rosenberg**, Prestonsburg; **Sheila Schuster**, Louisville; **Doug Scutchfield**, Lexington; **Rich Seckel**, Lexington; **Susan Stokes**, Louisville; **Lisa Tobe**, Louisville; **Tom Walton**, Louisville; **Pat Withrow**, Paducah; and **Charlotte Whittaker**, Hartford. **LeChrista Finn**, of Frankfort, has been named chair of the council. Vice chair is **Tim Marcum**, of Louisville.

KENTUCKY AGENCY FOR SUBSTANCE ABUSE POLICY

■ **Shannon Baker** has been appointed as a member of the Kentucky Agency for Substance Abuse Policy. Baker, of Louisville, is an associate advocacy director for the American Lung Association.

KENTUCKY BOARD OF PHARMACY

■ **John M. Fuller** has been appointed as a member of the Kentucky Board of Pharmacy. Fuller, of Versailles, is a pharmacy coordinator.

KENTUCKY FINANCIAL INSTITUTIONS BOARD

■ **David Martin Stockton** has been appointed as a member of the Kentucky Financial Institutions Board. Stockton, of Frankfort, is the president of Stockton Mortgage Group.

KENTUCKY ASSOCIATION FOR ECONOMIC DEVELOPMENT

■ **Ron Bunch**, president and chief executive officer of the Bowling Green Area Chamber of Commerce, has been named board chair of the Kentucky Association for Economic Development.



Ron
Bunch

KENTUCKY FISH AND WILDLIFE RESOURCES COMMISSION

■ **Brian Matthew Fisher** has been appointed as a member of the Kentucky Fish and Wildlife Resources Commission. Fisher, of Bowling Green, is the general manager of Hughes and Coleman.

KENTUCKY HUMANITIES

■ **Mary Donna Broz** has been elected to the board of directors of Kentucky Humanities, a nonprofit Kentucky corporation affiliated with the National Endowment for the Humanities and a partner of the Kentucky Tourism, Arts and Heritage Cabinet. Broz, of Lexington, is the executive administrative assistant to the president and CEO of Community Trust and Investment Co.

KENTUCKY LEAGUE OF CITIES

■ The Kentucky League of Cities has announced its officers for 2019: President – **Jeffersontown Mayor Bill Dieruf**; First Vice President – **London Mayor Troy Rudder**; Second Vice President – **Versailles Mayor Brian Traugott**; and Immediate Past President – **Williamsburg Mayor Roddy Harrison**.



Bill
Dieruf

KENTUCKY REAL ESTATE APPRAISERS BOARD

■ **Russ Lohan**, a Louisville real estate appraiser, has been appointed as a member of the Real Estate Appraisers Board.

KENTUCKY STATE BOARD OF MEDICAL LICENSURE

■ Fort Thomas attorney **Philip Daniel Williamson** has been appointed as a member of the State Board of Medical Licensure.

SEAFOOD NUTRITION PARTNERSHIP

■ **Stephanie Mattingly** has been named to the board of directors of the Seafood Nutrition Partnership, a nonprofit organization that works to build awareness of the health and nutritional benefits of seafood. Mattingly is vice president of marketing for Louisville-based Long John Silver's.



Stephanie
Mattingly

U.S. HEMP ROUNDTABLE

■ **Graham Purdy**, president of Louisville-based Turning Point Brands' New Ventures, has been elected to the board of directors of the U.S. Hemp Roundtable, a coalition of more than 60 companies that play a major role in shaping the hemp industry.

LANE ONE-ON-ONE

Kentucky's leaders express their opinions



George Bell

In 2004, George Bell became the owner, president and CEO of Office Resources Inc., a Steelcase dealer headquartered in Louisville that services the Commonwealth of Kentucky and Tennessee Markets through locations in Louisville, Frankfort, Lexington/Nicholasville, Bowling Green and Nashville. Prior to this, Bell held various sales, marketing and marketing communications positions with Steelcase Inc. He is active in the community and serves on the boards of the YMCA Safe Place Services, The Center for Women and Families Advisory Board and the Norton Healthcare Foundation. He is an active member of YPO/YPO Gold, Vistage, his local church and the Louisville Emmaus Community. He and Julie, his wife of 32 years, have two sons: Jonathan, an accountant in Cincinnati, and Christopher, an account manager with a Steelcase dealer in Greenville, S.C.

LESS 'I' AND MORE 'WE' – COLLABORATIVE SPACE, TECHNOLOGY RULE TODAY'S OFFICE

Office Resources CEO/President George Bell explains the trend toward workplace design that helps employees be more productive

BY MARK GREEN

Mark Green: What is ORI's current number of employees and annual revenue?

George Bell: We have 116 employees. Revenue for 2018 was \$56 million, and revenue for '19 will be more in the \$75 million range. The reason for the growth is that we bought a company in Nashville in mid-2018 and were only able to claim half of a year's revenue.

MG: How has that employee number and revenue number changed over the last, say, five or 10 years?

GB: If we go back to '04 when I purchased ORI, we were a (Steelcase) distributor with an office just in Louisville. We had 32 employees plus or minus three or four. Our revenue that year was just south of \$10 million.

MG: ORI has made multiple acquisitions recently. What is the strategy behind these moves?

GB: Any decision you make, there are multiple reasons you make it. We did business with clients first in Louisville; then as clients worked within the commonwealth or in the region, they said they would like us to support them in these other areas. Some of the expansion and later acquisitions were to support great existing client relationships that needed local service.

Also, we're seeing in our industry a desire to do business with fewer people rather than many. To have an opportunity to provide modular construction – maybe a low-raise floor; or modular voice, data and power; or (moveable) walls like these in our headquarter showroom as well as furniture and technology – to be in all of those businesses there's a certain level of scale or revenue that is required. To become a single-point distributor, in some situations there's just not enough revenue in a city like Louisville to support business investments. To be a one-stop-shop or a single-source provider and provide this integrated solution to clients, you have to grow big enough to make the corresponding investments so you can have some centralized resources and some decentralized resources. That was part of the reason for acquisitions.

And then we're seeing shrinking margins, so you've got to grow your volume in order to reduce cost and gain some efficiencies to balance that out.

We're doing it around attraction and retention of employees, too. It's difficult to get the best employees if you're a company of 30 and you're not growing, and they don't have the opportunity to do something new and different like project work. People like to have some flexibility as it relates to the organizational structure

or geographically. Part of the long-term strategy around talent is being regional so we have an opportunity to attract and retain and give people a meaningful career.

MG: ORI's headquarters are in East Louisville. How many locations and warehouse distribution centers do you have?

GB: We have headquarters and a warehouse here in Louisville. We have a location in Lexington with an office/showroom and warehouse, and in Bowling Green and Nashville. To leverage synergies and resources, we have found we need our locations to be inside of four hours of each other, and the closer the better. So we can move resources from Louisville to Lexington, or Lexington to Louisville, or Nashville to Bowling Green, and we can do it efficiently.

MG: How has the productive office workspace of today changed from that of a decade or a generation ago?

GB: Obviously technology has impacted where we work, who we work with, and how we work. That's been a huge driver. Two, the world's expectations around speed are very different today than before. We want it today, not tomorrow or a week from now. The issues we're dealing with tend to be more complex. All of that has had an impact on the workplace.

Back 10 or 15 years ago, work and the workplace was divided into individual work and then collaborative work. You typically had two kinds of individual work places: an open office cube or a private office. You had a handful of conference rooms for very formal meetings, but most of your work would either be done in your private office or in your cubical. It may have been 80 percent I-space or me-space and 20 percent we-space or group-space.

Today, that has shifted dramatically and it's just the opposite – the mix between individual space and group space or we-space that now is referred to as "I-am-we." The total square footage is less per employee. You've seen the individual space shrink and the group space increase; in some cases they're doing it all in the same amount of real estate as before, and some cases there's real-estate saving. People have been willing to give up individual space because they now have access to lots of higher quality group space.

One of the big things right now – and this is true of millennials, of Generation Z, and frankly true of most office workers and supported by studies surrounding engagement – is they want choice and control. University students aren't asked to do all their work in their dorm room

or apartment. They're given a range of spaces and can move through the campus and select the space that works for them. To focus because they've got a test, they go one place; to watch a video of a professor, they might go somewhere else; to do some group work, they go somewhere else. If they focus better with ambient noise, they go to Starbucks. The point is that a college student can select where they work based on how they work and with whom they're working.

That same principle applies to the office. Today the we-spaces aren't a single kind of space; they're made of different kinds of spaces. Then we as workers get to decide, based on what we're doing, what makes the most sense.

MG: Office structure trends evolve and are driven by technological change, new materials, cost cutting and social trends. What are the key needs influencing business office productivity today?

GB: Among the big trends is this idea of: Work is complex, and we've got to do it quickly. So how do we give folks tools to do that? Work tends to be not made up of a single modality. There's a social aspect of work that builds trust, and when you have trust you tend to innovate and collaborate more effectively. There is focus work that requires a certain level of visual privacy, acoustical privacy so a person can focus. There are relevant activities or training that are an active part of what we do. Collaborative work can be broken down into further modes.

One of the trends is making sure there are spaces that support each one of those modes of work. Social activity could be called the work café, where there's an opportunity to gather, sit across from people, break bread together and do things that build trust. But you may also decide to work in the café because what you're doing is really more about getting to know your team and forming a plan at a high level that doesn't require privacy and that's the perfect place to do that.

Or, you may have a call with a client of a very confidential nature that's very focused and you've got to be very careful about the details you're communicating, and you need a private enclave to make sure you've got absolute privacy so you can focus.

A trend we're seeing as labor gets tighter – and the market is very tight – is companies are using desirable space to attract, retain and develop people. Another thing happening is making sure there's authenticity to your brand and your space. There's nothing worse than a company that talks about a culture based on certain values and attributes, and the space doesn't reflect that. Clients and/or

prospective employees or employees get that. If there's a gap or disconnect it creates tension, confusion and in some cases uncomfortableness for employees. If a business wants behaviors to be X, Y and Z, they can set up a space to drive those behaviors that ultimately form its culture. Your space ought to support that brand. Those are really important to communicating to your current or prospective clients.

The other thing we're seeing is the idea of "agility." Agile work has been in the IT industry awhile. It's the idea of not looking at work as 90-day objectives or 180-day or one-year objectives. While the ultimate project may be six months, it's based on two-week sprints and lots of interactions with your client, whether it's internal or external. IT has been using agile concepts forever, and it's now starting to branch out into non-IT functions. You're seeing it in marketing, in finance, in accounting and other functions. A very different dynamic is necessary in the environment because they have to be fluid and flexible yet provide some order and structure because otherwise it'd be chaos.

MG: There is a cliché that marketing agencies all have exposed brick walls and Ping-Pong tables, an office dog and that sort of thing. How does that mesh with the values they are looking to express?

GB: If they're trying to express creativity, fun, playfulness, certainly those images all speak to that, so there is something there. A huge trend on the East Coast and West Coast is this idea they call "residential." It's bringing residential materials and residential-like products into the office or commercial environment as a way to make the office not feel like the office.

It goes back to this I- and we-space. They believe if people are sitting around and socializing, they're building trust and trading ideas. If they can do it in a comfortable environment, be more casual, then they're probably going to stay longer. Those are the kind of environments (desirable) employees typically are looking for. It's called the ancillary space, and that's become the primary workspace.

MG: The rate of technological change such as digital internet connectivity has been higher than normal the past couple of decades. Is there an expectation this change rate is going to continue?

GB: Yes. Statistics suggest that the rate of change today versus 10 years ago, and the previous 10 years, is moving much faster. It's almost exponential. As the technology changes, we've seen the implications in work and the workplace. Not very long ago most people had a

desktop computer; large terminals were placed on a desk and you went to that desk and you worked. Now we're seeing the move to laptops, we're no longer tethered to our primary individual area. We can move them around the same way we carry around our phones. That has had a huge impact on the office. Rather than sitting in one place, we can take our technology anywhere with us.

We're sharing information and collaborating more, so the number of screens and the size of the screens has tended to be greater. It's not unusual to have two or more screens at your desk so you can look at different materials and you can share with other people and rapidly compare and contrast information.

In ORI's old headquarters we had six collaborative spaces with technology in two of the six. In our new (year old) headquarters we have 22 collaborative spaces and every one has some form of technology and a white board or something that allows us to work digitally but also in analog. Research suggests the ability to move from one to the other is important.

MG: How prevalent is video interactivity capacity nowadays?

GB: Really prevalent. There was a day when we would drive from (Louisville) to Lexington to have a meeting, and today we are using Skype For Business or some other mechanism. The quality of that is high enough that for a lot of interactions that's sufficient. There are certain meetings that frankly you can't replace face to face; it's important to do that and we still do. But there're a lot of meetings for which video works. And the infrastructure requirements, bandwidth and other technology have improved so much that it's affordable. Most companies can deploy remote technology and use video conferencing pretty effectively. It clearly should be a part of your meeting strategy.

MG: Is there a square footage per employee rule of thumb?

GB: In 2017, the most recent number, the average was 151 s.f. per employee. If you go to 2012, it was 176 s.f., and if you go back to 2010, it was 225 s.f. So the square footage per person continues to shrink. There are reasons for that. One is this mix between I and we, and in other cases we've developed workstation applications that are just a lot more efficient. Some of the technology is smaller and more mobile. The requirements for larger offices are less.

There's a realization that 82 percent of employees spend two to four hours a day working somewhere other than their

primary area. In the past we may have designed assuming someone was going to be in their individual office all day, five days a week. Doing that today would be providing way more real estate than you need because you know 82 percent of these employees are gone anywhere from 25 percent to 50 percent of the day – at a client space or at one of the collaborative/team spaces within the facility. We've gotten smarter about that and our real estate in many cases is "working" harder than it did 10 or 15 years ago.

MG: For someone setting up a new office, is there any cost per employee rule of thumb?

GB: It varies a lot, but we do have a budget tool that allows us to make some assumptions on the number of private offices, workstations, collaborative spaces, square footage of an office. And very quickly we can come back with a per- and square-foot or per-employee budget. We do that on a low, medium and high range. You can buy a \$100 chair and you can buy a \$1,000 chair; they are very different in look, very different in performance, in their quality and attention to detail, fit and finish, that kind of stuff. There is a wide range, but we can provide that to a client relatively quickly. There was a day where \$3,000 to \$3,500 an employee was the range, and that was all in. That considered your entry way and lobby, collaborative areas, a cafeteria or a work café, everything. If you took every dollar you spent on furniture and divided it by the number of employees that's what you would come up with.

MG: How does someone making the investment in a new or improved office assess their return on investment?

GB: There are two main views. One would be, I need a place to work, I've got to give people furniture, I don't want to spend a lot of time and money on it, so I'm going to worry about cost first. You could clearly not spend any money and have an office, but the office isn't going to be productive.

On the other side, there are accounts that say it's important that our space support and connect with our brand. It's important to support and connect the behaviors that will drive culture, and it's important to give people the best place to work because we want them here, not somewhere else. They invest money the same way you invest in high-quality people and training, the same way you work on continuous improvement around processes and best practices, the same way you invest in technology. The best companies say, 'Where we work is really important, so we're going to spend the time and effort to make sure we're supporting it.'

ORI previously was in 100,000 s.f. of office in Louisville, and after building our current facility we're now in half that. The savings per year because of our lease rate is X; you can apply that to the furniture expense and very quickly come up with an ROI. If you can reduce your real estate by 40 percent you typically can pay for your furniture in 12-18 months depending on the lease rate.

Employee turnover is another thing people will look at as another potential ROI measure. They'll look at employee satisfaction and employee engagement.

MG: What are the current trends in office design? What are people asking for?

GB: A few years ago everything was white. Today it's about bringing nature inside. Materials tend to be more natural, both in color and in feel; warmer in feel rather than cold and institutional. Most offices are designed around maximizing access to natural light. Private offices that used to be on the exterior are now on the interior, so everybody has access to natural light. That's been a 20-year trend. People are providing that residential feel; lounge-y, more comfortable furniture in the office is a huge trend. The materials and style are very different. Five years ago no one would have thought about putting a West Elm furniture product in the office; today it's done all the time.

MG: How long does a workstation last?

GB: That's an awesome question because from a utilitarian standpoint, especially for the high-quality manufacturers like Steelcase, furniture can last 20-25 years, which means it's in good working order and it looks fine. In a practical sense, not unlike your computer, there's a point where it's not supporting the way you work either as an individual or a group. I would say if you get five to seven years out of it, that's pretty good.

We find you need to buy furniture and apply furniture in a way that it can move and change and adjust so that the useable life cycle is longer. Most furniture will last a heck of a long time if all you want to do is sit in it and read. But in terms of supporting work, because work's changing so fast, that continues to get shorter and shorter. You need to build flexibility into your spaces so there isn't a disconnect between the way you work and your spaces.

MG: When a client comes to you to assess whether it's time to change or upgrade their office space, what factors into the decision?

GB: Typically the driver is that they are growing and need to add space. Or their

lease is expired and they've got to figure out do they re-up the lease or do something else. As a tenant, it's a great point of renegotiation and opportunity to get the landlord to reinvest in tenant improvements and those things. In some cases folks are doing employee engagement surveys and finding out they're not providing the kind of tools and spaces their employees need and want. That would be another trigger to invest. One of the trends we're seeing now in all industries is Big Data, the relevance and insights that can be gathered from smart statistical analysis.

In the work environment, we see and deploy sensors for many customers that identify which areas are used and the frequency, by how many people for how long, in an effort to inform decisions around space. If you have 10 conference rooms and five of the 10 were being used, it'd be nice to know which five were being used, when, by whom and for what reason. Then as you make space decisions, you're making decisions on an informed basis.

MG: You operate in the Kentucky-Tennessee market. Is the Kentucky market different than other regions?

GB: I mean this with no disrespect to Kentucky or Tennessee: We lag. We're conservative. If you're looking for indicators about what's going to happen in Kentucky five years from now, you'll see it in L.A. or in Silicon Valley, or in Boston around MIT and in those areas. In some cases the lag is shorter, in some cases it's longer. Some of that changes because you have companies like Yum! Brands and Humana and others that have operations all over the country or all over the world, and they are bringing best practices and ideas back. But for most of the Kentucky-centric local or smaller companies, there is a lag between what happens on the West and East coasts.

On the up side of that, sometimes a faddish idea seems interesting and people implement it and find out it doesn't work. We think we have a responsibility to educate the market in general – architects, designers and others – about what's available and what others are doing as a best practice so they can leverage some of that sooner rather than later. We spend time educating our client base – and those we hope to be clients – so they can take advantage of it. ■



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

Invest in Lives of Great Promise

with a Gift Annuity at Berea College

You deserve a unique legacy, one that offers an unmatched opportunity to invest in the future of Kentucky. A charitable gift annuity at Berea College returns your generosity with guaranteed payments for the rest of your life and supports the next generation of scholars, leaders and innovators. Learn how Berea College invests in students with its Tuition Promise Scholarship and how a charitable gift annuity can work for you while supporting our mission.

SAMPLE ONE LIFE RATES

Rates set by the American Council on Gift Annuities.

Effective July 1, 2018.

AGE	RATE
55	4.3%
65	5.1%
75	6.2%
80+	7.3-9.2%
90+	9.5%



Achieve the Return of a Lifetime with a charitable gift annuity at Berea College.

Create your unique legacy @
berea.giftlegacy.com

Benjamin Willhite, '18

Hometown: **Lebanon, IN**

Major: **Business Administration**

Minor: **Economics**

Employer: **The Resource Group, St. Louis, MO**

Contact the Office of Planned Giving at giftplanning@berea.edu or call **859-985-3039**.

Kentucky Reels in Billions from Outdoor Recreation



The sun shines bright on state's lakes and lands, which are full of fishermen, hunters and hikers

BY RUSS BROWN

The Jamestown Resort and Marina in Jamestown on Lake Cumberland is one of the key sites that make the area the houseboat capital of the world. Its site includes a fuel pier, all-season boat storage facilities, a fully appointed conference center, lakeview hotel, condos and cabins, houseboat and pontoon boat rentals and new swimming pool.

WHILE most people would quickly name bourbon and horse racing/breeding if asked what business sectors drive Kentucky's economic engine, outdoor recreation also is a key player – with more participants and likely a bigger dollar impact.

The latest report by the Outdoor Industry Association (OIA), published summer 2017, demonstrates the powerful impact outdoor recreation has on Kentucky's economy. It contributes 120,000 jobs, generates \$12.5 billion in consumer spending and \$756 million in state and local tax revenue annually.

OIA's report estimates 61 percent of the state's 4.44 million residents participate in outdoor recreation each year, many of those in boating and fishing.

Kentucky has more navigable waters than any state except Alaska. One commonwealth marina has the single largest number of docked houseboats in the nation.

Boulder, Colo.-based OIA is the leading trade association for the outdoor industry and says it arrived at its figures for Kentucky and other states with a study to

represent the U.S. population on the basis of gender, age, education and race.

Kentucky Department of Fish and Wildlife Resources (KDFWR) estimates wildlife-related recreation produces a total economic impact of \$5.98 billion per year.



Jim Strader, Host, "Jim Strader Outdoors," 840 WHAS

Jim Strader, 69, a self-described "professional outdoorsman" who has hosted "Jim Strader Outdoors" on 840 WHAS radio for over 40 years (Sunday nights, 6-8 p.m.), says the popularity of Kentucky's outdoor opportunities doesn't just apply to residents.

"Outdoor recreation in Kentucky is part of our heritage, and we're being recognized nationally as a great destination for nature lovers," Strader said. "That not only includes hunters and fishermen, but those who enjoy a quality outdoor experience. I've traveled all over North and South America, and coming home I never fail to realize how beautiful and diverse Kentucky really is."

Not all outdoor recreation is tourism, but it is a big reason that Kentucky's

tourism-industry sector keeps climbing in economic impact – more than \$15 billion in 2017, according to the most recent figures available from Frankfort.

Lots of water ... and fishing

There is an amazing diversity of fish in Kentucky, Strader said. You'll discover hard-fighting smallmouth bass (Kentucky is home to one of the world's largest populations of smallmouth bass), striped bass, blue catfish, shellcrackers, muskellunge, crappie and more. In Kentucky, it's possible to catch three species of trout, then trailer your boat a short distance to tie into some largemouth bass, walleye and spotted bass.

Kentucky's mountains and undulating terrain spawn a wealth of water. There are more than 62,000 miles of fishable streams and 40 public lakes exceeding 100 acres, along with more than 850 public and private boat ramps that offer access to prime fishing spots. To help keep fishing great, Kentucky stocks 7 million fish a year and actively manages sport and commercial fish populations across the state.

"Through a voluntary tournament schedule system, the department recorded more than 460 fishing tournaments last year on Kentucky waters," said Kevin Kelly,

**"THE ANGEL'S SHARE"
IS BOURBON THAT
EVAPORATES FROM
THE BARREL.
WHEN YOU VISIT,
BREATHE DEEP.**

*Better
in the
Bluegrass*

Kentucky
UNBRIDLED SPIRIT

BetterInTheBluegrass.com

COVER STORY

Kentucky River Properties worked with the Kentucky Department of Fish and Wildlife Resources and the Rocky Mountain Elk Foundation to reintroduce elk to Eastern Kentucky, and the population today is estimated at 10,000. KRP works closely with the KDFWR to manage hunting on its properties, where 40 elk were taken in the 2016 hunt.

information specialist for KDFWR. “We think the total number of fishing tournaments held each year on Kentucky waters is probably closer to 1,000.”

“Kentucky’s natural beauty and outdoor opportunities have allowed adventure tourism to continue to grow across the state,” Kentucky Department of Tourism Commissioner Kristen Branscum said. “More visitors are looking to explore and get outside as part of their vacations in a world that is screen-driven. Kentucky has limitless outdoor recreation in all parts of the state and in communities big and small, urban and rural.”



Kristen Branscum, Commissioner, Kentucky Department of Tourism

Houseboat Capital of the World

The recreational boating sector alone has an annual economic impact of \$1.7 billion in Kentucky, according to the National Marine Manufacturers Association, supporting 401 businesses and more than 8,700 jobs. NMMA reports the state has 173,344 registered boats and \$243 million in annual sales of new boats, engines and accessories.

Kentucky’s showcase outdoor recreation spot is Lake Cumberland, a massive body of water that covers parts of five counties in the south-central part of the state and features limestone bluffs and shoreline forest. At the maximum possible elevation of water, the jagged shoreline of Lake Cumberland is 1,255 miles, almost twice as long as the coastline of Florida, not including islands, at 770 miles.

“It’s a monster,” Strader said. “And very few places are prettier. People from surrounding states like Indiana, Ohio



and Tennessee have always found Lake Cumberland to be an unbelievable recreational destination.”

In 2014, Gov. Steve Beshear signed a resolution designating Kentucky the Houseboat Capital of the World because the commonwealth has the greatest concentration of houseboat manufacturers in the world.

In 2016, Gov. Matt Bevin renamed the U.S. 90 bridge across Lake Cumberland connecting Wayne and Pulaski counties the Houseboat Capital of the World Bridge. The other counties on the lake are Clinton, McCreary and Russell. (In high water times, such as February’s all-time peak, the lake can also reach into Laurel County, but there are no marinas or services there).

Lake Cumberland was filled with water in December 1950, and was constructed primarily for flood control and the production of hydroelectric power at a cost of about \$80.4 million. The reservoir ranks 9th in the U.S. in size with a capacity of 6,089,000 acre-feet – roughly 1.9 trillion gallons.

Heavy rains and flooding elevated Lake Cumberland to record levels early this year, creating a major test for Wolf Creek Dam, which underwent major repairs five years ago at a cost of \$594 million after being designated as one of the nation’s dams most at risk of catastrophic failure. The U.S. Army Corps of Engineers said the dam functioned normally during the flooding with no signs of problems.

During dam repairs from 2007-2013, Lake Cumberland’s water levels were lowered dramatically to more than 40 feet below the normal full pool of 723 feet above sea level. But on Feb. 26 of this year, the lake reached a new pool record of 756.52 feet, breaking the previous mark of 751.69 feet set in May 1984.

Cumberland’s habitat improves

Water levels then began to recede, but a return to seasonal levels is expected to

take months as the Corps of Engineers continues to release significant amounts of water at Wolf Creek Dam in order to regain storage capacity in the lake. As of mid-March, the lake’s elevation was 741.56 and falling, and 47.2 percent of the flood-control pool was being utilized. The lake’s normal summer pool is 710 feet.

Jeff Ross, an assistant director of fisheries for KDFWR, said several fishing tournaments on Lake Cumberland were forced to cancel because of high water, but the overall impact was minimal.

“The bad conditions for fishing, with cold and muddy water, happened at a time of year not the most conducive to fishing,” Ross said.

Dave Dreves, another KDFWR assistant director, said the same is true of boating on the lake.

“As Lake Cumberland continues going down, woody debris, such as logs and tree tops, finds its way to the bank” and is left there by receding water, he said. “Conditions should be fine by the time boating season starts in May.”

The lake’s years-long low water levels during dam repairs likely improved fishing.

“It created better habitat for the fish,” Strader said. “It created a lot more (now underwater) cover, which increases the survival of young fish and adds nutrients to the water. So the drawdown proved to be beneficial.”

Fishing tournaments like Kentucky’s lakes

The latest statistics from the marketing department of Fish and Wildlife showed 554,000 participating anglers in Kentucky, generating a \$1.2 billion impact annually. It also showed 1.2 million boating participants, generating \$1.9 billion. All outdoor recreation is responsible for \$6 billion per year. About 13 percent of licensing and permit sales are from nonresidents.

The largest section of the lake is in Russell County, which has five large



Tom Michael was the 2014 winner of the annual Hobie Bass Open, a premier kayak bass fishing tournament on Kentucky Lake, one of an estimated 1,000 fishing tournaments that take place on commonwealth waters each year.

commercial marinas. Janette Marson, director of tourism for the Lake Cumberland Tourist Commission (Russell County), said Lake Cumberland State Dock in Jamestown has the largest collection of houseboats in one location in the country.

"Tourism in the Lake Cumberland area is on the rise, growing annually," Marson said. "Boaters are gaining momentum each year, and marinas keep adding additional boats to their fleets. There are more and more fishing tournaments, and guides stay busy year-round."

She added that the area also boasts a one-of-a-kind trout stream in Hatchery Creek, which flows into the Cumberland River near the Wolf Creek Dam and has produced state record-setting catches of every type of trout.

"People tell me that the stream rivals anything in Colorado and the western portions of the U.S.," Marson said.

Kentucky's lakes have been a favorite destination in recent years for various tournaments sponsored by Bassmaster, recognized as the worldwide authority on bass fishing since 1968.

The organization's last Bassmaster Elite Series was held on Kentucky Lake in May of 2018, with 110 anglers competing.

In August of last year, the Mossy Oak Fishing High School championship presented by DICK'S Sporting Goods attracted 328 two-angler teams, each accompanied by a "coach" to drive their boats.

High school championships were also held on Kentucky Lake in 2016-17, consisting of 175 and 230 teams, respectively, and there was a Bassmaster Team Championship there in 2016, drawing 188 boats.

"Kentucky and Barkley lakes are big fisheries where our competitors can spread out and avoid crowds of other fishermen," said Dave Precht, vice president of communications for Bassmaster. "And those lakes have historically produced great catches."

No major events are scheduled in Kentucky this year, but Precht said they will return in future years.

Outdoor fun is serious business

Of course, Lake Cumberland offers a lot more than fishing and boating. The bustling area has hiking, horseback riding, golfing and swimming, along with seasonal

festivals and other events. According to the U.S. Army Corps of Engineers, 4 million people visit Lake Cumberland per year, with an economic impact that the Kentucky Department of Tourism puts at \$268.3 million for 2017, the last year for which figures are available.

The state's lush, green, well-watered countryside makes for good hunting also. An estimated 347,000 people hunt each year in Kentucky, generating a \$1.5 billion impact. Kentucky's total deer harvest in 2018 was 145,753, the second-

most since 1999, behind the record 155,734 in 2015.

Hank Phillips, president and CEO of the Kentucky Travel Industry Association and former deputy commissioner for the Kentucky Department of Travel and Tourism, is fond of saying that "the reality of tourism (is that) it's not just something that's fun; in fact, it is a very serious business." ■

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



Janette Marson,
Director of Tourism, Lake Cumberland Tourist Commission



Dave Precht,
Vice President of Communications, Bassmaster



Experience BEREA

Art. Music. Food. Culture. Crafts. Outdoors.

VISITBEREA.COM



Selling Advice Rather than Products

Today's clients have tons of free data
but still want financial strategy advice

BY GREG PAETH

FOR most people in the wealth management field, “product” isn’t a word used in polite company today.

And Kentucky wealth-management professionals contacted said it’s been a long time since a day at the office included hurried phone calls to clients about a sure-fire investment opportunity – a “product” – that comes along, let’s say, once every Ice Age.

“It’s not about, ‘We just upgraded this stock and you ought to own it, or this bond looks awfully good,’ ” said James Allen, chairman and CEO of Hilliard Lyons, a regional investment and wealth

management firm that traces its roots to 1854 in Louisville, where it is headquartered.

“There’s been a significant shift from product to process. It’s not a focus on product sales, but more about understanding a client’s needs and their financial goals and then helping them reach those goals,” said Allen, whose iconic firm is being acquired by Baird, a similar company based in Milwaukee. “Who was first to market with an



*James Allen,
Chairman/
CEO,
Hilliard Lyons*

(investment) ‘product’ was more critical in the past.”

People who know wealth management in Louisville, Lexington, Bowling Green, Cincinnati and Paducah all had similar things to say about how they believe their business has changed as they distance themselves from sales and emphasize building relationships, establishing trust and looking far beyond how well a portfolio performed in the past week.

Several wealth managers stressed that their knowledge and experience can ensure an investor won’t make a big mistake with their investments.

About 120 miles west of Louisville in the Hilliard Lyons office in Evansville, Ind., Senior Vice President and Chartered Wealth Advisor John L. Schutz was asked how many new products have been introduced recently for financial advisors who want to attract new clients.

Schutz’s answer was emphatic: “Zero.”

He stressed the importance today of keeping clients fully informed about all their options and objectives since now anyone with internet access can get overwhelming amounts of information on almost any topic in three seconds.

For 28 years, Schutz also has taught adult-education classes at the University of Southern Indiana to help people make smart decisions with their money. In addition to informing students about stocks, bonds and mutual funds – the time-tested “products” investment firms offer – Schutz presents detailed data about Social Security and the rising cost of health care and how these should factor into a financial plan.

One relatively new twist on advice he offers reflects how some employers look at aging employees.

“Companies are starting to realize that if they allow and encourage more time for their employees to be financially fit, then they are more prepared to retire when they want to,” Schutz said by email. “If an employee is not financially prepared at a normal age but stays on working several years longer than they want to, the aging process takes over and costs the employee and the employer more in paying for rising health-care costs prior to an employee retiring and going on Medicare after age 65.”

Clients have data, but want advice

Talking with other wealth-management professionals makes it clear that Allen, Schutz and Hilliard Lyons aren’t alone in de-emphasizing “products” in favor of



*John L. Schutz,
Chartered
Wealth
Advisor,
Hilliard Lyons*

focusing on big-picture, long-range financial planning for customers.

"Our approach is client-driven, not product-focused. We are not in the products business," said Ann E. Georgehead, senior vice president and managing director of wealth management for PNC Bank in Louisville.



*Ann E. Georgehead,
Managing
Director
of Wealth
Management,
PNC Bank*

"There is so much information available to investors now. The key is having a team of experts who can help you sift through that information and tailor a plan to your specific situation," said Georgehead, whose Pittsburgh-based bank is the sixth largest in the country and has about 100 branches in Kentucky.

Lexington-based Dean Dorton Allen Ford, a relative newcomer in wealth management, made it clear that its approach isn't dramatically different from firms that have been in the business for generations.

"Though we obviously recommend investment solutions for our clients, our firm is not really built around particular products that we offer. Rather, we focus more on the service that we provide," said David Parks, who heads the company's wealth management division, which debuted last September for a firm that's best known as one of Kentucky's largest accounting firms.



*David Parks,
Senior Wealth
Advisor, Dean
Dorton Wealth
Management*



Paris-based Kentucky Bank also describes its strategy in terms of clients rather than products.

"We at Kentucky Bank add value to our clients by implementing a customized investment strategy that is directly tied to each clients' goals," said Jim Elliott, director of wealth management for the Paris-based institution. "We listen, and we focus on creating a plan that will maximize our clients' likelihood of success. Whether it is paying for a child's education, planning for retirement, or planning for the future generations, we assist our clients throughout all phases of their lives."



*Jim Elliott,
Director
of Wealth
Management,
Kentucky Bank*

Financial advisors' roles are different today than what most people recall from previous bull-market times.

"I would tell you that there's not any best new product out there and it's not what we focus on," said Barry Smith, director of wealth management for the Paducah Bank and Trust Co. in far western Kentucky for about three years and a 19-year veteran of the banking business.



*Barry Smith,
Director of
Wealth
Management,
Paducah Bank
and Trust Co.*

"It's very much an advisory mindset today where historically, at one time, it may have been about selling stocks. But there's been a transformation to a more advisory role where we say, 'Let's talk about goals and put a plan together,'" Smith said.

Barry Hickey, executive vice president of wealth management for Central Bank and Trust in Lexington,

SIZZLIN' SUMMER SOUNDS

ALL CONCERTS ARE FREE ADMISSION!

Tracy Lawrence & Joe Nichols
Friday, June 14

Charlie Daniels Band
Thursday, July 4

for King & Country
Saturday, July 6

Grand Funk Railroad
Friday, July 19

**Sister Sledge &
The Gap Band**
Friday, August 2



877-243-5280 ★ www.visitmadisonvilleky.com



WEALTH MANAGEMENT

agreed with some of his competitors from elsewhere in the state.

“We don’t sell products. Hopefully, we’re providing solutions for what our clients needs are. It’s not like a brokerage,” said Hickey, who’s been in the field for about 35 years, which includes the last 15 at Central Bank. “What we start with is an overall financial plan before they invest their first dollar.”

“Selling stocks, bonds and mutual funds is the typical brokerage model,” he said.



Barry Hickey,
Executive Vice
President of
Wealth
Management,
Central Bank
and Trust

Financial wellness education

Although he stopped short of calling it a “new product,” Michael Napier, vice president and wealth advisor for Horan in Cincinnati, said he has seen plenty of interest in a fairly new benefit that some companies are either offering or considering for the not-too-distant future.

“A big trend that you’re going to see is financial wellness programs offered by employers,” said Napier, who was interviewed just after talking about estate planning to 25 faculty members at a Northern Kentucky University luncheon in Highland Heights.

Napier said some companies are beginning to see real benefits when employees are both physically healthy and have a firm grasp on where they stand financially. The theory is that absenteeism declines, job performance improves and health-care costs decrease when employees are healthy and aren’t stressed out because they’re worrying about how they will make their next mortgage payment.



Michael Napier,
Vice President
and Wealth
Advisor, Horan



The concept of “financial wellness” may be top-of-mind for Napier because in addition to wealth management, Horan has a substantial presence in employee benefits consulting and works with both employers and individuals on health care and life insurance.

“From the health management side of the business, you want to get employees engaged in the program to stay healthy and control costs. We have a unique ability to bring them together,” said Jodi Fritsch, vice president of marketing for the company, which has three offices in Ohio and a fourth in Fort Mitchell.

Like PNC’s Georgehead, who referred to all of the information that’s available today with a couple of keystrokes, Allen at Hilliard Lyons agreed technology has been a monumentally important factor in changing the industry because it can make mountains of data available for free.

Like Georgehead, he believes many people can benefit from advice from a “trained, experienced professional” who knows how to interpret what’s important for an investor.

As young, tech-savvy people walk through the doors at Hilliard Lyons, Allen said the company and its expertise today must become part of an equation that the prospective client in theory might solve in three-tenths of a second on his or her smartphone.

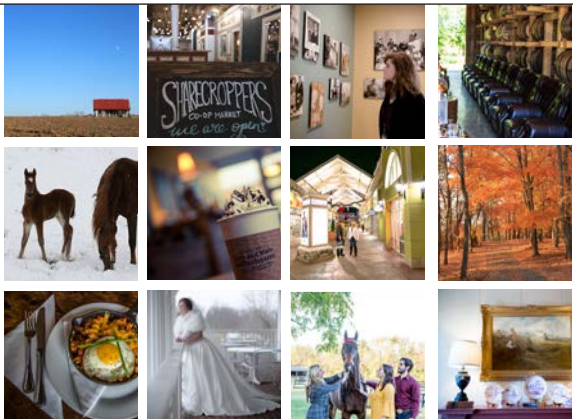
“The question becomes, can we add enough value versus someone doing it themselves for a lower cost,” Allen said.

‘People wait too long to get started’

Most of the wealth advisors who commented for the story seemed to be in general agreement about the average age of the people who seek their help. Typical clients might be in their late 40s or 50s and beginning to think about retirement at a time when their children are adults and may be moving out of the house.

“Most individuals really get serious about wealth management in their 50s, Dean Dorton’s Parks said. Their children tend to be grown, they are in the latter half of their careers, and retirement is on the horizon. They

ROADTRIP: SHELBYVILLE



Take the time to venture along the roads less traveled. Plan a trip to Shelbyville for atmospheric dining, unique lodging and crafted spirits.

www.VisitShelbyKY.com
502.633.6388

a well-crafted experience

begin to wonder if they are saving enough; what the next half of life holds for them, and what, if any, legacy they want to leave to children or others.

"I would say that more people than not wait too long to get started," Parks said.

"It (the average age) varies greatly, but often it is more driven by life events than a specific age. For example, someone looking to start or sell a business in their 30s may get very serious about wealth management. Someone else may wait until their 60s when they start thinking about retirement," said PNC's Georgehead. "It is never too late and it is never too early..."

"I think we're seeing more young professionals taking advantage of our services," said Barry Smith in Paducah. "They might not have a lot of money (to invest) right now, but they will in the future."

Impact of student-loan debt

It takes longer in life to acquire wealth for those starting their careers with large college loans.

"Absolutely we feel that student debt is among the biggest reasons why the younger generation is saving less," said Dan Cupkovic, director of investments

for Louisville-based ARGI Investment Services, which also has offices in Lexington, Bowling Green, Cincinnati, Elizabethtown, Paducah, Grand Rapids, Mich., and Indianapolis.

"We also believe this could be a reason why we have seen less inflation than what we had previously expected, given the Federal Reserve's easing over the last decade. Essentially all of the excess money for the younger generation is tied up in student loans and not buying 'things' and cycling back into the economy. That inherently lowers the money multiplier and the potential inflation we see in the economy."

Wealth managers said student-loan debt does not come up often when they talk with clients about their financial futures, perhaps because they've paid it off.

Both Smith in Paducah and Napier in Cincinnati said they have heard that student-loan repayment plans have been used, for example, to recruit physicians to an area, often in rural parts of the

country. But neither had any details about those repayment plans.

There's a good reason why that kind of inducement would be appealing.

"In order to build wealth you have to get rid of debt," said Central Bank's Hickey, who reports seeing plenty of clients who are right around 50 years of age.

"Many of them are downsizing. Their expenses are going down, and they're beginning to think about themselves and the lifestyle that they have become accustomed to," Hickey said. "Half of the time people are getting ready to step out of the workforce and it's a scary moment for them because they have to come up with a plan that will last them for the rest of their lives."

"People take wealth management seriously when they have wealth," ARGI's Cupkovic said. "It feels to be a scale: The more money you have, the more seriously you take it. This is why we are believers that as the millennials age there will be more and more demand for human interaction over a robo-solution. The seriousness and stakes go up as your wealth increases." ■



Dan Cupkovic,
Director of
Investments,
ARGI
Investment
Services

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

KENTUCKY Georgetown

SCOTT • COUNTY

Saves...

THE SIGHTS & SOUNDS OF GEORGETOWN.
PURE SMALL-TOWN CHARM.

shop • dine • play

- **Family Activities** -
- International Kite & Cultural Fest - April
- Party in the Park Summer Concert Series
- **Equine Excursions** -
- Minutes from the Kentucky Horse Park
- Land Rover Kentucky Three-Day Event
- Old Friends Retired Thoroughbred Farm
- Whispering Woods Riding Stables
- **Picturesque Downtown** -
- Specialty Shops • Antiques
- Scott County Arts and Cultural Center
- Cafes and One-of-a-kind Restaurants
- Georgetown and Scott County Museum
- **Unbridled Fun** -
- Toyota Motor Manufacturing, KY, Inc. Tour
- Country Boy Brewing • Bourbon 30 Spirits
- Golf • Elkhorn Creek • Geocaching Trails
- Yuko-en on the Elkhorn • Ward Hall
- Close proximity to the Ark Encounter

15 HOTELS + OVER 70 RESTAURANTS
RIGHT OFF

Kentucky
WINDY KENTUCKY

www.GeorgetownKy.com • 888.863.8600

Shriners Hospitals for Children Medical Center — Lexington:

Where love helps patients live their dreams.

Shriners Hospitals for Children Medical Center — Lexington has been bringing Love to the rescue® to children with orthopaedic conditions for more than 90 years, **regardless of their families' ability to pay.**

**Shriners Hospitals
for Children® Medical Center**
Lexington

Know a child in need?
800-668-4634 or 859-266-2101
shrinerslexington.com

HOUSING CONSTRUCTION



This Ball Homes residence under construction east of Lexington has an estimated price of \$396,000. It is a single-family four-bedroom and three-bath home.

the cost of subsidies needed for developing those units to fill the gap is approximately \$3.5 billion.

Finding a solution will be essential to meeting the growth goals the commonwealth's urban centers have set for themselves. Economic development and civic leaders across the state – and in their peer communities outside the state – all are striving to attract and retain more young professionals and skilled workers. But new residents need residences in which to live. And low housing inventories are a problem across the United States.

"Kentucky's cities are by no means alone in their affordable-housing shortages," said Mary Ellen Wiederwohl, chief executive of Louisville Forward. "Nearly every community is dealing with the affordable-housing crunch. We as a city don't own much land that we can apply to these developments. We do have a land bank, but no large parcels.



Mary Ellen Wiederwohl, Chief, Louisville Forward

"But even if you were able to abate the land, the construction costs are still too high," Wiederwohl said. "It makes it hard (for developers) to sell affordable units, and it makes it hard to rent them out. So people who are struggling end up spending far too much of their income on housing, to the detriment of other needs like health care or groceries or their other needs. The situation creates pockets of poverty in our cities. It's an American story, and one we should all be paying attention to."

It's a story playing out across the state. In fact, Kentucky REALTORS, the professional association for Realtors in the state, reports that inventory for houses priced under \$150,000 is at historically low levels. For instance, in 2013, coming right off the recession, a home in this price range in Louisville would take 16 months to sell. In February 2019? Just 4.7 months. Six months is considered "optimal."

And it's not just inventory that's the problem.

"First-time homebuyers have challenges saving up for a down payment and accessing affordable credit," said Kentucky REALTORS CEO Steve Stevens. "The short supply of low-to moderately priced homes certainly

Seeking an Affordable Future

Kentucky's urban areas need more housing, but market forces offer no easy solution

BY SUSAN GOSSELIN

GENTRIFICATION. A shrinking middle class. Wage stagnation. Lack of land to develop. Fewer builders after the real estate bust.

The difficulty of building affordable housing that turns a profit.

Slow economic growth.

These are just some of the reasons for Kentucky's current shortage of affordable housing. And the shortage, according to recent studies, is serious and growing. For instance, a housing affordability study commissioned by the

Lexington-Fayette Urban County Government in 2015 showed 6,600 households couldn't find housing within their means in Fayette County. With the effects of ongoing gentrification, the report predicts an additional 400 existing affordable housing units will be rehabbed, and priced out of reach for low-income residents every year.

The Housing Needs Assessment that Louisville Metro government commissioned last year showed that city's shortage is worse – with an estimated 31,412 new units of affordable housing needed. The study estimates

adds to that challenge. The reasons can differ from market to market.

“Government regulation, for instance – which can be at the local, state and federal levels – can account for as much as 12-15 percent of the cost of a home in Kentucky,” Stevens said. “And where good developable land is scarce within urban boundaries, builders in the Lexington area are hard-pressed to build a new home and earn a modest profit for (homes selling for) less than \$200,000. As a result, most single-family homes priced under that amount are existing homes – and there just aren’t enough of those to go around to satisfy the demand for them.

“Since demand is also still high for higher-priced homes, when faced with a choice, builders will naturally choose to build homes in higher price ranges. After all, they are business people and building and selling higher priced homes simply allows them to make more of a profit.”

The true face of housing need

With the costs of housing on the rise, a surprisingly large number of people are being priced out of home ownership and, increasingly, even rent. People in need of affordable housing are generally defined by the government as having overall household incomes of less than 80 percent of the area median income. In the Lexington area, for instance, the median income is \$39,300 for a one-person household, \$44,900 for a two-person household, and \$56,100 for a family of four.

“There’s this big misconception out there that people on housing assistance don’t work. It’s not true. In fact, here in Lexington, 85 percent of the people getting housing assistance are working,” said Richard McQuady, manager of Affordable Housing for LFUGG.

“The general rule of thumb is, a person shouldn’t spend more than 30 percent of their household income on their housing. But for people in these lower brackets, they have no choices,” McQuady said. “So they either end up living in unsafe, substandard housing, or they end up paying too much for their housing, and not having enough for other basics like health care or transportation. It’s bad for them, and it’s



Steve Stevens,
CEO, Kentucky
REALTORS

bad for the community, because they are not able to spend their money out in the community like they should.”

According to the Louisville Housing Needs Assessment, wage stagnation is having a huge impact on people’s ability to afford housing. In fact, the report states two-thirds of the workforce is employed in a sector with real median annual wages that have stagnated or declined since 2010. This impact is being felt in certain areas of the city more than others, the report notes, with the west core, northwest core and

downtown showing poverty rates that exceed 40 percent of the population, and median household incomes that are around half of the citywide median.

Lexington’s vow to fill the gap

Lexington has a goal to reverse its shortage of affordable housing by 2025. And the city is off to a good start. In 2014, the mayor and Urban County Council agreed to fund an affordable housing program using a general fund allocation of \$3 million in 2015 and \$2 million each succeeding year. To date,



LexArts’ work is to help art be made and make its way into the world. Because of the inspired work of artists and arts organizations that are supported or enabled by the Fund for the Arts, there’s world class art just about everywhere in our community.

Art does more than just increase quality of life. Art inspires learning and innovative thinking, instills confidence and collaboration, promotes a healthy social environment and a robust economic environment, and attracts talent that our community requires to be competitive.

When art is everywhere, good things happen for everyone — like supporting **1,185 full-time jobs**, allowing **220,000 children** to attend educational arts events, providing an arts experience to millions of people who **spend \$16 million** locally and deliver \$3.2 million in city and state taxes.

Your generosity enables us to support the artists and arts groups to do what we all believe — that when art is out there working its magic, lives are enriched and entire communities rise and shine.

Every penny of your fully tax deductible donation helps get art out in the world where it makes a world of difference.

FUND FOR THE ARTS

Donate today at LexArts.org/Give



Helping art come to life LexArts.org • 859.255.2951

2019 PACESETTERS

PLATINUM



GOLD



SILVER



PHOTO Rich Copley, Lexington Herald-Leader



HOUSING CONSTRUCTION

The Parkside development with 36 units was financed through Lexington's Affordable Housing Fund. The developer is AU Associates, which since its inception in 1990 has been involved in preserving 20,000 units of housing and directly responsible for the creation of more than 250 mixed income-housing units as well as 55,000 s.f. commercial use urban infill.

the fund has allocated nearly \$13 million for home preservation and new construction.

The city's investment was used to leverage an additional \$101 million from public, nonprofit and private sectors. And combining those funds, the city has created 1,431 units – 706 in the form of permanent supportive housing for special-needs populations such as survivors of domestic violence, the homeless, the disabled, veterans, those recovering from addiction, the elderly, and youth aging out of foster care.

While most of these units are rentals, the city has funded 22 units for homeownership by providing low-cost construction financing and requiring repayment on the purchase price. If construction costs exceed the purchase price, those dollars remain in the unit so the family can afford its new home.



Now that the program has reached its five-year mark, a study will be completed this year assessing the program's success, and making recommendations for the next few years' efforts.

According to David O'Neill, Fayette County property valuation administrator,

a shortage of housing overall is exacerbating woes for all price points, but especially the lower end of the housing market. Keeping up with demand, he said, will be a major issue.

"Fayette County is projected to grow 1.2 percent a year in population every year for the next few years," O'Neill

Music & Entertainment

Gateway to KY's Country Music Highway &
Birthplace of The Judds, Billy Ray Cyrus & Jason Carter.

- The Paramount Arts Center
 - Highlands Museum & Discovery Center
 - Ashland's Historic Tour & Antique Shops
 - Scenic Riverfront Park & Central Park
 - Rush Off-Road Adventures
- And, More!



Northeast KY off I-64
VisitAshlandKy.com
800.377.6249



Explore. More.

Located in the Pennyroyal Region of Southwestern Kentucky, Hopkinsville and Christian County have a rich history, agricultural heritage, thriving arts scene and diverse culture. Today, with a county-wide population of just over 70,000, our community is still deeply-rooted in agriculture and industry and takes great pride in its adaptability and hospitality. The people are friendly, the land is breathtaking and the barbecue is served with a side of burgoo!

Visit HOPKINSVILLE
www.visithopkinsville.com
1730 E. 9th Street, Hopkinsville
270-887-2300

Kentucky
UNBRIDLED SPIRIT

said. "Assuming 2.2 people a household, that means 1,700 new units of housing will be needed a year. In 2018, only 1,200 new units of housing were built. That's not enough. And that means the cost of housing goes up for everyone. In fact, since 2011, prices have gone up 27 percent."

O'Neill also noted that in the designated urban service area that Fayette County maintains, population capacity is expected to max out at 375,000 in 2030, and the county will simply run out of land. At present, only 89 of its 181,760 acres are available for business development, and while other spots are available for building, the lot sizes generally are small, infill-based opportunities.

"We're going to be looking at how to replace that missing middle housing in addition to the affordable housing segment," O'Neill said. "We've got to look at more duplexes, more townhomes and even more accessory dwelling units like basements and garage apartments. There are 50,000 properties that could accommodate an additional dwelling in Fayette County. We need to crowd source as many of these solutions as we can, and offer incentives whenever we can."

Louisville facing big housing needs

According to Louisville's Housing Needs Assessment, the city has a subsidized affordable housing inventory that includes 16,441 units in 338 developments. But nearly half of those units are concentrated in the same downtown, west and northwest corridors, which indicates the need for affordable developments all over Jefferson County.

Meanwhile, the city is losing ground on existing units, as around one-eighth of all currently subsidized units will see their affordability restrictions expire in the next five years. While many of those units may renew their restrictions, a considerable number are located in areas where urban renewal is occurring, increasing the pressure of being converted into market-rate dwellings.

City government is working to eliminate this problem bit by bit with the Louisville Affordable Housing Trust Fund. The mayor designated \$2.5 million to the fund, which in 2017 served 338 families with its development and special project funds for building/improving housing, and another 400 households with the organization's Supportive Housing Grant awards.



*David O'Neill,
Property
Valuation
Administrator,
Fayette County*

In 2017-18, the budget was increased to \$14.5 million overall for affordable housing, with \$9.57 million to be used through the Affordable Housing Trust Fund. The newly upped annual budget will be used to create a revolving loan fund, an Adopt-A-Block project designed to address the vacant and abandoned property issue in the urban core, preservation/rehab funding and new unit construction. Funds also will

be used to produce an updated needs assessment in collaboration with Louisville Metro.

According to the LAHTF's website, the forgivable Louisville CARES loans that the organization manages are designed to encourage developments within a half mile of a transit line and grocery stores, have higher design standards, are handicapped accessible, and are in developments where at least



BEAR GRYLLS
Adventurer, Survival
Expert and TV Host



CHRIS ZOOK
Best-selling author of
"The Founder's Mentality",
Advisory Partner at
Bain & Company



DR. MARK LYONS
President and CEO,
Alltech

BUSINESS | HEALTH & WELLNESS | BREWING &
DISTILLING | AGRICULTURE | FUTURE OF FOOD

Whatever you **DO**, find yourself at **ONE**.

ONE.ALLTECH.COM

Save \$200 on registration! Code: ONELOCAL

HOUSING CONSTRUCTION

25 percent of the units have three bedrooms.

"We're working on revitalizing our downtown neighborhoods, but truly we need to develop thousands of lower-cost housing options in other parts of the city, like Middletown and Okolona and other neighborhoods," said Jeff O'Brien, director of Develop Louisville, the branch of Louisville government that manages land development, planning and design, and vacant property initiatives. "We're setting up our tax credit initiatives to guarantee affordability for 15-30 years. We want to preserve those affordable housing units for years to come."

In addition to its brick-and-mortar efforts, the fund also makes a \$25,000 grant pool available to organizations that provide assistive services to households in need. In 2017, the Coalition for the Homeless, The Healing Place, the Louisville Urban League, and the St. John Center combined the funds with their own to provide housing assistance counseling, while also helping 259 families with pre-purchase counseling, saving 109 homes from foreclosure, housing 98 homeless men, helping with 50 new home purchases, and helping 27 families find rental housing.

Thinking outside the brick-and-mortar box
Access Ventures, a social-justice-oriented venture capital firm in



Arlington Lofts is a development on the north side of downtown Lexington that will have 81 affordable housing units. The apartments will include studios and one-bedroom units renting for \$500-\$700 with utilities included, according to developer Bruce Nicol.



Louisville Metro Mayor Greg Fischer welcomes a resident to a new home at the Cedar Street affordable housing development in West Louisville. The city invested in streetscape improvements, including sidewalk construction and repair, street signs, drainage improvements and street resurfacing.

Louisville, has decided that answers to housing affordability may lie in some of the soft costs – the high costs of credit for the poor, utility and transportation costs, food access and more. To address these issues, the firm launched the Reconstruct Challenge, a \$3 million national prize program to help fund innovations that develop services, products and support structures to help low-income families avoid homelessness.

The organization plans to grant \$300,000 to six recipients. Winners of the contest will then have an 18-month proof-of-concept phase where they will put their ideas to work in the Louisville and Southern Indiana region. After this initial phase, these six recipients will have the opportunity to apply for follow-on capital, which will come from a \$1 million fund. Those who wish to register for the contest must register on the Access Ventures website by May 2, and submit their applications by June 4. The initial round of 12 will be chosen at the end of August.

"It's expensive to be poor in America, and even more expensive to be poor in Louisville, where the eviction rate is twice the national average," said Mallory Sanborn, associate at Access Ventures. "While there's lots of energy around brick-and-mortar solutions to housing access, we

want to address the ancillary costs of being poor – the kind of expenses that can knock a hardworking, lower-income family off track.

"We'd love to see applicants who are coming up with creative financing programs for lower-income prospective homeowners, or new ways of looking at property insurance, ways to address food waste and food access, or strategies for reducing the cost of utilities and home maintenance," Sanborn said. "We want to prove out new models. And we want to do it here – in Jefferson, Clark and Floyd counties. The problems are big, but we're committed to reconstructing the system to give us a more creative, diverse, inclusive economy." ■



Mallory Sanborn, Associate, Access Ventures

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

FINGERS A PICKIN' TOES A TAPPIN'

LEARN MORE GoCadiz.com/BLUEGRASS

APRIL 27TH 10^{AM}-9^{PM} BLUEGRASS & ARTS FESTIVAL @ WEST CADIZ PARK IN CADIZ KY

Kentucky Cadiz Trips County Tourist & Convention Commission | 5748 Hopkinsville Rd., Cadiz, KY 42211 888-446-6402 GoCADIZ.com

Get your message before the most significant audience of Kentucky's decision makers available in the state. Get details by calling Curtiss Smith at (502) 548-0434.

A close-up photograph of a smiling bartender with a beard, wearing a white shirt and a dark apron, pouring bourbon from a bottle into a glass filled with ice. The background is a blurred bar setting.

BOURBON COMES FROM BARDSTOWN



World-famous distilleries. Small-town charm. True Southern hospitality. Visit Bardstown, Kentucky, and get to know the town and the people who make the world's finest bourbons.

Plan your trip to the Bourbon Capital of the World.®

VISITBARDSTOWN.COM



EMERGING LANE

Kentucky's young professionals and creatives



Nashville native and Transylvania University graduate Emily Evans founded Eliminate: Professional Organizing in November 2017.

The Satisfaction of Eliminating Clutter

Professional organizer Emily Evans finds joy in helping others create a tidier environment

Sparkling joy, anyone? Central Kentucky professional organizer Emily Evans appreciates the mainstream attention being given to her industry with the popular KonMari method of purging and tidying, thanks to author and Netflix host Marie Kondo. Evans does quibble with the show's unrealistic expectation of being done with decluttering by getting started.

"I wish they had let people know there's nothing wrong with them," she adds.

Clients should expect an organizer to stay with them through the whole process, and hiring a professional organizer shouldn't be thought of as a frivolous expense but as a service that gives you back some time.

"When things aren't organized, time is wasted," Evans said. "Money is wasted buying something when you can't find it."

She helps overwhelmed clients organize a closet, for instance, by asking, "Do you really love this? When is the last time you wore it? Does it spark joy?" Then she hauls away excess items, taking pet supplies and towels to the Humane Society, clothing to the Hope Center or the Nest Center for Women, Children & Families.

"It helps them let go," Evans said, "knowing it is going to someone who could really use it."

Growing up outside of Nashville, Evans chose Transylvania University to study sociology and anthropology, then stuck around after graduating in 2012.

"I love Lexington so much," she said. Soon she was working at Midway University as director of multicultural and international affairs, creating study-abroad programs. In November 2017, Evans took the plunge into self-employment with her business Eliminate: Professional Organizing.

"I was pleasantly surprised at how quickly it took off," she said. She utilized online resources from the Kentucky Small Business Development Center and the One-Stop Business Portal through the Kentucky Secretary of State's office.

As a young teenager, Evans and her mom would watch "Clean Sweep" on TLC.

"I've always been neat and tidy," she said. "The show introduced me to the term professional organizer."

She is a member of the National Association of Professional Organizers, a division of the Rotary Club called Rotoract Club of Lexington, Lexington Young Professionals Association, and

the local chapter of the worldwide organization Rising Tide Society.

For her business networking, Evans reaches out to moving companies, cleaning services, therapists and real estate agents. A subscription service for four hours per month helps her keep repeat customers and is a win-win for them, as they have someone to help them maintain an organized space.

Her geographical service area is Central Kentucky, but she'll travel if expenses are paid for. She sometimes consults via Skype.

She works with corporate and nonprofit organizations, but the majority of her clients are residential, and they are pretty much split between wanting help with kitchens and closets.

"Those are the areas of our homes that have the most stuff, and most items," she said. "A pantry alone can take five hours to do if it's gotten out of whack."

Organizing and cleaning are two different things. Evans is fine with wiping off a shelf before putting items back on it, but organizers don't scrub countertops. That said, "Cleaning is so much easier when everything is in its place," according to Evans.

Some clients have good organizing habits and hire her for fresh eyes on a particular task. Others need a whole house organized.

"We work room by room," Evans said. "We finish one room at a time before moving on with another." Some clients have anxiety or ADHD, "so they will need extra assistance in getting them through the process of organizing." Before working with a hoarder, Evans requires that they be seeking professional help with a therapist.

"I will listen, but I'm not a therapist," she said.

And yes, she keeps her own home office organized. "I try to keep it as minimal as possible," she said. "I keep trinkets on my desk from travels abroad. They spark joy."—Kathie Stamps

Emily Evans' tips for a tidy office

- Start small. When you transfer the info from a sticky note reminder to a digital action list, get rid of the paper.
- Empty messy drawers and get rid of things you don't need, then categorize the items you're keeping.
- After purging, take measurements and buy desk organizers and containers for pens, binder clips, paper clips, Post-its, etc.

Preserving Traditional Music

WITH music readily made using computers, digital effects, pedals and other easily accessible bells and whistles, it's easy to lose sight of the roots of an art form that has a rich tradition in Kentucky and greater Appalachia. Since the turn of the century, the Kentucky Center for Traditional Music at Morehead State University has worked to preserve, teach, develop and celebrate the areas' rich mountain heritage.

KCTM provides nationally accredited education in traditional stylings ranging from bluegrass to old-time country, blues, Celtic and Western swing, among others. Director Raymond McLain has been at the helm since 2010.

McLain got his start in music in 1969 and hasn't stopped since, performing in 63 countries and storied venues such as The Grand Ole Opry, Carnegie Hall in New



Erica Chambers Photography photo

Linda Jean Stokley and Montana Hobbs are the first two women to graduate from the Kentucky Center for Traditional Music.

York City and Finlandia Hall in Helsinki, Finland. While the music practiced at the KCTM has rustic roots, the talent it's producing is modernizing music and spearheading new offshoots.

"Traditional music isn't so much about who was popular then, but rather who's current today," McLain said. "We're blessed from top to bottom with an outstanding staff and students who truly live and breathe music. Each person works as a link in the chain – not linear but more like chainlink – interlocked and interwoven to provide a sturdy, well-rounded education paired with expert musicianship."

KCTM's alumni artists include sisterly folk duo The Price Sisters, songbird Becki Alfrey, indie folk rockers Wicked Peace and The Woodsheep, but perhaps most notably Linda Jean Stokley and Montana Hobbs of The Local Honeyes, the first two

women to graduate from the traditional music program.

The Local Honeyes first met while attending the university and quickly became friends, bonding over their shared interest in old-time music and infatuation with scouring archives of recorded material. The duo, which expands to a trio and four-piece on occasion, in 2017 released its debut album "Little Girls Actin' Like Men," which netted Stokley the top honor at the Chris Austin Songwriting Contest at the 30th annual Merlefest in North Carolina that spring for the track "Cigarette Trees."

The group also has been travelling the world spinning their sassy banjo and fiddle ballads, particularly Ireland and the United Kingdom in addition to the entirety of the Eastern United States. A big musical influence for both Local Honeyes has been Jesse Wells, an accomplished musician in his own right and the assistant director, archivist and instructor at the KCTM.

"(Jesse) is the reason that I am playing traditional music," Stokley said. "I went to Morehead State to study jazz, and I got signed up for a traditional music class that he was teaching. I heard him play the fiddle and went up to him and said 'Hey, can you teach me to do that? That's one of the coolest things I've seen in my entire life.' My mom was a five-string banjo player and tried to introduce me to bluegrass music when I was younger, but I wanted nothing to do with it until I heard Jesse." —Matt Wickstrom

Documentary about Drive-Ins Arrives at KET

DOCUMENTARY maker Steve Middleton's "The Show Starts After Dark" about the state's last seven drive-in theaters and the people who operate them will air on Kentucky Educational Television this summer.

This is Middleton's 12th documentary and the eighth to air on KET. The Morehead State mass communication instructor has five active documentaries currently airing.

"When I produce documentaries, I want to find people I was around as a kid, people that are good storytellers and interesting," Middleton said. "I like to tell somebody's story, especially someone we may not think about or know."

He was assisted by convergent media students Gabe Osborne of Glencoe and Clay Smith, a senior from Hagerhill. John Madoff, an MSU speech professor, provided some of the music and recorded Middleton's narration at his studio. Additional music was recorded by David Austin Tackett, a traditional music major from Flemingsburg.

"One of the amazing things about (the convergent media) major is that we are a major in the arts, but you also learn a trade," Middleton said. "It's real. It's tangible. So, it's great for students to get outside of the classroom and get that experience."

Middleton received his bachelor's and master's degrees from MSU. He joined the faculty in 2008.



Morehead State University instructor Steve Middleton will have his documentary "The Show Starts After Dark" air on KET this summer.

ALL ABOARD FOR THESE POPULAR EVENTS!

Take a Nostalgic trip aboard L&N's Historic Lebanon Branch

For details visit kyrail.org
136 S. Main St.
New Haven, KY
800.272.0152



The power and speed of the Corvette appealed to many of the astronauts who were part of the early space program.

Sportscars and Spaceships

Exhibit explores connection between NASA and Corvette

BY KATHERINE TANDY BROWN

“THAT’S one small step for man...one giant leap for mankind.”

If you were one of 550 million people glued to a TV on July 20, 1969, you no doubt remember where you were when Neil Armstrong spoke those words.

I was sitting cross-legged on a thick rug on the living room floor of my boyfriend’s house in Midway. His arm was around my shoulder, and his parents, younger sister and brother huddled together on the couch behind us. The minute we saw the astronaut’s boots touch the moon’s surface on grainy video footage, we all shouted a loud “yahoo!”

To celebrate the 50th anniversary of that historic happening, the National Corvette Museum (NCM) in Bowling Green, in conjunction with NASA and the Marshall Space Flight Center in Huntsville, Ala., is hosting “Gas Station to Space Station” through June 30.

Put together to inspire and remind folks that no goal is out of reach, the exhibit explores the ongoing quest for interplanetary travel, explains how the lunar module landed on the moon, and what it takes to become an astronaut.

“The connection between this historic event and Corvettes is one cool story,” says Katie Ellison, the museum’s marketing and communications manager.

It turns out that America’s beloved sports car and the space program are linked because many astronauts drove those snazzy vehicles, and several astronaut-owned Corvettes are on display.

When the very first ‘Vette rolled off the General Motors assembly line in 1953, Chevrolet wanted it to be the sleek, sporty car that everyone would lust after. So Chevy made sure a number landed in the hands of high-visibility celebrities. Back when astronauts were celebrities, Alan Shepard became a trendsetter when he drove a 1957 Corvette to work at the astronaut training center. On May 5, 1961, when Shepard became the first American to travel in space, GM President Ed Cole gave him a Corvette to honor his achievement.

Shortly afterwards, Indy car driver and winner of the Indianapolis 500 Jim Rathmann, who owned a car dealership in Melbourne, Fla., became friends with Shepard and fellow astronauts Gus Grissom and Gordon Cooper and started a program to lease Corvettes to astronauts for one dollar a year. This is the reason that a number of ‘Vettes appear in the movie Apollo 13. A lot of astronauts liked the car so much they eventually purchased one.

“Rathmann just got it,” says Derek E. Moore, curator of the NCM. “Being a bit of a thrill seeker himself as an accomplished race car driver, he saw Corvette as the perfect car for people who live on the edge. The sleek and fast look of the Corvette went with the personalities of the astronauts, while the power and reactive way that Corvettes handled appealed to those who have been test pilots and fighter pilots. The fact that it is America’s sports car just completes the picture. Rathmann’s forward thinking on this wound up promoting Corvette at a time when the space age was in full throttle. To honor that aspect of the story, we’re bringing in a few of those cars as well.”



20th Annual Business & Leadership Conference



Jackie Joyner-Kersey
**Olympic Legend
& Gold Medalist**

May 22, 2019
Marriott Griffin Gate
8:30am – 3:30pm

Morning Keynote | Breakout Sessions | Silent Auction
Martha Layne Collins Awards Luncheon | Door Prize Drawing

EXHIBIT | SPONSOR | REGISTER
www.womenleadingky.com



One of those belonged to Betty Skelton, the first female who applied and was tested for the NASA program. A pioneer in challenging many male-dominated roles, she set land speed records, paving the way for women in auto racing, aviation and astronautics, the theory and practice of navigating beyond earth's atmosphere.

Artifacts on loan from the Kentucky Museum at Western Kentucky University include the flight suit, helmet, boots and glove of Terry Wilcutt, Kentucky's only astronaut. A Russellville native, Col. Wilcutt attended Naval Fighter Weapons School (Top Gun) and has flown on four space-shuttle missions.

While at the NCM, you'll also want to see the Corvette Cave-In exhibit that commemorates Feb. 14, 2014, when an enormous sinkhole opened under the museum and eight Corvettes dropped into the 30-foot cavern. Remarkably, all cars were extracted, in varying states of disrepair. Two years later, the exhibition opened and now features a detailed account of the natural disaster, photos of the excavation of the damaged vehicles, and restorations that include a 1962 black Corvette that is showroom-worthy again. To date, three cars have been repaired and much of the sinkhole has been filled.

Visitors can get an idea of its scope though a viewing window into a 48-inch manhole and the outline of its breadth on the showroom floor. All eight cars are on display in approximately the spots where they were before the cave-in. Five still look exactly as they did after being pulled out.

On the NCM website you can take a 360-degree virtual tour of the car-swallowing cave below.

While visiting the museum's 55-acre campus, be sure to slide into a Corvette for some real fun. Driving experience options include piloting a Corvette around a virtual track in a C6 driving simulator; riding in a vintage Corvette (weather-dependent, March/April through October); driving a Corvette, Camaro, or go-kart at the NCM Motorsports Park; and climbing in a 'Vette with a professional driver at high speeds, called Hot Laps. You can even bring your own car and learn from a pro how to drive it as it was meant to be driven. Though most experiences are walk-in Monday through Friday, it's always a good idea to reserve ahead, and all, of course, depend upon the weather.

Corporate hospitality is an NCM specialty for meetings, sales staff perks, team building, and just plain fun. Half-day and full-day experiences can



The "Gas Station to Space Station" exhibit at the National Corvette Museum runs through June 30.

include catering, museum tours and of course, zooming around a track in a sassy, classy Corvette.

To find out more, call (270) 467-8846 or check out corvettemuseum.org. ■

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

UNEXPECTED TRADITIONS WITH A UNIVERSITY FLAIR

Murray
KENTUCKY
Feels Like Home

www.tourmurray.com

Kentucky's Oldest Town Crafts Some Spirited Fun!

OLD FORT HARROD STATE PARK - Watch living history demonstrations, exciting signature events & summer outdoor theatre

SHAKER VILLAGE OF PLEASANT HILL - Discover 3000 acres of history—The Historic Centre, Farm, Preserve, River & Stable, stay at the Inn and dine on traditional & garden-fresh dishes

BEAUMONT INN - Celebrate the 100th Anniversary of KY's oldest family operated inn refined through five generations of innkeeping

BRIGHT LEAF GOLF RESORT - Book an affordable getaway to challenge the Championship 18 or 9-Hole Layout at central KY's first all-inclusive golf resort

OLDE TOWNE DISTILLERY - Take a tour, sample distilled spirits and shop for premium liquors made locally

LEMONS MILL BREWERY - Quench your thirst with tap craft beer at this KY Brewgrass Trail stop

OUTDOOR & WATER ADVENTURES - Indulge your passion for recreation—Herrington Lake, KY River, walking, hiking, biking & horse trails

HARRODSBURG KENTUCKY
1774

THE COOLEST PLACE IN HISTORY!

HarrodsburgKY.com • 800-355-9192
Visit CentralKentuckyTours.com to book a bourbon or horse farm tour departing from a local hotel.

UofL Researchers Discover Molecule That Prevents Multiple Cancers

A research team at the University of Louisville has discovered that an immune checkpoint molecule they developed for cancer immunotherapy also protects against future development of multiple types of cancer when administered by itself.

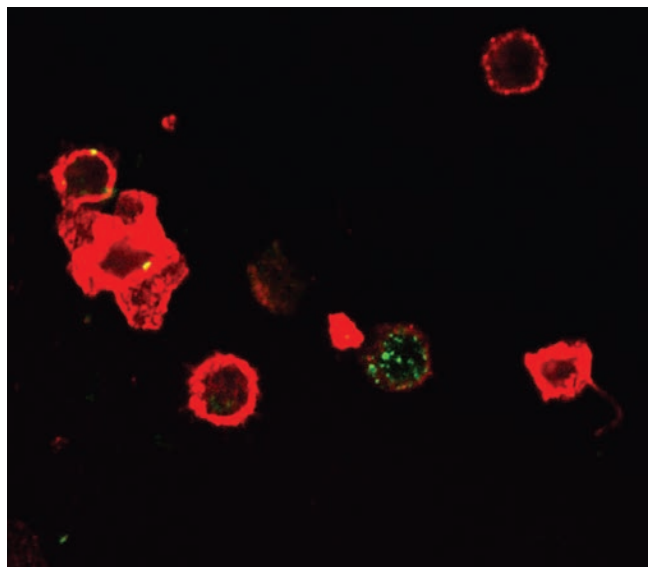
The recombinant protein molecule SA-4-1BBL has been used to enhance the therapeutic efficacy of cancer vaccines with success in pre-clinical animal models. It accomplishes this by boosting the effectiveness of CD8+ T cells, adaptive immune cells trained to target the tumor for destruction. Surprisingly, when the researchers treated normal healthy mice with SA-4-1BBL alone, the mice were protected when the researchers later exposed them to different types of tumor cells.

“The novelty we are reporting is the ability of this molecule to generate an immune response that patrols the body for the presence of rare tumor cells and to eliminate cancer before it takes hold in the body,” said Haval Shirwan, professor in the UofL Department of Microbiology and Immunology and the UofL Institute for Cellular Therapeutics. “Generally, the immune system will need to be exposed to the tumor, recognize the tumor as dangerous, and then generate an adaptive and tumor-specific response to eliminate the tumor that it recognizes. Thus, our new finding is very surprising because the immune system has not seen a tumor, so the response is not to the presence of a tumor.”

The researchers have determined that the molecule generates a tumor immune surveillance system through activation of what are known as CD4+ T cells and innate NK cells, thereby protecting the mice against various cancer types they have never had. The function is an indication of the molecule’s effectiveness in cancer immunoprevention.

“Just giving SA-4-1BBL alone prevents the formation of tumors in animal models,” Shirwan said. “To our knowledge, this is the first study to demonstrate that an immune checkpoint stimulator, known for its function for adaptive immunity, as a single agent can activate an immune system surveillance mechanism for protection against various tumor types.”

Although the research, which was conducted in collaboration with FasCure Therapeutics LLC, tested the mice for cervical and lung cancers, the protective function of SA-4-1BBL works without context of specific tumor antigens, giving it the potential to be effective in preventing any number of tumor types.



University of Louisville photo

A confocal microscope image shows the SA-4-1BBL (green color) bound to its receptor on an immune cell (red color) to initiate an immune activation cascade to fight cancer.

“We are very excited about the cancer immunoprevention possibilities of this molecule. Its effectiveness is not tumor specific, and as a natural ligand, it does not cause toxicity, as is found with 4-1BB agonist antibodies. Plus, the fear of autoimmunity is highly minimized, as evident from our data, because it is activating the innate immune cells,” said Esma Yolcu, associate professor at UofL and co-author of the study.

“Although the notion of cancer immunoprevention is an attractive one, the design of clinical trials presents a challenge with respect to the target population,” Shirwan said. “However, with advances in cancer screening technologies and genetic tools to identify high-risk individuals, we ultimately are hoping to have the opportunity to test the SA-4-1BBL molecule for immunoprevention in individuals who are predisposed to certain cancers, as well as in the presence of precancerous lesions.”

Northern Kentucky to Host New Signature Bourbon Event

THIS coming fall, Northern Kentucky will launch its first major signature event celebrating the state’s bourbon heritage.

The Kentucky’s Edge Bourbon Conference & Festival will take place Oct. 4-5 at venues throughout Covington and Newport and will include a free music festival on the river, a Kentucky artisan market in MainStrasse Village, and a bourbon conference at the Northern Kentucky Convention Center. There will also be bourbon pairings, tastings and musical performances at restaurants and bars across the two cities.

The main star of the Kentucky’s Edge Bourbon Conference & Festival will be, of



course, the bourbon. But the event is also meant to celebrate Kentucky’s heritage and culture as a whole.

Hotel and ticket packages for the Kentucky’s Edge Bourbon Conference & Festival are now on sale. Individual event tickets will be available in early April.

“Every aspect of the Kentucky’s Edge Bourbon Conference & Festival aligns with the core mission at the NKY Chamber – promoting business growth and an improved economy,” said NKY Chamber President and CEO Brent Cooper. “This is Northern Kentucky’s first big regional festival, and we think it will be a win for everyone.”

For information about the Kentucky’s Edge Bourbon Conference & Festival, including sponsorship information, visit KentuckysEdge.com.

Eastern Kentucky Ag-Tech Company Gets National Exposure on '60 Minutes'

APPHARVEST, an Eastern Kentucky high-tech agriculture company, is working to change the status-quo in the Appalachian region – and is getting national attention for its efforts.

AppHarvest was featured as part of a CBS' "60 Minutes" segment on March 17 about Revolution's Rise of the Rest Seed Fund, which has invested in AppHarvest as part of its focus on working with entrepreneurs outside of Silicon Valley and other coastal tech hubs. The fund is managed by AOL co-founder Steve Case and best-selling author J.D. Vance and is backed by more than 30 iconic business leaders, including Amazon founder Jeff Bezos and former Google Chairman Eric Schmidt.

From within Eastern Kentucky, the AppHarvest staff is working to build an ag-tech ecosystem. The company combining conventional agricultural techniques with today's technology to grow non-GMO (genetically modified organisms), chemical-free produce that will be sold to major grocers across the nation. The company's first greenhouse, which will span 60 acres in Morehead, is slated to open in 2020. The greenhouse will operate entirely on rainwater, using a 10-acre retention pond and reducing water usage by 80 percent compared to a typical farm. By starting the company from within Appalachia, AppHarvest says it will benefit from being less than a day's drive to more than two-thirds of the U.S. population. In addition to lowering transportation costs, the location will allow fresher produce to compete against low-cost foreign imports.

Earlier this year, the company launched an agricultural entrepreneurs program at Pike County's Shelby Valley High School, where more than 80 students applied for the 33 available seats.



CBS' Sharyn Alfonsi interviews author J.D. Vance (center), who serves on the board of directors of AppHarvest, and Jonathan Webb, AppHarvest founder and CEO.

"Our goal is to give students an opportunity to explore new careers, and this is a heck of an educational opportunity," said Principal Gregory Napier. The students learn about cutting-edge farming techniques and operate a container farm, growing leafy greens such as red leaf lettuce, butterhead lettuce, romaine lettuce, salanova lettuce, wasabi arugula, kale, Swiss chard, and herbs including mint and basil. They have donated their harvests locally and will soon launch a salad bar in the school cafeteria.

AppHarvest is also working with the University of Pikeville to create a high-tech agriculture certificate program to prepare students for careers in the region's burgeoning industry. As part of the work, UPIKE President Burton Webb has met with top political, agricultural and educational leaders in the Netherlands,

which is the world's second-largest agricultural exporter behind the United States, despite a small land area similar in size to Eastern Kentucky.

The Netherlands has long used high-tech greenhouses as part of its controlled-environment agriculture industry, and AppHarvest has tapped into that knowledge for the Morehead greenhouse project.

"With each step forward, AppHarvest is working to build an ecosystem that will sustain the future of the region," said Webb. "As a university, we are committed to providing the skilled workforce necessary to maintain that momentum."



State Unveils New Emergency Contact Registry

KENTUCKY has unveiled a new online emergency-contact registry that will be accessible to law enforcement officials in the event someone with a Kentucky driver's license, personal ID or permit is involved in a serious vehicle crash or emergency situation.

The Kentucky Transportation Cabinet has teamed up with Kentucky State Police (KSP) and the Department of Criminal Justice Training (DOCJT) to encourage Kentuckians to designate a preferred contact using the free, voluntary service.

"Emergency Notice is a powerful example of how collaboration between government agencies can benefit citizens through practical, common-sense innovation," said Gov. Matt Bevin. "Following a serious automobile crash, this valuable tool will significantly expedite communication between first

EMERGENCY NOTICE

In case of emergency contact information for Kentucky drivers

responders and a driver's loved ones. Time is of the essence during an emergency, and we are excited to make this easy-to-use system available to all Kentuckians."

Kentuckians can submit their emergency contact's name and phone number via the Emergency Notice portal on the drive.ky.gov website or by calling the KYTC at (502) 564-1257.

The contact information is integrated into the cardholder's driving record, accessible only to law enforcement officials for emergency purposes.

The service is available only to valid Kentucky cardholders, and users will be required to input their license number, date of birth, first and last name to verify their information.

Kentuckians may submit one contact, and the contact or information may be changed at any time.

Users are responsible for ensuring the accuracy of the information submitted and keeping it up-to-date. Emergency contact information is limited to name, relationship and phone number. Once submitted, the information is available the same day to law enforcement dispatchers.



AppHarvest combines conventional agricultural techniques with today's technology.

KENTUCKY PEOPLE

LEXINGTON

ANN WEIBLE AND DAWNA WARREN EARN FIRST-PLACE AWARDS AT ALLTECH VOCAL SCHOLARSHIP COMPETITION



Ann Weible and Dawna Warren were presented with first-place awards on March 10 in the 14th annual Alltech Vocal Scholarship Competition in Lexington. Weible (center, left), of Louisville, placed first in the undergraduate competition; Warren (center, right), of Princeton, Ky., placed first in the graduate competition. Pictured with each winner are Dr. Everett McCorvey (left), professor of voice and director of opera at the University of Kentucky, and Mark Lyons, president and CEO of Alltech.

LOUISVILLE

KENTUCKY LIONS EYE BANK CELEBRATES SEMINAL YEAR OF HELPING THOUSANDS OF KENTUCKIANS



The Kentucky Lions Eye Bank recently celebrated 2018 as a milestone year for the nonprofit charitable organization, whose mission is to restore sight through corneal transplant, ocular research and medical education. Pictured here (left to right) are KLEB board members Noel Hardwick, Dr. Woodford Van Meter, Tom Van Etten, Glenn Acree, Tom Matney and Dr. Richard Eiferman.

MURRAY

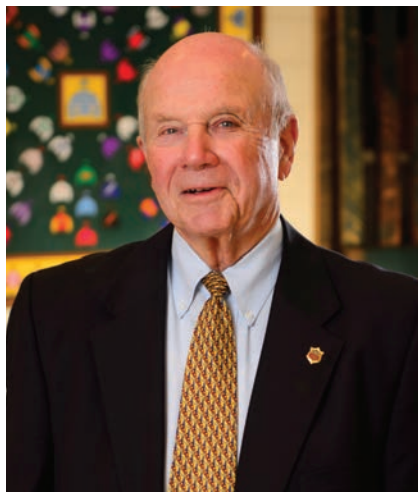
MURRAY STATE UNIVERSITY POLICE HONORED WITH NATIONAL AWARD FOR CAMPUS SAFETY INITIATIVES



The Murray State University Police Department and Center for Adult and Regional Education were recently named first in the nation for their campus safety initiatives. Murray State Police Chief Jamie Herring (left) is pictured here accepting the Department of the Year Award from Linda Shaw with The National Campus Safety Summit at the annual campus safety summit event in Las Vegas.

LOUISVILLE

ROBERT HALL JR. HONORED FOR LIFETIME OF SERVICE IN ANIMAL AGRICULTURE



Robert Hall Jr. is the 2019 inductee into the Saddle and Sirolo Club, widely considered the highest honor in the national livestock industry. Hall has dedicated more than 70 years to animal agriculture and is the longtime owner and president of Central Kentucky's Farmers Feed Mill and its Halfway Feeds brand. The induction ceremony will be held during the North American International Livestock Exposition in Louisville on Nov. 17, 2019.

LEXINGTON

RACHEL SEEVERS FINISHES IN TOP 10 OF NATIONAL SCIENCE TALENT SEARCH



Rachel Seevers, a senior at Paul Laurence Dunbar High School in Lexington, recently finished in the top 10 of the 2019 Regeneron Science Talent Search, one of the nation's oldest and most prestigious science and math competitions for high school seniors. Seevers, who was one of nearly 2,000 entrants and 40 finalists, placed eighth overall. She received a \$60,000 award for her project developing a virtual wingtip, which works by ejecting high-speed air at the leading edge of the underside of a plane's wingtip to potentially improve the stability and efficiency of the aircraft.

Golden Globe Nominee

**DOMINIC
WEST**

Golden Globe Nominee

**DAVID
OYELOWO**

Golden Globe Nominee

**LILY
COLLINS**

Academy Award® Winner

**OLIVIA
COLMAN**

MASTERPIECE

LES MISÉRABLES

A NEW SIX-PART MINISERIES



KET BEGINS SUNDAY, APRIL 14 • 9/8 pm

Tune in on Sundays or stream all six episodes on the night of
the premiere with KET Passport.



PBS

KET



KET | Passport

KET Members have access to more Masterpiece programming on KET
through Passport. Become a member for as low as \$5 a month.
(800) 866-0366 | membership@ket.org | KET.org/passport



Roku
amazon firetv

Apple tv

iOS

chromecast
androidtv

android

ONE GIG FIBER

INTERNET HAS ARRIVED

BUSINESS HAPPENS ONLINE.

That's why we engineered our Kinetic Business One Gig Fiber Internet service with unbeatable speed and reliability.

Kinetic Business brings you a full suite of high-performance business services, such as:

- ✓ One Gig Fiber Internet with no data caps and equally fast upload and download speeds
- ✓ OfficeSuite®, our award-winning, cloud-based voice service that includes HD video, audio and web conferencing
- ✓ Always-On, our wireless Internet backup connection that delivers 99.999% Internet uptime Service Level Agreement (SLA)
- ✓ Network security solutions, from our basic anti-virus Internet protection to our fully managed network security service



kinetic **business**

by windstream.

Learn more at 1-877-441-9462 or windstream.com/LexingtonKY
Visit our retail store located at 2121 Richmond Rd, Suite 110, in Lexington

Kinetic by Windstream: Speeds and solutions may vary and are not guaranteed. Many factors can affect actual speeds, and certain geographic and service restrictions may apply to One Gig Fiber Internet services. © 2019 Windstream Services, LLC. All rights reserved. Kinetic and Windstream are registered service marks or trademarks of Windstream Services, LLC. and/or its affiliates. All other marks are the property of their respective owners.