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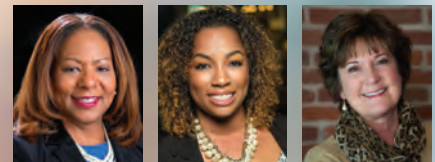
KENTUCKY'S BUSINESS NEWS SOURCE FOR 35 YEARS

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## TOP WOMEN IN BUSINESS

Women who are making a difference  
in the commercial life of Kentucky



**LANE ONE-ON-ONE:**  
**BRUCE TASSIN**  
CEO, Saint Joseph Health



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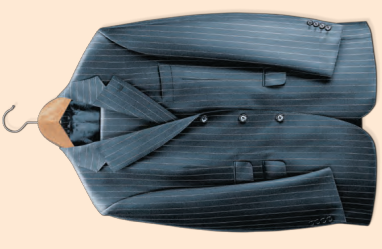


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## PERSPECTIVE

### STATE MUST INVEST IN TRANSPORTATION

Kentucky's economy, jobs  
depend on solid infrastructure

BY ASHLI WATTS

**G**RUMBLING about a jarring encounter with a big pothole is something most Kentucky drivers have in common. The experience is a reminder of the importance of having well-maintained roads on our daily commute.

But it also reflects a reality with broad implications for our state's economic prospects: Kentucky needs to significantly increase its investments in funding transportation infrastructure.

This is a bottom-line jobs and economy issue, and Kentucky is coming up short. While almost all of our surrounding states have increased their transportation investments, Kentucky has lost ground.

Our prime location – within a day's drive of two-thirds of the nation's population – makes Kentucky a key site for industries that need to transport products across the country. More than a quarter of the state's economy is made up of industries highly dependent on transportation, according to economists at the University of Kentucky.

More than \$570 billion worth of freight flows through Kentucky's transportation network each year, and more than 300,000 Kentuckians are employed by companies in the manufacturing and logistics industries alone.

Kentucky has lost more than \$920 million in gas tax revenue since 2015 because of decreases in average wholesale prices. Meanwhile, our state, county and city governments have determined that additional funding of more than \$900 million is needed each year to meet critical needs in roads, bridges and other transportation projects.

In addition, \$619 million in one-time funding is needed for identified mega projects (like major bridges), and \$35 million a year is needed to address the needs of the modes of transportation (such as rail, airports, riverports and rail).

Bringing it back to the personal pothole level, studies estimate that driving on bad roads costs motorists an average of \$434 a year.

Transportation infrastructure involves more than highways. Kentucky needs a long-term funding approach that provides adequate revenue for all modes of

transportation to maintain what we have and build what we need to compete:

- Sustainable increased funding for state and local roads and bridges.
- More funding to increase safety at rail crossings on public roads.
- Strategic investments in riverports, the gateways to \$29 billion in cargo shipping on Kentucky rivers.
- Continued investments to maintain and improve our 59 commercial and regional airports.
- Smart investments in transit, the only choice for many workers to remain in the workforce and to connect Kentuckians to health care and higher education.

C2 Communications photo



The "Restaurant Row" section of the ongoing Mountain Parkway Expansion was completed in November 2019 after three years of construction.

The Kentucky Infrastructure Coalition and its more than three dozen members (representing more than 40,000 transportation workers) support specific solutions to address our transportation infrastructure needs:

- Increasing existing sources of transportation funding to generate revenue for maintenance and construction on roads and bridges.
- Creating a multi-modal transportation fund that provides general fund revenues to maintain and improve transit, rail, riverports and airports.
- Modernizing the method for distributing transportation revenues to local governments.
- Studying new methods of generating transportation revenues to deal with decreasing fuel consumption, increasing interstate freight and changes in technology.

Kentucky is at a crossroads in funding transportation infrastructure for the 21st century. We hope you'll join us in working to help our state make the right decisions to protect and create jobs, generate economic growth and ensure future prosperity. The road to Kentucky's future must be paved. ■



Ashli Watts is president and CEO of the Kentucky Chamber of Commerce.

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# FAST LANE

A compilation of economic news from across Kentucky

## LOUISVILLE

### SUPREME COURT OF KENTUCKY CREATES STATE'S FIRST COURT TO FOCUS ON BUSINESS/COMMERCIAL CASES



**T**HE Supreme Court of Kentucky has launched Kentucky's first **Business Court Docket** that will provide specialized attention for complex commercial cases and improve court efficiency.

The Business Court Docket launched in January as a pilot project in Jefferson County, with Circuit Judges Angela McCormick Bisig and Charles L. Cunningham serving as the inaugural judges. Kentucky joins approximately 24 other states that have adopted a Business Court model.

The Business Court Docket is an early success of the Supreme Court's civil justice reform initiative, which is headed by Deputy Chief Justice Lisabeth T. Hughes, who serves the 4th Supreme Court District.

"Across the country, the constant concerns in the area of civil justice are the costs of litigation and the time it takes to see a case through to disposition, whether by trial, settlement or a final order from the court," Hughes said. "Business Courts offer great promise to those involved in business and commercial litigation but they also are a boon to civil justice generally because they remove these often complex cases to a separate docket where they can get the time and attention they deserve, freeing up more time on the regular civil docket for all other types of civil litigation."

Bisig noted that the goal of Business Court is to have judges involved from the outset of the case and said she and Cunningham plan to seek regular feedback from the business community as to how best to address their needs.



## GEORGETOWN

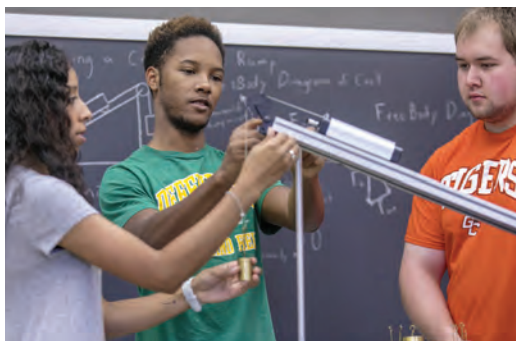
### GEORGETOWN COLLEGE UNVEILS PROGRAM TO OFFER FREE TUITION FOR STUDENTS IN 4 KENTUCKY COUNTIES

**G**EORGETOWN College has unveiled a new scholarship program that provides full tuition for four years to students living in four Kentucky counties.

As the small private college approaches its bicentennial in 2029, the decision was made to give back by establishing the Legacy and Legends Scholarship. The scholarships are being offered to students in Scott, Franklin, Owen and Casey counties. The counties were selected by college leaders based on the school's historic ties with communities there.

The scholarships – which are currently worth around \$160,000 – are being funded through the support of alumni and other donors and will be made available to freshman entering the college between the fall semester of 2020 and fall 2029. Students must meet the college's admission criteria and will still be responsible for housing, food, books and fees but can apply for outside scholarships and grants to cover those costs.

Georgetown College has also forged agreements with **Lexington Christian Academy** and **Christian Academy of Louisville** that include tuition-match scholarships for students at those schools. The Christian School Partner Scholarship will allow students from LCA and CAL to attend GC for the same cost as the current, posted 12th-grade tuition at each institution and is renewable for four years. The tuition match will be available to all residential, full-time students admitted to Georgetown College after graduating from the schools beginning in fall 2020.



## LOUISVILLE

### YUM! BRANDS EXPANDS ITS MENU WITH PURCHASE OF CALIFORNIA BURGER CHAIN

**Y**UM! Brands, a Louisville-based company that owns **KFC**, **Pizza Hut** and **Taco Bell**, is expanding into the burger world. The company announced in early January that it plans to acquire **The Habit Burger Grill** for \$375 million.

Founded in California in 1969, The Habit Burger Grill operates nearly 300 company-owned and franchised restaurants across the United States and



Yum! Brands has added The Habit Burger Grill to its stable of restaurant chains that include KFC, Pizza Hut and Taco Bell.

China, offering made-to-order items chargrilled over an open flame. Menu items include charburgers, chargrilled chicken sandwiches and sushi-grade chargrilled ahi tuna sandwiches, along with salads, sides and handmade frozen treats.

The restaurants feature a contemporary design, with open kitchens, outdoor patios and interiors that are accented with polished stone and hardwood.

The Habit Burger Grill was named Best Regional Fast Food in *USA Today's* 2019 Best Readers' Choice Awards.

Following the closing, The Habit Burger Grill will remain based in Irvine, Calif., and will continue under its current management.

Yum! Brands CEO David Gibbs said, "As a fast-casual concept with strong unit economics, The Habit Burger Grill is a fantastic addition to the Yum! family and has significant untapped growth potential in the U.S. and internationally."



## STATE

### SBA MODIFIES METHOD OF DETERMINING ANNUAL REVENUE FOR SMALL BUSINESS



**T**HE Small Business Administration has modified its method for calculating annual revenues used to prescribe size standards for small businesses.

The SBA has changed its regulations on the calculation of annual revenues from a three-year averaging period to a five-year averaging period, outside of the SBA Business Loan and Disaster Loan Programs. The change, which became effective Jan. 6, 2020, may result in firms regaining or retaining their small business status. To assist small businesses with the change, the SBA is providing a two-year transition period while firms subject to the change may choose either a three-year averaging period or a five-year averaging period.

While the law changed the averaging period for calculating annual revenues of businesses in services industries from three years to five years, the law did not address the averaging period for calculating the size of other businesses. To promote consistency, the SBA is adopting a five-year averaging period for all of the SBAs and other agencies' revenue-based size standards, regardless of whether the industry is for services.

For more information about the SBA's revision, visit [sba.gov/size](http://sba.gov/size).

## ERLANGER

### BELGIAN GAME COMPANY BUYS U.S. PLAYING CARD CO. IN \$220 MILLION DEAL

**U**.S. Playing Card Co., the Erlanger-based company that makes playing cards under the **Bicycle**, **Bee**, **Hoyle** and **Fournier** brands, has been sold to a Belgian company for approximately \$220 million.



**Cartamundi** dates back to 1765 and is one of the world's leading manufacturers and suppliers in the card, game and toy industry, with well-known brands that include **Monopoly**, **Trivial Pursuit**, **Pictionary** and **UNO**.

U.S. Playing Card employs more than 350 people and has manufacturing facilities in Erlanger and the Spanish city of Vitoria. In 2018, the company had net sales of approximately \$112 million.

"The addition of USPC immediately allows us to take advantage of growing playing card sales in the U.S.," said Cartamundi CEO Stefan Merckx. "USPC's leading position in Spain is highly complementary with Cartamundi's European footprint and fits perfectly in our plans for strategic growth."

With the addition of USPC, the Cartamundi group now operates 13 manufacturing facilities, employs more than 2,500 people on four continents and has an expected revenue of more than \$550 million.

USPC CEO Michael Slaughter has been named a member on the Cartamundi executive committee.

## BUSINESS BRIEFS

### BOWLING GREEN

■ A new residential complex is being built in Bowling Green to house a **Western Kentucky University** program designed to provide living, working and recreation support for individuals on the autism spectrum who are age 21 or older and are ready to enter the workforce. The residential buildings for **LifeWorks** at WKU will be completed through a renovation of existing apartment buildings. Renovations are expected to be complete in spring 2020, and LifeWorks will launch with six residents in fall 2020. At capacity, the program will have 26 participants.

### EASTERN KENTUCKY

■ Kentucky has received a \$1.2 million federal grant to establish an initiative to identify, develop and market projects across the 54 counties within the **Appalachian Regional Commission** (ARC) region, 37 of which are classified as distressed areas. **The Appalachian Opportunity Zone Initiative** will focus on bridging the gap for counties that have great potential to develop projects but lack the necessary resources to develop and market projects at a level competitive with other regions.

### EDGEWOOD

■ **St. Elizabeth Healthcare** has partnered with **Best Upon Request**, a national provider of on-site concierge services, to provide a free concierge service at the **Family Birth Place** in Edgewood that addresses the non-medical needs of moms and eases additional stressors for dads, family members and guests so they can focus on their new baby. Best can run errands on and off the hospital campus, shop for personal items, plan a baby shower, schedule newborn photos and more. Support spans the patient's entire time at the Family Birth Place, throughout pregnancy, through the hospital stay and discharge, and post-discharge follow-ups. Best also provides concierge services to emergency department patients at **St. Elizabeth Edgewood**, and physician concierge services to **St. Elizabeth Physicians**.

### ERLANGER

■ **Flagship Communities**, an Erlanger company that operates manufactured housing communities, has acquired its first community in Tennessee, expanding the company's footprint to four states. In addition to the newly acquired **Crestmore Pointe** community in Morristown, Tenn., Flagship operates 42 communities in Kentucky, Indiana and Ohio.



### FLORENCE

■ **Gateway Community and Technical College's** apprenticeship program has become the first registered **Kentucky Federation for Advanced Manufacturing Education** (KY FAME) apprenticeship program in the state. Gateway's NKY FAME program is a partnership of regional manufacturers whose purpose is to implement career pathway, apprenticeship-style educational programs that will create a pipeline of skilled workers. Registered apprenticeships through NKY FAME are full-time, paid employment and training with career placement built in. Apprentices spend two days per week in the classroom at Gateway and three days per week at their sponsoring employer. By registering the apprenticeship program, Gateway ensures that the program meets national standards and that the apprentice's skills are well honed and relevant.

### FORT MITCHELL

■ Cincinnati-based **Christ Hospital** has shelved plans to build a \$24 million ambulatory surgery center in Fort Mitchell and will instead expand its existing services in Northern Kentucky, according to a report by the **Cincinnati Business Courier**. The planned surgery center was to have been built on the site of the former **Drawbridge Inn** in Fort Mitchell and was to anchor a \$135 million mixed-used development project. The decision ends a long court battle between Christ Hospital and Edgewood-based **St. Elizabeth Healthcare**, the primary healthcare provider in the Northern Kentucky region, which claimed another surgery center was not needed. The state originally approved Christ Hospital's plans in 2017, but the approval was later determined to be in violation of the state constitution and Christ Hospital lost its appeal of that decision in August 2019.

## BUSINESS BRIEFS

### HEBRON

■ **Allegiant** is now offering flight service between **Cincinnati/Northern Kentucky International Airport** and West Palm Beach, Fla. The service will operate twice a week, year-round.

■ After being sold in 2018 to global IT services company **Getronics**, **Pomeroy**, a former Hebron-based IT services company, is being relaunched. **Getronics** announced in late 2019 that as part of a new capital investment and recapitalization of its business, the company's North American business will be revived as **Pomeroy**. In connection with the relaunch, Chris Froman – who served as executive chairman of Pomeroy from 2017 to 2018 and as CEO from 2009 to 2017 – has been appointed as president and CEO of the North American business. Pomeroy was founded in 1992 and was one of the Cincinnati-area's largest private companies when it sold in 2018.

### HENDERSON

■ **KYNDLE** (the Kentucky Network for Development Leadership and Engagement), an organization formed to support economic development services for Henderson, Union, Webster and McLean counties, has split into two separate organizations: the **Henderson Chamber of Commerce** and **Henderson Economic Development**. KYNDLE's policy board said the change will provide more efficient services and a greater return on investment for both the chamber members and the economic development stakeholders.



### LEXINGTON

■ **Bates Security**, a Lexington-based business and home security provider and owner of **Sonitrol of Lexington**, has expanded into IT infrastructure and managed services with the launch of **Heron Managed Services**. Jeremy Bates, co-owner of Heron MSP said, "As the security industry has evolved, we find ourselves

continuously installing our own networks for our services and assisting our customers in solving IT-related concerns. This is a natural progression and evolution of our business model to better serve our customers." Heron will offer a comprehensive suite of IT solutions, including Service Desk support, Technology as a Service, disaster recovery and business continuity, VoIP phone systems, Office 365 administration, managed print services, and Desktop as a Service.

■ **Bluegrass Community and Technical College** is renovating a historic **Eastern State Hospital** building located on the site of its Newtown campus to serve as the home for student services that include admissions, financial aid, advising, registrar and bursar. The \$6 million project will add another 9,500 s.f. to the existing 10,000-s.f. structure to make room for a campus bookstore, food service/dining area, community history gallery and reception area, and a small auditorium that will seat around 90. The project is slated to be complete by summer 2021.

■ Statistics released by SPARK, a Bluegrass Business Development Partnership initiative, show that the **Central Kentucky entrepreneurial community** created 260 new jobs and raised \$74.4 million in capital funds in fiscal year 2019. The companies, employing a total of 992 people, reported an average salary of \$71,700 for full-time jobs and represent industry sectors in biotechnology, agricultural technology, advanced manufacturing, e-commerce, independent game development, IT and software development, energy technologies and business services. "The startup business sector in Lexington is strong and growing," said Eric Hartman, associate director for new ventures at the **University of Kentucky Office of Technology Commercialization**. "The sector has reached critical mass over the past few years and is positioned to be a driver of growth for Lexington and Central Kentucky."

■ **Baptist Health Lexington** has opened a new Clinical Decision Unit (CDU) on the fifth floor of the South Tower at its Nicholasville Road campus. The unit serves patients that can be discharged within 72 hours, such as those who come in through the emergency department and need additional tests and observation. Now, instead of occupying beds in the emergency department while waiting for those services, patients can be cared for in the 29-bed CDU.



### COVINGTON

## \$22.5M REDEVELOPMENT PROJECT SLATED FOR DOWNTOWN COVINGTON

TWO historic buildings at one of downtown Covington's most visible intersections are being renovated as part of a \$22.5 million mixed-use development project led by the **Salyers Group** and **vR Group**.

The buildings at one time housed a **YMCA** and the **Gateway Bookstore**, but have primarily been vacant since 2015. The structures total approximately 72,000 s.f. of space that will be redeveloped to include a bourbon distillery experience, about 60 VIP and presidential suites, and 10,000 s.f. of office space. The development is projected to create more than 100 jobs, not including potential office tenants.

The **City of Covington** bought the buildings from the **Kentucky Community and Technical College System** for \$1.69 million in late October and will recoup the investment by selling the site to the Salyers Group. Covington officials say the project will produce a positive return on investment through new payroll taxes and increased property values. It will be one of the first projects to take advantage of Covington's federally designated Opportunity Zone.

The Salyers Group is a diversified investment company whose portfolio companies include **Donna Salyers' Fabulous-Furs**, **The Madison Event Center**, **Donna Salyers' Fabulous-Bridal** and **Hotel Covington**. vR Group is the private investment firm of the van Rooyen family.



An artist's rendering of the renovation project planned for downtown Covington.

### STATE

## WTCK RECOGNIZES 4 COMPANIES FOR EXCELLENCE IN INTERNATIONAL TRADE

NEW Frontier Inc., Hallway Feeds, National Band & Tag and Champion Petfoods were selected by **World Trade Center Kentucky** as the 2019 recipients of the Martha Layne Collins Governor's Award for Excellence in International Trade.



The annual award recognizes companies for successfully navigating global trade markets to positively benefit the state. The award is named for former Kentucky Gov. Martha Layne Collins, who was instrumental in attracting numerous Japanese automotive makers and parts suppliers to Kentucky in the mid-1980s.

**New Frontier Inc.**, of Morehead, was the winner in the micro-enterprise category (10 employees or fewer). The company specializes in eco-friendly, outdoor clothing.

**Hallway Feeds**, of Lexington, was the recipient in the small enterprise category (50 employees or fewer). The family-owned company produces premium equine feed for horses around the world.

**National Band & Tag Co.**, of Newport, won the medium enterprise category (500 employees or fewer). The family-operated manufacturer specializes in identification solutions.

**Champion Petfoods**, of Auburn, won the large enterprise category (more than 500 employees). Champion is the maker of Orijen and Acana pet foods.

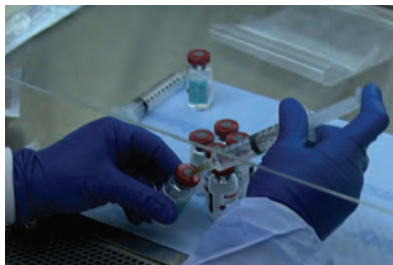


## CRESTWOOD

### APELLIS PHARMACEUTICALS MOVES ITS HEADQUARTER OPERATIONS TO BOSTON

**A**PPELLIS Pharmaceuticals has moved its headquarters from Crestwood to the Boston area, where it has had an office since late 2017.

Founded in Louisville in 2003, Apellis is a clinical-stage biopharmaceutical company focused on the development of novel therapeutic compounds for the treatment of a broad



range of life-threatening or debilitating autoimmune diseases. The company launched its initial public offering in 2017 and earlier this year saw its stock soar by nearly 41% after it

reported that its lead drug for patients with paroxysmal nocturnal hemoglobinuria (PNH), a rare blood disease, was proven to be more effective than a competitor's medication, **Soliris**. According to a report from the **Motley Fool**, investors are hoping those results will move Apellis' drug, pegcetacoplan, toward regulatory approval and market success.

Apellis currently numbers its total workforce at around 200, up from around 75 in 2018, but as of press time information was not available as to how the Kentucky workforce numbers would be affected by the change in headquarters.

## LOUISVILLE

### REPUBLIC AIRWAYS WILL HIRE 125 AT CREW BASE IT REOPENED IN LOUISVILLE

**R**EPUBLIC Airways has reopened a pilot and flight attendant base in Louisville as the Indianapolis-based regional carrier moves forward with its strategy for growth.

Last year, the company announced plans to grow its fleet by 16% with 30 additional aircraft that will operate for **Delta Air Lines**.

Louisville, which is a former crew base for the airline, has been a Republic maintenance base since 2006. The base will employ 125 crew members in addition to its current maintenance staff of more than 75.

"Louisville has been an integral part of our company for nearly 15 years. Our crewmembers are very happy to be back there with our maintenance staff who stayed in Louisville after we transitioned to a single fleet type in 2016," said Paul Kinstedt, Republic Airways senior vice president and chief operating officer.

Republic also recently opened a crew base in Boston and has 11 more bases across the Midwest and East Coast. The carrier operates approximately 1,000 daily flights throughout the United States, Canada, the Caribbean and Central America for its mainline partners.



*Republic's new Louisville base will be home to 125 pilots and flight attendants.*

## BUSINESS BRIEFS

### LEXINGTON

■ A USDA Rural Development Distance Learning & Telemedicine Grant is being used by **Addition Recover Care** to establish a telemedicine hub in Lexington that will provide services across 13 counties. The \$368,970 grant will support service to 23 rural clinics in 13 counties. The remote sites will connect with clinicians and medical staff for intake, medication prescriptions and group counseling.

### NetGain TECHNOLOGIES

■ Lexington-based IT services provider **NetGain Technologies** has acquired **Progressive Computer Systems Inc.**, a leading IT services provider serving central North Carolina. The acquisition will enable NetGain to expand its footprint across the Southeast. NetGain, which has been in operation since 1984, also has locations in Louisville, Little Rock, Cincinnati, Chattanooga and St. Louis.

### LOUISVILLE

■ Louisville-based health care company **Humana** has signed an agreement to acquire **Enclara Healthcare**, one of the nation's largest hospice pharmacy and benefit management providers. The Enclara acquisition provides Humana with the opportunity to extend its comprehensive care continuum strategy to cover the pharmacy-related needs associated with hospice care, simplify the mail-order pharmacy experience, and advance its technology for in-home pharmacy through areas such as enhanced mobile medication management and improved electronic medical record connectivity. The Philadelphia-based company serves more than 450 hospice providers and 97,000 hospice patients a day.

■ The **Dare to Care Food Bank** in Louisville has broken ground on a new community kitchen in partnership with the **Novak Family Foundation**. The new kitchen will be located at the site of a former grocery store in Louisville's Parkland neighborhood and will triple the size of Dare to Care's current kitchen. The new facility will expand capacity for existing and new programs to serve the region's 170,000 food-insecure residents.

■ **Greater Louisville Inc.** has launched a new regional land development task force that will focus on a proactive approach to the region's land development, redevelopment and infill needs. The task force will include a wide range of voices from the business community to develop strategies that will maximize economic development. "To compete for jobs, talent, and economic growth, it is critical that we continually think about new ways to make Greater Louisville as business-friendly as possible," said GLI President and CEO Sarah Davasher-Wisdom.

■ **ISCO Industries Inc.**, a Louisville-based provider of high-density polyethylene piping solutions, has acquired **M.T. Deason**, a company headquartered in



Birmingham, Ala., that has provided products and services for the gas distribution market since 1982. In addition to its Birmingham office, M.T. Deason has locations in Texas and New Jersey. M.T. Deason will operate as a division of ISCO Industries, providing full-service offerings of pipe, fittings, fusion equipment, and valves. The Deason deal represents the third acquisition for ISCO over the course of the last year.

■ **Eagle Materials** has announced an agreement with **Kosmos Cement Co.** to purchase the Kosmos' Louisville cement plant and related assets for \$665 million. The assets include seven distribution terminals as well as substantial raw material reserves. The cement plant itself has the capacity to produce nearly 1.7 million tons of cement annually. Michael Haack, president and CEO of Dallas-based Eagle, said the Kosmos facilities are high-quality, low-cost assets and will enable the company to participate more significantly in U.S. construction and infrastructure market growth. Eagle manufactures and distributes cement, gypsum wallboard, recycled paperboard, concrete, sand and aggregates from more than 75 facilities across the nation.

■ **Malone Workforce Solutions**, a Louisville company that is the oldest employee-recruiting company based out of Kentucky, has acquired **Matthews Aviation Staffing** and its subsidiaries. The addition of the Nashville-based company will add more than 250 employees to the Malone payroll and bring the total company revenue to over \$330 million.

## BUSINESS BRIEFS

### LOUISVILLE

■ **TurnPoint**, a Louisville-based company that has provided plumbing, HVAC and electrical maintenance and repair services since 1958, has expanded with the acquisition of **Corley Plumbing Air Electric** in Greenville, S.C. and **Sunny Service Heating and Air Conditioning** in Hurst, Texas. Corley, which has been in operation since 1986, focuses exclusively on maintenance, repair and replacement services for residential and commercial customers. The company services a high-growth region with more than 1 million residents. Sunny Service provides residential and light commercial HVAC services in the Fort Worth area. TurnPoint also provides services in Florida, Indiana and Oklahoma.



■ Leading financial services company **MetLife Inc.** has announced that it plans to acquire **PetFirst Healthcare**, a metro Louisville company that provides insurance coverage for more than 40,000 pets. The acquisition will enable MetLife to offer a new benefit that is rapidly gaining popularity. Since 2014, the annual growth rate for the pet insurance industry has been more than 20%. PetFirst CEO Katie Blakeley said that in the long term, the acquisition could mean even

more jobs in the Louisville area, as MetLife will be offering the product to more employers around the country.

■ The Cincinnati-based law firm of **Weltman, Weinberg & Reis Co.** has opened an office in Louisville. The new office is the firm's ninth location nationally and its first in Kentucky. The initial focus of the Louisville office will primarily be real estate default work and credit union representation.

■ **The OvareGroup**, a Louisville-based media and marketing communications company, has acquired two new specialty service agencies. **Reunion** is a 15-person management consulting firm located in Toronto. **ADM Marketing** is a 12-person data-driven personalization marketing agency located in Los Angeles. With the acquisition, OvareGroup now operates six subsidiary media and marketing agencies, including **Scoppechio**, an advertising agency with offices in Louisville, Cincinnati, Columbus and Orlando; **The 3**, a content production house in Louisville; **Badge Design**, a Cincinnati design agency, and **Civitas**, an experiential marketing firm in Columbus.

### PADUCAH

■ Paducah has been awarded \$10.4 million in federal funding from the **Better Utilizing Investments to Leverage Development (BUILD)** grant program to improve various transportation elements along the city's downtown riverfront. The **Riverfront Commons** project will include improvements to the riverboat excursion pier and plaza; bike pedestrian and broadband linkages from the convention center to the riverfront; and improvements to the landing near the transient boat dock.

### SHELBYVILLE

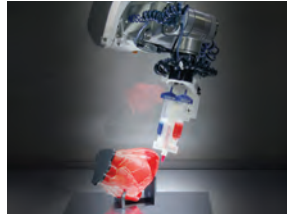
■ Automotive supplier **Ficosa North America** has announced plans to close its facility in Shelbyville later this year and move the operations to the Ficosa plant in Cookeville, Tenn. The closure will impact 180 jobs, with the first job reductions beginning in April, but company officials say those who wish to transfer to the Cookeville plant will have the option to do so. Those who elect to stay in Shelbyville will be offered resources to find other jobs in the area. Ficosa produces exterior mirrors for vehicles, automotive vision systems and driver-awareness technologies.

### SOMERSET

■ **Team Modern**, a family-owned wholesale distributing company, has purchased the former **Safe Auto** office building in Somerset and plans to build a 115,000-s.f. distribution center on 70 acres adjacent to the building to serve its distribution division. The distribution center will increase Team Modern's freezer/cooler capacity for its growing foodservice business and will allow product movement and sortation to be automated, which Chief Financial Officer Michael Ray said is critical to remain viable in a competitive marketplace. The new facility will provide a platform to add 20 to 40 jobs to the company's existing 200-member workforce. Team Modern operates five divisions, all headquartered in Somerset: **Modern Amusement**, **Modern Vending**, **Modern Distributors**, **Modern Signs & Graphics** and **Modern Equipment Sales & Service**.

### LOUISVILLE

## ADVANCED SOLUTIONS LIFE SCIENCES, GE FORM 3D BIOPRINTING PARTNERSHIP



*Advanced Solutions' BioAssemblyBot is the world's first 3D human tissue printer using a 6-Axis robot.*

**A**DVANCED Solutions Life Sciences (ASLS), a Louisville company that has become a global leader in bio printing and tissue fabrication, has teamed with **GE Healthcare Life Sciences** on a research and development/distribution partnership that aims to personalize tissue generation.

The integration of GE's InCell Analyzer and ASLS' BioAssemblyBot technologies will embed cellular-level assessments into the 3D-bioprinting workflow used to create human tissue models. The partnership will allow life scientists and tissue engineers to quickly design, build and image living, vascularized 3D tissues in a single process.

For pharmaceutical companies, where the average time to develop a new drug candidate may take over seven years, moving from traditional stage-gate testing processes to a lean, agile workcell for 3D tissue fabrication and assessments will shorten development timelines.

"The power of both of these platforms brings a new level of efficiency, speed and quality with assay designs and 3D biofabrication," says Michael Golway, president and CEO of ASLS.

### MURRAY

## TPG PLASTICS TO OPEN \$14 MILLION ENGINEERED PLASTICS PLANT IN MURRAY

**T**PG Plastics has announced plans to open a new manufacturing plant in Murray that will design and manufacture engineered plastics and blow-molded products, eventually creating 75 new jobs.

The company, which is investing \$14.3 million in the project, plans to lease the Murray West Spec Building, a 62,000-s.f. building in the **Murray West Industrial Park** that is expandable up to 200,000 s.f. Upon concluding the 20-year lease term, the Murray-Calloway Economic Development Corp. will convey ownership of the facility to TPG.

TPG Plastics was formed in March 2018 for the acquisition of the assets of The Plastics Group Inc. in Willowbrook, Ill. The Plastics Group, founded in 1998, was the successor to **Borse Industries Inc.**, with roots dating back to the 1960s. Currently, TPG Plastics maintains a total of 17 blow-molding presses, nine of which are in active production of portable fuel containers.

The company produces approximately 3 million containers annually for distribution nationwide to big box stores, dollar stores, and automotive retailers. It also manufactures a range of oil drain pans, funnels, and related products for the automotive DIY and lawn and garden markets.

The Murray operation will expand TPG's service range to customers and distribution centers in the southern United States, and will be logistically capable of reaching 80 percent of the U.S. population within an eight-hour truck drive.



*TPG Plastics produces about 3 million portable fuel containers each year.*



## CLAY CITY

### POWELL VALLEY MILLWORK EXPANDS WITH ACQUISITION OF METRIE PLANT

**P**OWELL Valley Millwork, a Clay City manufacturer that specializes in a wide range of wood products produced with poplar, has acquired the **Metrie Poplar** manufacturing facility in Jeffersonville, Ky.



*Powell Valley Millwork's acquisition of the nearby Metrie Poplar plant gives the company 320,000 s.f. of manufacturing space.*

Powell Valley President Jimmy Thornberry and his father developed the Jeffersonville site and formed their first millwork business there in the 1990s, later selling the business to Metrie in 2007. Now, the facility is once again part of the Thornberry family business, giving Powell Valley two facilities with over 320,000 s.f. under roof and more than 220 employees working two shifts. The company's products include everything from primed interior trim, jambs and plantation shutter components to picture frame mouldings and stretcher bars.

Thornberry noted that Metrie's 125,000-s.f. plant is similar in scope to Powell Valley's Clay City location and is only 12 miles away, making it "an excellent addition" to the company. In addition to adding more volume potential for Powell Valley's existing customers, the company will also maintain the current supply through the Metrie distribution network as well as all direct customers from the location.

## BUSINESS BRIEFS

### RUSSELL SPRINGS

■ The **French Valley Business Park** has been rebranded as the **Lake Cumberland Regional Industrial Complex** as part of a marketing effort that also includes a new logo, brand message ("Make it Here"), website and promotional video. The complex, which lies within a day's drive of 65% of the U.S. population, includes a ready-to-occupy spec building and a 150,000-s.f. build-ready pad, as well as certification by the **Austin Groups** as food and beverage shovel-ready.

### WILDER

■ **Protech Home Medical Corp.**, a Wilder-based health care services company, has continued to expand with its acquisition of **Acadia Medical Inc.**, a leading provider of respiratory services in Maine. The \$2.1 million acquisition adds four locations in Maine for Protech and is expected to increase the company's annual revenue by approximately \$4 million. The deal comes on the heels of Protech's \$3.1 million acquisition in October 2019 of Lexington-based **Cooley Medical**, a provider of respiratory services in Eastern and Central Kentucky.



### WINCHESTER

■ **Atalo Holdings**, a hemp research, development and production company headquartered in Winchester, has launched a new consultation subsidiary, **Hemp Knowbility**. According to Atalo CEO William Hilliard, "Hemp Knowbility will offer economical, hands-on consulting packages and one-time seed licenses for farmers, whether they be organic producers, experienced hemp growers, or first-time hemp farmers. Access to seed and agronomics for a compliant product will be critical as states adopt the recent **USDA** guidelines."

**Wednesday,  
February 12, 2020**  
8:00 a.m. to 12:00 p.m.  
Lexington Convention Center



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# INTERSTATE LANE

Business news from Indiana, Ohio, Tennessee and West Virginia

## BUSINESS BRIEFS

### INDIANA

■ **Fiat Chrysler Automobiles** is investing nearly \$400 million to expand and retool its **Indiana Transmission Plant II** in Kokomo, Ind., for production of a new engine. The company's proposed investment will support assembly of the **GMET4** engine, the first time FCA has built an engine in Indiana. The company says the four-cylinder engine will provide "customer-pleasing power, while improving fuel economy and reducing CO2 emissions." The new production will require a workforce of more than 1,000 by the end of 2021. Construction is slated to begin later this year.



■ **Perceptin**, a visual intelligence technology company that specializes in autonomous driving solutions, is moving its global headquarters to Indiana, creating up to 160 new jobs by the end of 2022. The California-based company will invest more than \$6 million to establish its global headquarters at the **Indiana IoT Lab – Fishers**, near Indianapolis. The new space will allow the company to begin data collection and testing for its autonomous low-speed electric vehicles. Perceptin CEO Shaoshan Liu said the company also looks forward to deploying its autonomous microtransit services in Fishers and increasing its presence in Indiana, "setting an example for the rest of the nation on utilizing advanced technologies to improve public transportation systems."



### OHIO

■ Cincinnati-based supermarket giant **Kroger** has joined **Walgreens** to form a new group purchasing organization aimed at delivering purchasing efficiencies, lowering costs and combining resources to drive further innovation. Kroger and Walgreens initially announced an exploratory pilot in 2018 to develop a one-stop shopping experience,

which launched as the **Kroger Express** concept in 13 Walgreens stores in Northern Kentucky. In August 2019, Walgreens and Kroger announced an expansion of the pilot at 35 Walgreens locations in Knoxville, Tenn., and introduced a curated assortment of Walgreens health and beauty products at 17 Kroger stores in the same area.

■ Canadian infrastructure firm **Brookfield Infrastructure** has announced plans to acquire **Cincinnati Bell** for \$2.6 billion. The deal represents an opportunity for Brookfield to acquire a leading fiber network operator in North America, while Cincinnati Bell will benefit from the financial resources to drive long-term growth. Cincinnati Bell owns and operates the leading data transmission and distribution network in Cincinnati and Hawaii, with a footprint of over 1.3 million homes. The business is upgrading its network to next-generation fiber, which will be critical to support the growing demand for data and the advent of 5G.

### TENNESSEE

■ **iHeartMedia** has selected Nashville as the location for **iHeartRadio**'s second digital headquarters, further expanding its current New York-based digital team. "Nashville's technology ecosystem is thriving, and combined with the city's rich history in music, entrepreneurial spirit and diverse culture, we believe this is the perfect location for us to extend our digital leadership and recruit highly-skilled and passionate candidates for our second iHeartRadio Digital headquarters," said Darren Davis, president of iHeartRadio. The company is currently in the process of hiring for positions in engineering, product development, data science and more.



■ Global asset management firm **AllianceBernstein** is investing \$11.4 million to expand its global headquarters in Nashville, adding 200 more jobs. The expansion brings AB's planned investment in Nashville to more than \$80 million. In May 2018, the company announced plans to relocate its headquarters from New York City to Nashville, bringing 1,050 jobs. The additional 200 jobs will fill various tech, operations and compliance functions.

### OHIO

## CLEVELAND-CLIFFS TO ACQUIRE AK STEEL IN TRANSACTION VALUED AT \$1.1 BILLION

IRON ore mining company **Cleveland-Cliffs Inc.** has announced plans to acquire **AK Steel Holding Corp.** in a stock deal valued at \$1.1 billion.

The transaction will combine Cliffs, North America's largest producer of iron ore pellets, with AK Steel, a leading producer of innovative flat-rolled carbon, stainless and electrical steel products, to create a vertically integrated producer of value-added iron ore and steel products. Lourenco Goncalves, chairman of the board, president and CEO of Cliffs, will lead the expanded organization.



"The pro forma Cliffs will be a vertically integrated steel company that is expected to drive improved profitability for existing Cliffs and AK Steel shareholders and is well-positioned to serve both the blast furnace and electric arc furnace segments," said Goncalves. "In addition, Cliffs' existing strong balance sheet and self-sufficiency in pellets for the combined company provide flexibility to pursue additional growth opportunities, including the potential future utilization of the blast furnace in Ashland (Kentucky) to produce merchant pig iron, an opportunity neither company could pursue on a standalone basis."

Goncalves added that the acquisition provides Cliffs with a more diverse customer base and a more predictable cash flow generation, due to the nature of AK Steel's sales of high-end automotive steel.

"Our track record of providing high-grade iron ore combined with AK Steel's recognized ability to produce the highest quality steel grades, creates a highly complementary and compelling business model," said Goncalves.

### TENNESSEE

## HYOSUNG HEAVY INDUSTRIES HIRING 400 IN MEMPHIS FOR FIRST U.S. PLANT

**HYOSUNG Heavy Industries (HICO)**, a South Korean manufacturer of electrical power equipment, is investing nearly \$87 million to locate its first U.S. production plant in Memphis.

The company has acquired the former **Mitsubishi Electric Power Products** high-voltage transformer plant in Memphis for \$46.5 million and is in the process of converting the facility to manufacture core-type high-voltage transformers that can be widely used in a range of industries. (Core-type transformers account for 95% of demands in the global transformer market, including North America.) The company exports its products to customers around the globe and has established itself as one of the leading manufacturers in the power transformer business for the last 50 years.

Plans call for the facility to be operational by June 2020. The plant is expected to employ more than 400 people over the next seven years.



## EXAMINING HOSPITAL SAFETY

The Leapfrog Group, a national nonprofit group that collects and reports data on hospital performance, recently released its bi-annual report on hospital safety. The Leapfrog Hospital Safety Grade uses 28 measures of publicly available hospital safety data to assign grades to more than 2,600 U.S. acute-care hospitals. The grading system for the report focuses entirely on patient safety, including preventable errors, accidents, injuries and infections. Here's how Kentucky hospitals performed in the report:

Baptist Health Lexington	Lexington	A
Clark Regional Medical Center	Winchester	A
Flaet Memorial Hospital	Bardstown	A
Harrison Memorial Hospital	Cynthiana	A
Jewish Hospital – Shelbyville	Shelbyville	A
Norton Audubon Hospital	Louisville	A
Norton Brownsboro Hospital	Louisville	A
Norton Hospital	Louisville	A
Norton Women's & Children's Hospital	Louisville	A
St. Elizabeth Healthcare – Edgewood	Edgewood	A
St. Elizabeth Healthcare – Florence	Florence	A
St. Elizabeth Healthcare – Ft. Thomas	Ft. Thomas	A
Baptist Health Paducah	Paducah	B
Hardin Memorial Hospital	Elizabethtown	B
Mercy Health Lourdes	Paducah	B
Owensboro Health	Owensboro	B
Saint Joseph – London	London	B
Saint Joseph East	Lexington	B
Saint Joseph Hospital	Lexington	B
T.J. Samson Community Hospital	Glasgow	B
TriStar Greenview Regional Hospital	Bowling Green	B
Whitesburg ARH Hospital	Whitesburg	B
Baptist Health Corbin	Corbin	C
Baptist Health La Grange	La Grange	C
Baptist Health Louisville	Louisville	C
Baptist Health Madisonville	Madisonville	C
Baptist Health Richmond	Richmond	C
Ephraim McDowell Regional Medical Center	Danville	C
Frankfort Regional Medical Center	Frankfort	C
Harlan ARH Hospital	Harlan	C
Jackson Purchase Medical Center	Mayfield	C
King's Daughters Medical Center	Ashland	C
Lake Cumberland Regional Hospital	Somerset	C
Medical Center at Bowling Green	Bowling Green	C
Methodist Hospital of Henderson	Henderson	C
Murray-Calloway County Hospital	Murray	C
Our Lady of Bellefonte Hospital	Ashland	C
Pikeville Medical Center	Pikeville	C
Saint Joseph Mount Sterling	Mount Sterling	C
St. Claire Regional Medical Center	Morehead	C
Taylor Regional Hospital	Campbellsville	C
Tug Valley ARH Regional Medical Center	South Williamson	C
Hazard ARH Regional Medical Center	Hazard	D
Highlands Regional Medical Center	Prestonsburg	D
UK Good Samaritan Hospital	Lexington	D
University of Kentucky Albert B. Chandler Hospital	Lexington	D
University of Louisville Hospital	Louisville	D
UoL Health – Mary & Elizabeth Hospital	Louisville	D
UofL Hospital – Jewish Campus	Louisville	F

Source: The Leapfrog Group

# CORPORATE MOVES

New leadership for Kentucky businesses

## BIG MOVES

■ **Shawntae Talbert** has joined Bank of the Bluegrass & Trust Co. in Lexington as teller supervisor, universal banker II.



Shawntae Talbert

■ **Luckett & Farley**, a Louisville-based architecture/engineering/interior design firm, has announced the following appointments:



Frank Marx

**Frank Marx** – vice president of finance for Luckett & Farley Development.

**Jason Schlatter** – senior designer, distilled spirits design studio.



Jason Schlatter

**David Heiss** – electrical engineer, higher education design studio.



David Heiss

## PROMOTED LISTINGS

## ADVERTISING/MARKETING

■ Louisville-based media and marketing communications company OvarGroup has announced the following appointments: **John Paulson** – chief integration officer; **Jordan Reber** – president and chief operating officer; and **Toni Clem** – president and CEO of OvarGroup subsidiary Scoppechio.

## ARCHITECTURE/ENGINEERING

■ **Dwayne Wilson** has been named vice president of business development for TEG Architects.

## BANKING

■ Lexington-based Central Bank has announced the following promotions: **Lesley Catron** – senior vice president/director of marketing; **Mark Ruddell** – senior vice president, private banking manager; **Shawn McWilliams** – vice president, retail banking officer; **Kristy Napier** – retail banking officer, Berea.



Lesley Catron



Mark Ruddell



Shawn McWilliams

■ Burlington-based Heritage Bank has announced the following changes to its senior executive ranks: **Chris Caddell**, chairman of the board, has assumed CEO responsibilities in addition to his duties as chairman. **Lee Scheben** has been promoted to president. **Kevin Mooney** has been promoted to chief operating officer.



Chris Caddell



Lee Scheben

## BUSINESS DEVELOPMENT

■ **Sarah Davasher-Wisdom** has been named president and CEO of Greater Louisville Inc., the Metro Chamber of Commerce.



Sarah Davasher-Wisdom

■ **Bruce Wilcox** has been named president and CEO of Greater Paducah Economic Development, the economic development agency for Paducah and McCracken County.

## ECONOMIC DEVELOPMENT

■ **Larry Tucker** has been named executive director of the Bullitt County Economic Development Authority. Tucker succeeds **John Snider**, who has retired from the position.

## EDUCATION

■ **Denise King** has been named provost/chief academic officer for Big Sandy Community and Technical College.



Denise King

■ **David Bledsoe** has joined Eastern Kentucky University as director of Regional Aviation Maintenance Academies.



Gary Robinson

■ **Gary Robinson** has joined Bluegrass Community and Technical College as project coordinator, overseeing the college's apprenticeship program.

■ **Dr. Misty Stutz** has been named dean of the Sullivan University College of Pharmacy and Health Sciences.



Misty Stutz

■ **Kevin Gardner** has been named executive vice president for research and innovation at the University of Louisville. Gardner comes to the position from the University of New Hampshire, where he was vice provost for research.



Matt Roan

■ **Matt Roan** has been named director of athletics at Eastern Kentucky University.

■ **Thomas Mitzel** has been named as the 35th president of Kentucky Wesleyan College.

■ **Darryl A. Peal** has been named chief diversity, equity and inclusion officer and Title IX coordinator for Northern Kentucky University.



Darryl A. Peal

■ **Isabel C. Botero** has been named director of the Family Business Center at the University of Louisville College of Business.



Joanna Futrell

## FINANCE

■ **Joanna Futrell** has joined the Bowling Green office of WealthSouth as vice president, commercial relationship manager.

■ **Cam Freeman** has joined the Lexington office of WealthSouth as vice president, commercial relationship manager.



Cam Freeman

## FOOD/SPIRITS/HOSPITALITY

■ **Les Fugate** has joined Louisville-based Brown Forman Corp. as director of state and local government relations. Fugate succeeds **Rusty Cheuvront**, who has retired.

■ Lexington-based A&W Restaurants has announced the following appointments: **Bill Fry** – senior vice president of restaurant support services and supply chain management; **Sarah Blasi Mueller** – senior vice president of marketing and development; **Liz Bazner** – director of digital; **Todd Stewart** – director of special projects and initiatives; **Emily Barr** – manager of personnel and restaurant accounting; **Silas Gray** – food safety and product development manager; **Jackie Wagner** – manager of field training; **Emily Fry** – restaurant support services administrative specialist; and **Rob Bryant** – field trainer.



Bill Fry



Sarah Blasi Mueller

## GOVERNMENT

■ **Barry Dunn** has been appointed deputy attorney general for the Commonwealth of Kentucky.



Barry Dunn

■ **Amy Hess** has been named as Louisville's new chief of public services.

■ **Dr. Patricia Purcell** has been named medical director for Kentucky's Office for Children with Special Health Care Needs.

■ Kentucky State Treasurer Allison Ball has made the following appointments: **Lesley Bilby** – chief of staff; **Lorran Hart Ferguson** – deputy chief of staff; and **Katherine Kington North** – communications director.



■ **Jonathan Grate** has joined the staff of Kentucky State Auditor Mike Harmon as general counsel.



*Jonathan Grate*



*Carlos Felix*

**Carlos Felix** has joined the staff as IT director.

■ **Adam Mather** has been named inspector general for the Kentucky Cabinet for Health and Family Services.



*Adam Mather*

■ **Mary Pat Regan** has been named deputy secretary of education and workforce development for the Commonwealth of Kentucky.

■ **Ronnie Bastin** has been named deputy secretary of the Kentucky Justice and Public Safety Cabinet.

■ **Mike Hancock** has been named deputy secretary of the Kentucky Transportation Cabinet.

■ **Lindy Casebier** has been appointed deputy secretary for the Kentucky Personnel Cabinet.

■ **Rodney Brewer** has been appointed commissioner of the Kentucky State Police.

■ **Jamie Link** has been named executive director of the Kentucky Communications Network Authority.



*Jamie Link*

■ **Lisa Lee** has been named commissioner for the Kentucky Department of Medicaid Services.

■ **Jeff Taylor** has been appointed commissioner for business development at the Kentucky Cabinet for Economic Development.

■ **Allyson Taylor** has been named commissioner for the Kentucky Department of Alcoholic Beverage Control.

## HEALTH CARE

■ **Aaron Garofola** has joined UofL Health – Shelbyville Hospital as chief executive officer.



*Aaron Garofola*

■ **Melisa Adkins** has been named chief administrative officer for UofL Health – Mary & Elizabeth Hospital.



*Heather Coleman Brooks*

## LEGAL

■ **Heather Coleman Brooks** has been named partner at the Bowling Green firm of English, Lucas, Priest and Owsley LLP.

■ **Stephanie Wurdock** has been promoted to a member at Sturgill, Turner, Baker & Moloney.

■ Stites & Harbison PLLC has promoted six attorneys to partner in the firm: **Brian Bennett**, Lexington; **J. Brittany Cross Carlson**, Louisville; **Rachel Owsley**, Louisville; **Rebecca M. W. Sherman**, Lexington; **Emily Larish Startzman**, Lexington; and **Zachary VanVector**, Louisville.

■ **Langdon R. Worley** has been named a member (partner) at the law firm of Sturgill, Turner, Barker & Moloney PLLC.



*Langdon R. Worley*

## MEETINGS/ CONVENTIONS/ TOURISM

■ **Jessica Morgan** has joined Louisville Tourism as tourism development director.



*Jessica Morgan*

■ **Laura Whitehead** has joined Kentucky Venues in Louisville as director of sales at the Kentucky International Convention Center. **Carrie Bauer** has joined Kentucky Venues as general counsel.



*Jessi O'Daniel*

■ **Jessi O'Daniel** has been promoted to vice president of guest experience at Kentucky Kingdom in Louisville.

■ **Chris Brawner** has been promoted to compliance officer for the Kentucky Exposition Center and Kentucky International Convention Center.

## NONPROFIT

■ **Paula Garner** has been named chief executive officer of Maryhurst, a Louisville organization that provides care to children and families impacted by abuse and trauma. Garner will succeed **Judy Lambeth**, who is retiring in June 2020.

■ **Scott Hagan** has been named president of The Arrow Fund, a Prospect-based animal rescue and rehabilitation organization.

■ **Laura Whitaker** has been named associate director of the Kentucky Nonprofit Network.



*Laura Whitaker*

■ **Corey G. Miller** has been named executive director of The Cabbage Patch Settlement, a Louisville nonprofit that provides assistance for at-risk children, youth and families. Miller succeeds **J. Tracy Holladay**, who has retired after serving the organization since 1984.

■ **Garrison Cox** has been named senior director for strategic communications and market at Louisville's Center for Nonprofit Excellence.

## TECHNOLOGY

■ **Brian K. Brown** has been named chief financial officer of Paducah-based Computer Services Inc.

## UTILITIES

■ **John Dillon** has been named vice president and division general counsel for American Water's Southeast division. Dillon is based in Kentucky American Water's Lexington office.



*John Dillon*

## OTHER

■ **Steve McClain** has been named communication and public affairs director for the Kentucky Retail Federation.



*Steve McClain*

■ The Waterfront Development Corp. in Louisville has announced the following appointments: **Ashley Smith** – director of development; **Catherine Nelson** – director of events; and **Kelley Runyon** – director of operations.

■ **Graham A. Purdy** has been named chief operating officer of Turning Point Brands, a Louisville-based marketer of tobacco products and tobacco-alternative products.

■ **Brandon Lucas** has joined the office-design company of RCF Group as the company's Louisville-based general manager.

■ Answers in Genesis, a Petersburg-based organization that operates the Creation Museum in Petersburg and the Ark Encounter in Williamstown, has promoted **Debra Kellum** to vice president of human resources and training and development.

## DEPARTURES

■ **Jay K. Box** has announced that he plans to retire as president of the Kentucky Community and Technical College System effective June 30, 2020, the end of the fiscal year.



*Jay K. Box*

■ **Pat Dalby** has retired as vice president and general manager of LEX18, Lexington's NBC affiliate.

■ **Michael T. Benson** has resigned as president of Eastern Kentucky University.



*Michael T. Benson*

■ **Ellen "Nan" Plummer** has resigned as president and CEO of LexArts, the Central Kentucky arts council, to accept the position of executive director at The Treeline Conservancy, a nonprofit organization in Ann Arbor, Mich.

■ **William "Bill" Alverson** has retired as CEO of Mount Sterling-based Traditional Bank.



*William "Bill" Alverson*

■ **Chip Regenbogen** has retired as market president of Northern Kentucky at Forcht Bank.

# ON THE BOARDS

Kentuckians named to organizational leadership roles

## AGRIBUSINESS ASSOCIATION OF KENTUCKY

■ The AgriBusiness Association of Kentucky has elected the following individuals to serve as officers for the coming year: President – **Jeff Pendleton**, Hallway Feeds; Vice President – **Matthew Mattingly**, Rosen's; Treasurer – **Greg Thomas**, Nutrien Ag Solutions; and Secretary – **Todd Conway**, Westway Feed Products. Re-elected to four year-terms were **Todd Conway**, Westway Feed Products; **Dave Case**, Case Ag Consulting; **Blake Harrison**, Waterway Ag; and **Eric Dickerson**, Southern States Cooperative. Elected to four-year terms replacing current members were: **Matthew Beddo**, CHS, and **Mark Mattingly**, FMC. Elected to serve out remaining one-year terms were **Jeff Hawk**, Warner Fertilizer, and **Julie Smyrichinsky**, Central Farmers Supply.

## ASSOCIATION OF TECHNOLOGY, MANAGEMENT AND APPLIED ENGINEERING

■ **Walt Pozgay** has been elected to represent industry on the board of directors of the Association of Technology, Management and Applied Engineering. ATMAE accredits associate, baccalaureate and master's degree programs in engineering technology, technology management and applied engineering-related programs. Pozgay is a senior manager of engineer labs with GE Appliances in Louisville and has served as chair of the Morehead State University School of Engineering and Computer Science advisory board.

## CAPITAL PLANNING ADVISORY BOARD

■ **Patsy Jackson**, program administrator for nursing at Big Sandy Community & Technical College, has been appointed to a four-year term on the Capital Planning Advisory Board of the Kentucky General Assembly.



Patsy Jackson

## DINSMORE & SHOHL LLP

■ **Donna King Perry** has been named to the board of directors for Dinsmore & Shohl, representing the firm's Kentucky offices.

## FEDERAL AGRICULTURAL MORTGAGE CORP.

■ **LaJuana S. Wilcher** has been sworn in as a presidentially appointed member of the Federal Agricultural Mortgage Corp. (Farmer Mac) board of directors. Wilcher owns and operates Scuffle Hill Farm in Alvaton, Ky.



LaJuana S. Wilcher

## FOUNDATION FOR A HEALTHY KENTUCKY

■ The Foundation for a Healthy Kentucky has announced its new officers and board members for 2020: Chair – Dr. **Brent Wright**, associate dean for rural health innovation, University of Louisville School of Medicine; Vice Chair – **Vivian Lasley-Bibbs**, acting director of the Office for Health Equity, Kentucky Department of Public Health; Treasurer – **Clifford T. Maesaka Jr.**, (retired) president and CEO, Delta Dental of Kentucky; Secretary – Dr. **Larry Prybill**,

community professor, University of Kentucky College of Public Health. New board members include: **Jane Chiles**, immediate past chair of KentuckyOne Health board of directors, Lexington; Dr. **Pat Withrow**, director of outreach and physician advisor, Baptist Health Paducah; and **Alissa Young**, president and CEO, Hopkinsville Community College.

## FOUNDATION FOR A HEALTHY KENTUCKY COMMUNITY ADVISORY COUNCIL

■ The Foundation for a Healthy Kentucky has named four new members to its Community Advisory Council: **Matt Coleman** – Juniper Health Inc., Beattyville; **Gary Dryden** – vice president of administration and chief financial officer of Jefferson Community and Technical College, Louisville; **Juliana McGuinn** – assistant center director, Central Area Health Education Center, Florence; and **Denise Tipton Perry** – deputy judge executive, Henry County. **Tim Marcum** has been named chair of the council for 2020. Marcum is assistant vice president of planning for Baptist Health.



Matt Coleman



Gary Dryden



Juliana McGuinn



Denise Tipton Perry



Tim Marcum

## KENTUCKY ASSOCIATION OF COLLEGES AND EMPLOYERS

■ **Hayley Murphy** has been named president-elect of the Kentucky Association of Colleges and Employers. Murphy is a career coach in Morehead State University's Office of Career Services.

## KENTUCKY BOARD OF AGRICULTURE

■ The following individuals have been appointed to the state board of agriculture: **Jed Clark**, Graves County; **Daniel Hayden**, Daviess County; **Adam Hinton**, Fleming County; **Robert Coleman James III**, Fayette County; **Micah Lester**, Trigg County; **Eddie Melton**, Webster County; **Sam F. Halcomb**, Logan County; and **Louie Rivers Jr.**, Franklin County.

## KENTUCKY GROCERS AND CONVENIENCE STORE ASSOCIATION

■ The Kentucky Grocers and Convenience Store Association has elected its new officers for 2020: Chair – **Stephen Chesnut**, Laurel Grocery Co.; Chair-Elect – **James Neumann**, ValuMarkets; and Secretary-Treasurer – **Adam Spalding**, Circle K–Midwest Division. Elected to three-year terms were: **Ron Stamper**, Ron's IGA; **Lynn Rice**, SuperQuik; **Jeff Martin**, AWG; **Deanne Elmore**, Ale-8-One; **Bob Bravard**, Lipari Foods; **Bill Hamilton**, Main Street Deli & Market; and **Herbert Johnson**, Keurig Dr. Pepper.

## MAKE-A-WISH KENTUCKY

■ Make-A-Wish Kentucky has created an advisory council in Lexington, made up of local community and business leaders dedicated to making life-changing wishes come true for area children with critical illnesses. The advisory council includes: **Sarah Reeves** – attorney, Stoll Keenon Ogden; Dr. **Rachel Harper** – oncologist, Lexington Clinic; **Kelly Taylor** – realtor, Re/Max Elite Realty; **Debbie Green** – president and CEO, Bringing In The Green; **Tracy Madden** – senior tax engagement manager, Crowe; **Matthew Middendorf** – corporate counsel, Kentucky Employers' Mutual Insurance; **H.E. "Moe" Duggar** – vice president, McGriff Insurance Services; **Jane Warner** – philanthropist; **Joy Robyn Dixon Fenwick** – owner, Omar + Elsie; **Mark Dill** – partner, Brennan & Associates, Merrill Lynch Wealth Management; and **Julia Pezzi** – Wish mom.

## MORTGAGE BANKERS ASSOCIATION OF THE BLUEGRASS

■ The Mortgage Bankers Association of the Bluegrass has announced its 2020 board officers and directors: President – **Tyler Gossett**, Fifth Third Bank; President-Elect – **Mitch Florence**, Republic Bank; Secretary – **Mat Hulberg**, Jett Title; Treasurer – **Brad Howard**, PNC Mortgage; Immediate Past President – **Jason Heflin**, loanDepot, LLC. Directors: **Bryan May**, Century Mortgage; **Marcie Morris**, Kentucky Housing Corp.; **Alison Sheshull**, Bluegrass Land Title; **Tim Vaughan**, Supreme Lending; **Brenda Weaver**, eHome America; **Ryan McCord**, Kentucky Farm Bureau Insurance; **Wayne Thompson**, Banker's Mortgage Consulting; **Adam Asher**, Liberty Mutual; **Shirley Riley**, Community Trust Bank; and **Abdul Muhammad**, WesBanco Bank Inc.

## ORGANIZATION OF BIOLOGICAL FIELD STATIONS

■ **Chris Lorentz** has been elected as the new president of the Organization of Biological Field Stations. Lorentz is director of the biology field station at Thomas More University. The mission of OBFS is to facilitate the highest quality environment for scientists, students, teachers, and the public in pursuing research and education to enhance biological and environmental understanding through critical research, innovative education and public outreach.



Chris Lorentz

## PROFESSIONAL WOMEN'S FORUM

■ The Professional Women's Forum has announced its board of directors for 2019-2020: Chair – **Becky Naugle**, (retired) Kentucky Small Business Development Center-UK; Secretary – **Beverly Clemons**, CMI Consulting LLC; Treasurer – **Melissa Whitton**, Most Valuable Pets Inc.; and Immediate Past Chair – **Hazel Teichen**, Bluegrass Care Navigators.

## UNIVERSITY OF KENTUCKY

■ **Bryan Sunderland** has been appointed as a member of the University of Kentucky board of trustees.



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# LANE ONE-ON-ONE

Kentucky's leaders express their opinions



## Bruce Tassin

Bruce Tassin joined CHI Saint Joseph Health in November 2015 as president of Saint Joseph Hospital and Lexington market leader for what was then KentuckyOne Health. In 2017, he was named CEO of CHI's central and eastern market of Kentucky, which was rebranded as CHI Saint Joseph Health in January 2019. He also serves as president of Saint Joseph Hospital in Lexington. Before coming to Kentucky, Tassin was president/CEO of CHRISTUS St. Vincent Regional Medical Center in Santa Fe, New Mexico, and served in a range of leadership positions during more than 18 years at St. Frances Cabrini Hospital in Alexandria, Louisiana, overseeing risk management, human resources, quality and medical staff services. He completed his tenure at St. Frances Cabrini as chief operating officer and administrator. A Louisiana native, Tassin earned both a bachelor of science and MBA degree from Northwestern State University in Natchitoches, Louisiana.

## NO MARGIN, NO MISSION – CASH FLOW STILL KEY ELEMENT IN CARING FOR ALL

Saint Joseph Health CEO Bruce Tassin says a strong team connected to community and backed by a large system is prescription for success

BY MARK GREEN

**Mark Green: Tell us about your background. With a career history primarily in the Southwest, what attracted and brought you to Kentucky?**

**Bruce Tassin:** I've been in health care now 30 years. I started at an entry-level position as a safety coordinator in the Central Louisiana market and worked my way up over 18 years to administrative president of that hospital. It was part of what today is CHRISTUS Health of Irving, Texas, which was formed when Sisters of Charity of the Incarnate Word Houston and Sisters of Charity of the Incarnate Word San Antonio came together in 1999.

In 2008 CHRISTUS Health started a new ministry in Santa Fe, New Mexico. I was asked to go there and be the COO of St. Vincent Regional Medical Center. CHRISTUS had purchased 50% ownership and a community-based board owned the other 50%. I worked as COO and ultimately CEO of the market from 2008 to 2015, and we did a lot of great stuff. We brought the roots of the Catholic-based faith of the organization back and as a team were very successful. My biggest accomplishment was building a sustaining team there; one of my board members, who I put on my team, Lily Montoya, is now the CEO of that market doing a great job.

We were there about eight years. In 2015, our daughter was finishing grad

school at Baylor University; we had an empty nest and were wondering what was next. CHRISTUS Health didn't have any other opportunities, and I saw there was an opportunity with KentuckyOne Health in the Lexington market. My wife and I prayed on it and said, 'Let's go visit and see what it might look like.' We came and interviewed. We fell in love with the community and fell in love with the mission. It was still oriented in Central/Eastern Kentucky to a Catholic faith base. We loved the history of the Sisters of Charity of Nazareth, and said, "This just feels right." After 25 years with one organization, my wife and I decided to make the move.

This community is very similar to the community I was raised in in Louisiana. People are gracious, they give you the benefit of the doubt. People were hungry for a leader who would come and help stabilize the Central/East Kentucky market, Lexington specifically, and stay awhile. I don't jump around; I like to build roots, I like to build a team. We've been doing that here in Lexington and have had a great first four years.

**MG: It's been a year since a rebranding from the former KentuckyOne Health, a reduction in the geographic footprint to shift and refocus as CHI Saint Joseph**

**Health. How has that change affected the organization?**

**BT:** It's been very positive. About 18 months ago we started a process to look at Central and East ending up (as a provider system) on its own. We went through a strategic planning process and did a lot of community outreach interviews, testing to see how people would feel about us going back to our roots. Jeff Murphy, our senior vice president of marketing/PR, led that and we got great positive feedback. People had never lost the Saint Joseph Health (brand); they resonate with Saint Joseph. When we made the decision to rebrand back to Saint Joseph Health it was tremendously positive. We had community leaders, employees, physicians who really got excited to get back to our roots.

**MG: Recap what communities you now serve.**

**BT:** In Lexington we have Saint Joseph Hospital and Saint Joseph East. We have a critical access facility in Berea called Saint Joseph Berea; an urgent care facility, 150 beds, Saint Joseph London; Saint Joseph Mount Sterling; and in Bardstown, Flaget Memorial Hospital. We have an emergency room with some other outpatient services in Jessamine County. We also have a large physician practice of about 250 providers that covers all those markets, and we have a clinically integrated network that covers about 100,000 to 120,000 lives that we manage.

**MG: Is Saint Joseph Jessamine expected to one day grow into a full hospital?**

**BT:** Not so much into a hospital but more outpatient services. Today the biggest need would be additional outpatient services. We need more physician office space there, and with more outpatient physician office space there'd be other ancillary services that we would need to be added.

**MG: What lessons were learned from the KentuckyOne Health era?**

**BT:** KOH started in 2012, a little before I came in 2015. The concept was spot-on: "Build an integrated network that could provide services across the state in all areas of need" was the right thought process. But it was a massive undertaking to bring the legacy Saint Joseph health system together with the University of Louisville health system, with Jewish and with Sts. Mary & Elizabeth. Tie into that the massive need of capital; a lot of those facilities and systems needed more capital investment even before it came together. It was an overwhelming task at



a time where there was limited capital across the state and across the country for reinvestment available to truly be successful. The concept was right.

**MG: How much capital did Catholic Health Initiatives put into the system?**

**BT:** Hundreds of millions. At one point in the Louisville market alone, if you include IT systems, it was about \$500 million. And that still wasn't enough.

**MG: Did that essentially become a gift to the communities and the state?**

**BT:** That's the beauty of being part of a (large) system. That money was coming from CHI, which at the time said it was committed to investing in Louisville, because it thought the strategy of KentuckyOne coming together was the right thing to do. Unfortunately, the focus to get those things stabilized probably limited the capital that could be spent in Central/Eastern Kentucky for that period of time.

**MG: Saint Joseph represents the faith-based history of this provider organization. How does that differentiate you from others?**

**BT:** Our mission statement is to always be there for the underserved. We don't question whether somebody has commercial insurance, Medicare, Medicaid or are uninsured. Our doors have always and will always be open, as a Catholic faith-based entity, to all comers. That's the biggest differentiation.

There's a saying by many religious congregations who provide health care, "No margin, no mission." They're not there just for the poor, they're there for all comers. We have to be competitive in the Medicare, Medicaid and commercial ranks to ensure that we can always take care of the uninsured. As health systems grow, you've got to be able to pay for the capital, and if you put yourself out there to take care of only the underserved, then you will not be able to pay the bills, attract the labor, pay for your supplies, pay for capital investments. It's a balance of the portfolio in ensuring that you're out for business for commercial-covered lives and Medicare-covered lives but always will have a focus on the uninsured.

**MG: What is the administrative, financial, policy relationship between Saint Joseph and CHI, which is based in Denver?**

**BT:** CHI, the former parent corporation out of Denver, merged in February 2019 with Dignity Health, a Catholic health system primarily in the West – California, Nevada and Arizona – to form CommonSpirit Health. (Based in

Chicago, it is the largest Catholic health system in the U.S.). CommonSpirit Health now has two support offices, one in San Francisco and one in Denver. That's the parent corporation at this point.

We will continue to maintain our name as CHI Saint Joseph Health. The purpose of coming together was to look at evidence-based best practices, economies of scale in GPO (group purchasing organization) contract pricing – meaning how do we leverage to reduce our costs of supplies and goods by coming together and being able to negotiate? CommonSpirit is going to play a big part in advocacy for the underserved across the country for policies that ensure access for all. Daily operations are going to continue to be local.

**MG: Is there a cash flow between Saint Joseph and CommonSpirit? Are they injecting money? Do some of the dollars generated here go to them?**

**BT:** As mentioned earlier, KentuckyOne had the influx of \$500 million (from CHI). At that time KentuckyOne was not generating that cash, so it was coming from other markets that were generating good cash flow and it was invested in the Kentucky market. Our goal is to be able to cash-flow ourselves. Typically in a market you look at a margin of 8% or better to be able to cash-flow yourself, but the allocation would be coming from CommonSpirit to the markets as a pool of capital dollars. It's essential that ultimately everyone gets to sell sustaining capital, but it's unrealistic when you're that large that every market will be able to do that. We want to be able to do our best to contribute to that bucket, and then those dollars could be allocated back to us.

Prior to my arrival, Saint Joseph Mount Sterling built a brand new facility that (on its own) would not have been able to generate the capital investment to build that new facility. That's an example of capital investment from a larger system. Saint Joseph Mount Sterling is new. The London facility is new, and Flaget. And Saint Joseph Jessamine. At that time, Saint Joseph health system would not have been able to produce that kind of cash flow to do that, so that's where the larger system comes in and invests.

**MG: Among major-provider entities and networks here in the state, some are in the black and some are not. Is Saint Joseph near that 8% goal?**

**BT:** Yes. For the last two years, we've hit 8-plus percent. And this year through December, we're hitting our overall budgeted target. There has been a lot of good work, a lot of focus and rebuilding of the Lexington Saint Joseph Health

#### **CHI Saint Joseph Health**

CHI Saint Joseph Health, part of Chicago-based nonprofit Catholic system CommonSpirit Health, consists of 135 locations in 20 counties, including hospitals, physician groups, clinics, primary care centers, specialty institutes and home health agencies. The system serves patients in 35 Kentucky counties.

#### **Main facilities**

- Flaget Memorial Hospital, Bardstown
- Saint Joseph Berea
- Saint Joseph East, Lexington
- Saint Joseph Hospital, Lexington
- Saint Joseph Jessamine, Nicholasville
- Saint Joseph London
- Saint Joseph Mount Sterling
- Women's Hospital at Saint Joseph East, Lexington

#### **Long-Term Acute Care**

- Continuing Care Hospital, Lexington within Saint Joseph Hospital

#### **Affiliate**

Taylor Regional Hospital, Campbellsville

#### **Express Care**

Express Care, Bardstown  
Express Care Palomar, Lexington

#### **Home Care & Hospice**

VNA Health at Home, Lexington

system – reconnecting with our community, rebranding, and reinvesting in Central and Eastern Kentucky.

**MG: What are the unique characteristics of the Lexington health care market? How does CHI Saint Joseph Health complement, and also compete with, the other providers in the market?**

**BT:** In a population of just under 400,000, probably serving more like 800,000, the Lexington market is blessed to have two private health care systems and a level-one trauma center. UK Healthcare has the level-one trauma center and that higher acuity access here. It's a blessing to have that referral for transplant, trauma. If you look at the three health systems, we all fit a different niche, but based on the size, population and need of the community, there's a need for all three systems.

There are things we work together on such as the paramedicine program here. A lot of patients who call 911 don't need to go to the hospital; they have chronic conditions and so forth. UK, Saint Joe, Baptist Health together work on how we reduce those calls but provide services to patients who may need it in the home. On the opioid crisis, all three entities are working together with the city and Kentucky Hospital Association. We collaborate on those areas and try to work on them at a community health level.

## LANE ONE-ON-ONE

**MG: Saint Joseph Health has a diverse footprint across Central and Eastern Kentucky, ranging from critical access hospitals to major tertiary referral centers. How do you develop a strategy to serve various communities while operating as one system?**

**BT:** Saint Joseph Health has a tertiary facility, which is here, Saint Joseph Hospital, and services including a comprehensive program outside of trauma and transplant. It's a natural referral center so you would think your outlying facilities should just refer all higher-level care here to Lexington. However, we looked at our three-year strategic plan about 18 months ago, and when we talked to the communities we serve we found people want services closer to home. We're focusing on trying to keep services in those outlying communities.

We flipped our mindset and our strategy to build better services in the community and only transfer services truly of a higher level of care to the Lexington market like neurosurgery, or heart care for bypass surgery, valve replacement and so forth. Each entity looked at the strategic plan. I'll use London as a good example because London is a regional referral center for central needs. We saw a need for them ultimately to become a trauma center; there's not a level-three trauma center in the central/southeastern part of the state. They're in their year of data collection, acting as a level-three trauma center with orthopedic coverage, with general surgery coverage. Every time they get a trauma patient, they go on trauma call alert – they test it, they look at it, they collect data. That process typically takes a year. By the end of 2020 or January 2021, we anticipate they will be an actual level-three trauma center. That keeps all those patients there.

It's not that we don't want patients to get care at UK as a level-one trauma – there's truly level-one trauma that needs to be taken care of at UK – but there's level three that needs to be taken care of in Central and East. That population will be able to depend on a level-three trauma center located there. It's the same thing with neonatal intensive care unit care; we're working on getting them up and running on a level-two NICU. Right now those babies have to come to Lexington. You want UK to take care of the higher-level NICU babies, but lower-level NICU babies need to be taken care of in that community. We're focused on investing resources to get them up to that level. People would rather stay home and get care than travel. It's a burden on families.

**MG: Saint Joseph seems to be growing, with recently announced ambulatory**

**centers in Lexington and Winchester. Will centers such as these continue to be an area of focus?**

**BT:** Most definitely. Whenever you look at the need, especially the need of the future, you need a bigger ambulatory footprint for two reasons. You want lower-acuity access for the patient population. As an example, our emergency departments. Whether it's our EDs, UK's EDs or Baptist's, a high-acuity location usually is a higher cost to patients, and we want to be able to expand lower-cost locations for our population. Whether it's extended hours in our primary care offices or additional urgent cares located throughout Central and Eastern Kentucky, we want to lower the cost and ease of access so patients have more of a lower-acuity retail environment where they can go in and out to get their care. It aligns with the overall population health strategy across the country. We want to keep people well, so we have to have these access points that give people ease of access so they seek care sooner rather than later. If they do it later, it hits a higher-acuity, higher-cost venue.

**MG: This ties into how you fit into the market. How do you describe Saint Joseph's specialization niche among the providers in the region?**

**BT:** Subspecialization offerings is a niche, either the employment of subspecialists or alignment of subspecialists. We have a great network on neurosurgery; it's a partnership with Lexington Clinic. On the orthopedic side, we have both employed orthopedic physicians and we have also aligned with Lexington Clinic for services at Saint Joseph Hospital; we have alignment with other orthopedic physicians on other campuses. For our services, we're well positioned both in our network of employed and aligned on subspecialties.

**MG: What is your view on the question of whether some of the rural community hospitals in Kentucky are likely to go out of business in the near term?**

**BT:** That is a big worry in the industry today across the country. Saint Joseph has several rural facilities across Central and Eastern Kentucky. We're lucky to be a little bit larger size. There is a big possibility, unless they align with larger systems, that community hospital closures could come to pass. More facilities will either have to sell or ultimately go out of business. We have an affiliation agreement with Taylor Regional Hospital in Campbellsville; that relationship is more of, "How do we help you?" They access our GPO, through which they can purchase supplies off our contract pricing. We help them in managed care negotiations and we actually



employ their CEO under Saint Joseph Health. The point being, we don't want to own every hospital, but if there's a way that we can help them access lower cost and expertise, that's the route we need to go as a state to try to help smaller facilities stay viable. This is not just about Saint Joseph Health; that would be any other larger system aligning with smaller facilities.

**MG: What are Saint Joseph Health's top operational and financial goals?**

**BT:** Number one would be increasing patient access, and I would start with primary care. It's no surprise that many folks in the industry say the No. 1 priority is access to preventative care. That means primary care providers. It's a struggle not just for us, not just for the state of Kentucky but across the country to continue to develop and grow. That requires recruitment and alignment for everybody to provide access to lower the cost of care. Second to that would be improving the ambulatory footprint that would provide ancillary care services at a lower cost that primary care providers can use – again, services closer to people in the populace and not coming in to the heavily dependent acute-care facilities.

**MG: What major takeaways came from Saint Joseph's most recent community health survey? And do you have to do separate surveys in every community?**

**BT:** Every community we're in, we have to do a separate health survey. For the most part, the top priorities align in all of them. Obesity and diabetes are in the top three. Opioid or substance abuse would be No. 2. And No. 3 is mental health. For all our markets, those are really the top three.

So for those three, what are we doing? One of the big areas of success for us is our diabetes program. We have certified diabetes outpatient programs at every one of our facilities. We're trying to improve our inpatient discharges. If a patient has a primary or secondary diagnosis of diabetes, we're trying to use





CHI Saint Joseph Health photo

*Saint Joseph Hospital is a 433-bed facility in Lexington and includes the administrative offices of CHI Saint Joseph Health.*

our clinically integrated navigators (CIN) network to attach with those discharged patients and connect them to our outpatient diabetes program. It gives them a venue for outpatient preventive care once they're discharged, and it helps us to monitor and provide services to them to keep them from being readmitted – that's where that higher cost of care is. Our biggest push this year is taking that outpatient diabetes program to that next level for discharged patients, trying to utilize our CIN network and care navigators.

**MG: Your system recently affiliated with Cleveland Clinic for cancer care. Why Cleveland Clinic?**

**BT:** We're very excited and have had tremendous feedback from our community on how positive it is. Why Cleveland Clinic? For top cancer treatment, you have Cleveland Clinic, you have MD Anderson (Cancer Center in Houston), you have Vanderbilt (Ingram Cancer Center in Nashville), you have Mayo Clinic (in Minnesota). We tested perception of those top-flight programs in the community. Cleveland Clinic is in the top 10 in cancer programs in the country. When you talk to our providers about patients who have asked for a second opinion, the majority of them have been done by Cleveland Clinic. It has close proximity. Just as our strategy has been trying to keep care closer to home, the "why" of affiliation is that even though Cleveland Clinic is only one state away, it's still one state away. A lot of patients want second opinions in our community; they don't want to travel. This affiliation provides access to the Cleveland Clinic right here at home, working with their local medical oncologists collaborating with the Cleveland Clinic on a second opinion.

**MG: Is it financially significant to CHI Saint Joseph Health (and other Kentucky providers) whether the commonwealth has "expanded" Medicaid coverage?**

**BT:** It's extremely important. Our mission is to cover all who come, regardless of ability to pay. Before the Affordable Care Act and the expansion of Medicaid, we had a substantial number of uninsured patients who had nothing. But we took care of them. Expanded Medicaid allowed us to at least collect some level of reimbursement for services provided. We, at least at CHI Saint Joseph Health, are a lot better off with expanded Medicaid. The community is better off because you've got a group of our population who now have some level of insurance and feel like they can go to their primary care doc or ancillary services or hit EDs where appropriate and say, "I have insurance, I want to be taken care of." Previously there was a vast percentage of that population who would wait until it was a true emergency and be a larger burden of cost on the system versus now proactively being able to do it preventatively. Our whole community, the whole health care system here, is a lot better with the expanded Medicaid.

**MG: The Lane Report last year published an article about the complex job duties of hospital administrators. Your responsibilities over the system regionally exceed even that. As a leader, what are your key components of success? What are your must-haves?**

**BT:** The No. 1 area for success is the team you pull together. You look in the industry at individuals who have been very successful in large health systems, but when you talk to them it's never been about them. No one person can make it happen. It's the success of pulling a strong team together. I was blessed to have some leadership already here. Like Jeff Murphy, (vice president marketing/communications), who has a legacy of years working with Saint Joseph Health system and an ability to identify top talent and recruit. I am so excited about the leadership team here in Lexington in the corporate office for CHI Saint Joseph Health. They're from different backgrounds. While I'm from faith-based, we have recruited some from the for-profits: HCA, Lifepoint. They have to commit to the mission, and they have, and bring a skill set that allows us to leverage the best of their knowledge from their historic perspective, whether it's for-profit or not-for-profit, to help us align and build a strategy and an operating model that allows CHI Saint Joseph Health to be successful.

Number two is community integration, the expectation not only at the system-structure level but at every facility in the community. We're here because at some point we were asked to be here in each market. And if you ever lose that then it's time to ask, 'Should we stay in this market or not?' Our expectation is that our local leadership at each one of our markets is ingrained in that community, giving back to that community.

And No. 3 is about relationships. When you look at how wonderful an opportunity we all have to serve in this ministry, in this community, and in this state, it's about building relationships in the communities we serve and keeping those relationships strong, positive; ensuring people understand that it's about a relationship that is built on trust and transparency.

**MG: How has being a health care CEO changed over the course of your career? What have been the major adjustments and trends?**

**BT:** The biggest piece is being nimble on what the focus is today and where the need may be different tomorrow. A lot of people over the years looked at five-year strategic plans, 10-year strategic plans, some down to three years. It's getting to the point where you have to look year to year at the focus that we need to have as a community health system. You have to be nimble, you have to be flexible. You have to have a great team around you, helping you keep the pulse of what's going on in the industry. You have to regularly be looking at what's happening in other markets and is that coming towards your market.

**MG: Where do you see Saint Joseph Health in 10 years?**

**BT:** You're going to see a system that will still have a high acuity operation but heavily invested in and more focused on population health. We're going to be geared more towards trying to take care of more outpatients. More inpatient surgeries are going to be pushed to outpatient, which means we have to be flexible on changing our mindset and our model on how we do outpatient surgery, how we provide a footprint of other ambulatory sites, whether it's imaging, therapy services or telemedicine. You're going to see a bigger digital footprint to allow for that to occur over the next 10 years. ■



*Mark Green is executive editor of The Lane Report. He can be reached at [mark@lanereport.com](mailto:mark@lanereport.com).*



*BehaVR, a tech company founded in 2016 by former Humana executive Aaron Gani, is using virtual reality (VR) technology to treat patients suffering from addiction, anxiety, depression and chronic pain. Read our online-only sidebar about the Elizabethtown-based company at [lanereport.com](http://lanereport.com).*



Department of Medicaid. The new legislation that went into effect on July 1, 2019, removed the barrier of having to have both the patient and provider be approved by the Kentucky Telehealth Board, provided additional clarity on where the patient can be located (clinic, school, home, business), and added additional information regarding store and forward or asynchronous telehealth options.”

Definite progress, according to professor Robert Caudill, M.D., director of telemedicine and information technology programs in the Department of Psychiatry and Behavioral Sciences at the University of Louisville School of Medicine.

“I put together a business plan in the early 2000s that recognized the misallocation of resources in the state. As a community psychiatrist at the time, I related to the great difficulty my colleagues in rural settings were having in recruiting and retaining quality medical staff,” Caudill said. “While we (at UofL) were not exactly overstaffed, we definitely had resources we could redeploy. The implementation of a technology solution to help these rural clinics with their staffing issues made perfect sense.”

Adoption of telemedicine into Kentucky’s health care landscape proved to be an insightful move on the part of commonwealth legislators and bore fruit with hospitals across the state.

“In 2013,” Murley said, “Norton Healthcare started to add some telemedicine services with specialty providers to our affiliate hospitals – for example, cardiology, pulmonology, infectious disease and neurology. These providers do remote consults for patient in outlying, rural areas in Kentucky and Indiana that we are affiliated with.”



**Robert Caudill,**  
Director of  
Telemedicine  
and  
Information  
Technology,  
Department of  
Psychiatry and  
Behavioral  
Sciences,  
University of  
Louisville  
School of  
Medicine



**Nick Sarantis,**  
ATC System  
Director of  
Digital Health,  
Baptist Health



**Jennifer Murley,**  
Director of  
Healthcare  
Informatics,  
Norton  
Healthcare

# Telemedicine Gains Bandwidth

Technology takes provider resources to rural patients

BY CLARY ESTES

A “ping-ping” rings out lightly but distinctly as my call with Norton Healthcare connects. A few seconds later a video appears on my phone of three women: Lynne Choate, public relations manager; Jennifer Murley, director of health care informatics; Rachel Alexander, APRN manager of telehealth, who are in a Western Kentucky hospital as I sit in my dining room 2 ½ hours away.

This interaction is the future of health care in Kentucky. We are using Zoom, an app that has become a familiar tool for commonwealth telemedicine. According to its website, Zoom “reliably delivers consistent clinical user experiences, seamlessly integrates into (provider) technology and workflows, and keeps (hospitals) connected and compliant. With high-quality video, even in low-bandwidth environments, organizations

can support health care teams and patients around the globe.”

The Zoom app is one link in a long chain that is telemedicine in Kentucky today. The state was one of the first in the nation to open its arms to telemedical development in 2000 by authorizing physician use of telehealth, creating the Kentucky Telehealth Board to develop the Kentucky Telehealth Network (KTN), and prohibiting insurers from excluding such technologies.

“The technology really is not new at all,” said Nick Sarantis, ATC System director of digital health at Baptist Health. “In 2000 Kentucky first mandated reimbursement for telehealth by the



UofL took a similar course, Caudill said.

"The Department of Psychiatry at the University of Louisville became actively involved in telepsychiatry around 2009. We started with some child psychiatry services provided to Western Kentucky clinics. It rapidly grew. We are constantly looking at additional ways to expand services."

And health care providers are doing their part to help patients adapt to the new technology as well, Norton's Murley explained.

"Our providers work very carefully with our patients to ensure they have a great experience with our telehealth services. Connectivity is obviously a big part of that and so we do quite a bit of hand-holding in the beginning to ensure our patients understand the technology," she said. "If the patient is having difficulty, we'll call them on the phone and talk them through other telehealth options such as coming off of their Wi-Fi and going on their data plan or switching from a computer to a mobile device. We have a whole list of troubleshooting techniques that we go through with the patient."

"We're aware the first telemedical visits might take a little bit longer until we really get the technology piece worked out with the patient. But we find that once we explain everything to the patient, if they ever use the services again, they don't have the same difficulty because they'll go right to what we found that works best after we do the troubleshooting."

In response to the growth of Kentucky telemedicine, legislators took further steps in spring 2018 to expand the state's embrace of telemedicine with the Telehealth Law SB 112, which further solidified the requirements that insurers cover telemedicine as well as looping Kentucky Medicaid into the new system and clarifying many telemedical rules and regulations across the board.

Federal and state government, as well as health care foundations, are helping hospitals grow Kentucky's telemedical technology. Owensboro Health announced in November 2019 that "OH has received a \$460,820 federal grant for a new telemedicine project that will allow regional patients to consult with the health system's specialists without making a trip to Owensboro." The grant "will provide telecommunications units at 10 sites. Cities with access to OH telehealth services will be Greenville, Powderly, Calhoun, Madisonville, Beaver Dam and Tell City, Indiana" and should be available by March 2020.

Similarly, Kentucky Rural Healthcare Information Organization (KRHIO) has been working the past year to expand

behavioral health care coverage in Eastern Kentucky through a \$495,851 grant from USDA's Distance Learning and Telemedicine Program to expand telehealth services to 24 sites and 13 communities.

"So many patients don't receive the care they need," KRHIO Executive Director Andrew Bledsoe said in a 2018 interview, "because they can't afford to travel to the bigger cities, or they don't have a way to get there. Telehealth can eliminate this burden and allow people to get the help they need."

Pathways Community Mental Health Center also received a three-year \$930,000 grant in 2019 from the United Health Foundation to expand its telehealthcare services for more than 3,000 children in 10 Eastern Kentucky counties. Pathways will develop technology at 16 outpatient offices and specialty residential units in the region to connect children to child and adolescent psychiatrists hours away and remove the requirement that families drive 2½ hours for counseling.

"The No. 1 barrier to care in this part of Kentucky is always transportation. If you can't get there, you can't get the care," Pathways CEO Dr. Kimberly McClanahan told WEKU radio in an interview.

#### Connecting to better health

Telemedicine is also a great tool in providing vital early response for stroke patients, Baptist Health's Sarantis said.

"Utilizing telehealth allows hospitals to provide specialty care in smaller hospitals that otherwise could not provide that type of care. Stroke is a great example since without the early diagnosis and administration of the drug TPA, the patient could suffer very serious consequences, longer hospital stays, longer rehab, etc.," he said.

"This same patient also might have to be transferred to another hospital, which again could lead to higher costs. The ability for that patient to receive quick and quality specialty care in one location is the best for the patient and the most efficient way to provide care," Sarantis said. "Baptist Health Madisonville has a teleneurology program with the University of Louisville to provide 24/7 consultation with stroke specialists."



**Andrew Bledsoe,**  
*Executive Director  
Kentucky Rural Healthcare  
Information Organization*



**Dr. Kimberly McClanahan,**  
*CEO,  
Pathways Community  
Mental Health Center*

Hospitals and providers, with legislative encouragement, are enthusiastically embracing the new technology, and the Kentucky Wired project is slowly pushing bandwidth into all areas of the state. But some areas of technology infrastructure do still need to catch up if telehealth is to achieve its potential.

"There have been technology limitations, especially with connectivity requirements for telemedicine infrastructure," said Francis DuFrayne, M.D., chief medical officer at Owensboro Health. "Currently telecommunications vendors within the state do not have the infrastructure to support 5G bandwidth."

According to broadbandsearch.net, internet options for Kentucky remain less than the national average, with 35.4% of Kentuckians having 25 Mbps speeds or less; 6.5% with no wired internet access available; and 5% underserved or with minimum internet services available, which leaves 34.2% of Kentuckians without effective access to the internet.

With a third of the state still lacking access to telemedicine on a direct patient-to-provider internet channel, hospitals are lobbying to expand internet infrastructure to the benefit of health care as well as other business needs. Meanwhile, telemedicine opened up the option of providing coverage over the phone, so rural Kentuckians limited to landline communication still have the option to get telehealth coverage while the technology infrastructure catches up.

It is not just patient-to-provider care that telemedicine encompasses. The scope of telemedical technologies has become expansive both in Kentucky and nationally and includes specialists and large hospitals to smaller regional hospitals, and providers to nonmedical organizations such as schools and jails.

Dr. Ralph Alvarado, a state senator, took note of the cost-saving potential at the 2019 Telehealth Summit.

"It's going to help reach people in our jail settings and in our school settings as well as hopefully help reduce the number of ER visits and expand access for patients to specialists, such as mental health specialists. We have a shortage of all of these things in our state." ■



**Dr. Francis DuFrayne,**  
*Chief Medical Officer,  
Owensboro Health*



**Dr. Ralph Alvarado,**  
*State Senator*

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

# Women Worthy of Note

Women who are making a difference  
in the commercial life of Kentucky

BY LORIE HAILEY

**O**UR occasional feature, Top Women in Business, highlights some of the women around Kentucky who are making an impact in business, the professions, politics and economic development. The intent is to recognize not the household names, but those in key roles whose work ethic and body of work are making important contributions to commerce – and life – in the area.

The seven women featured in this issue are among the many such women *The Lane Report* editorial board has identified. We welcome your suggestions for others who also are deserving of recognition for their efforts to boost the economy. Send your recommendations to [lorie@lanereport.com](mailto:lorie@lanereport.com).

## Amy Cloud



*Amy Cloud is a native of Lexington who lives on a farm in Lancaster.*

**Title/Company:** Executive director, Kentucky Chamber of Commerce Executives (the society of local chamber of commerce professions in Kentucky)

**How long at company/position:** Three years

**Previous jobs/positions:** President, Jessamine County Chamber of

Commerce; executive director, Garrard County Chamber of Commerce; VP of Operations, McMinnville – Warren County Chamber (Tennessee)

**Top accomplishment:** Named the 2014 Kentucky Chamber Executive of the Year

**Education:** Bachelor of Arts in communications (journalism) with a minor in graphic arts and marketing, University of Kentucky; graduate of the Institute for Organization Management through the U.S. Chamber and Kentucky Institute for Economic Development

**Person(s) who most influenced or mentored me:** It's hard to give credit to just one person. I've had two wonderful older sisters who were role models to me growing up, and teachers along the way who challenged me to step out and be bold – Mrs. Gariepy, Ms. Moore, Mr. Ball and Mrs. Voss. Today, I'm thankful that I have great cheerleaders at home in my husband, Jay, and two kids, Kendall and Houston. There is no greater influence when you can celebrate the wins and tackle the obstacles than if you have a "home team."

**What inspires/drives me:** My family. I want to always represent them well. If I'm known as my husband's wife, my children's mother, as a sister or a daughter, I want people who meet me to feel like they know the values of the people who support me.

**Hobbies/interests:** We show quarter horses across the region. I enjoy doing fun things with my family. I love to travel! My husband and I recently became certified scuba divers, so that's been an exciting adventure. I enjoy reading and cooking, when I have time.

Currently reading/recent movie/play/concert attended: Most recently, I've been binge watching the Jack Ryan series on Amazon.

**My biggest challenge and how I overcame it:** My biggest challenge was a personal struggle with not being able to bear children. Years of trying to figure out what that meant to me and my

husband brought us closer in our marriage, through our faith. We knew God had a plan for us. We were blessed to find a simple fix and were able to have our own biological kids. Much later in our life than what we planned, but that's the lesson in it all: It's not our plan ...

**My advice to younger women in business:** Don't be afraid to be you. You are unique with your own set of incredible talents. Use them.

## Katie Fussenegger



*Katie resides in Simpsonville, her hometown.*

**Title/Company:** Vice president, Kentucky Derby Museum (as of Feb. 10)

**Previous jobs/positions:** President/CEO, ShelbyKY Tourism

**Top accomplishment:** My highest personal achievement to date is the opportunity to continue to develop my career while becoming a mother to two beautiful children. I've had to define what success and happiness look like and truly focus on that definition to ensure these two individuals turn into productive members of society. I have had to balance and extend my moral understanding, ethics and overall priorities.

**Education:** Bachelor of Science in communications, University of Louisville; certified tourism industry specialist, IUPUI (Indiana/Purdue University); TMP, STS Marketing College at the University of North Georgia; graduate, Leadership Kentucky

**Person(s) who most influenced or mentored me:** My grandfather, who has been in the hospitality industry



almost 45 years, was more than willing to provide advice and guidance. Nicole Twigg was one of my first bosses within the tourism industry and is a supporter to this day; she is a supreme professional and I am honored to have her confidence. I also owe a debt of gratitude to my very first board of directors. They took a chance on a “green” director right out of college to lead our community destination marketing organization and believed in my leadership. Finally, Chenelle McGhee (ShelbyKY Tourism’s marketing director), who continues to be one of my biggest cheerleaders and pushes me to strive and perform better each day.

**What inspires/drives me:** I have always been driven to perform better than expected and produce quality work. I’ve always strived to break and push through barriers. I was given the opportunity to be a young female leader early in my career, and I have never taken that for granted. I hope I’m blazing a path for future female leaders and being the best example I can for young minds.

**Hobbies/interests/volunteer work:** Entertaining has been a lifelong passion, which likely led to my career in the hospitality business. I enjoy traveling with family across the globe and getting to cherish moments of discovery. I serve as president of Skat International Louisville (International Association for Travel and Tour Professionals) for 2020; treasurer and executive board member, 2019-2020, of the Kentucky Tourism Industry Association; chairman of the Bourbon, Horses and History marketing region; a board member and design committee member for Shelby Main Street; state chair for the DC Congressional Summit of the Southeast Tourism Society; and member of the Kiwanis Club.

**Currently reading:** I love to read and am an avid sponge of both fiction and non-fiction. I am currently reading “Boundaries for Leaders” by Henry Cloud, “Becoming” by Michelle Obama, and I just finished “Tribes” by Seth Godin.

**My advice to younger women in business:** Surround yourself with a group of mentors and supporters to help see you through all of the trials, tribulations and wonderful experiences life will throw your way. Never let someone steal your self-worth! Believe in the fact that you can do anything you put your mind to. Finally, know that you have been given a precious gift to lead the way for other females.

## Nancy Wiser



*Nancy was born in Louisville but grew up in Lexington and currently lives on a small farm in southeastern Jessamine County.*

**Title/Company:** President, Wiser Strategies

**How long at company/position:** Nine years

**Previous jobs/positions:** Founder and partner in Wiser, Hemlepp & Associates; vice president of The Preston Group; marketing and public relations director with Cardinal Hill Hospital; and marketing and public relations positions with Good Samaritan and Eastern State hospitals.

**Top accomplishment:** I’ve narrowed my top professional accomplishments to two. In 2002, I was inducted into the Public Relations Society of America’s College of Fellows, making me one of only 350 active members with this distinction, which honors those whose accomplishments meet the highest standards. The other is succeeding as a business owner for 20 years.

**Education:** I am accredited in public relations and I have a master’s degree in communication from the University of Kentucky, and a bachelor’s degree from Eastern Kentucky University in recreation and park administration and English.

**Person(s) who most influenced or mentored me:** I’ve been blessed to have worked with and been supported by many outstanding businesspeople, the most important of which are my father, Jim Moss, and Thomas L. Preston, APR, Fellow, PRSA. My father taught me about nature, God and how to be comfortable with and talk with anyone. Tommy Preston modeled how a principled, thoughtful public relations professional makes a difference for their clients.

**What inspires/drives me:** I’m motivated by complex business communication opportunities – solving problems and developing plans and campaigns that lead to desired change.

**Hobby/interests/volunteer work:** My favorite pastime is being out in nature and walking.

**My biggest challenge and how I overcame it:** My biggest challenge was not having a clear career direction. By focusing on my interests and talents, I found my own path to becoming a communication professional, the vocation I was meant for.

**My advice to younger women in business:** Listen to your intuition. Intuition is more than a hunch; it comes from your ability to observe and assess situations. It should not be your only guide but also should not be dismissed. In addition, be a lifelong learner.

## Ashley Graves Johnson



*Ashley is a native of Louisville who resides in Paducah.*

**Title/Company:** Vice president and Western Kentucky district manager, U.S. Bank

**How long at company/position:** With U.S. Bank since August 2004; district manager since September 2016

**Previous jobs/positions:** Branch manager (2004-2007); commercial Treasury management and payments consultant (2007-2016)

**Top accomplishment:** I just graduated from Leadership Kentucky, and I am the first person to complete both the core program (2019) and the Elevate program (2018).

**Education:** Bachelor of Science in agriculture, Murray State University

**Person(s) who most influenced or mentored me:** My mother, Marj Billker Graves. After retiring from United Parcel Service as an occupational health nurse in 2006, she found a new passion speaking to others about the impact that serving in the Vietnam War has had on her life. In 2018, she was inducted to the Kentucky Veterans Hall of Fame for her work helping other veterans heal. She is a strong woman who raised strong women, and she continues to share her wisdom with me daily.

**What inspires/drives me:** As a woman in business, my 13-year-old daughter, who as an 8th-grader is in her first season on our high school's varsity basketball team. Claire is a determined athlete who practices every day. I am inspired by her ability to perform with confidence among older, stronger athletes. She can't decide between being an NBA coach, an orthodontist, or a veterinarian when she grows up. It's a joy to parent a young lady who has confidence she can become anything and achieve any goal she desires.

**Hobby/interests/volunteer work:** I love travel and gardening. I serve on the Barkley Regional Airport Authority Board. I am also passionate about the United Way of Paducah-McCracken County and our partner agencies, and have served as board president.

**Currently reading and/or recent movie attended:** I am currently re-reading one of my favorite books, "Expect to Win" by Carla Harris. I recently took my daughter to see "Little Women."

**My biggest challenge and how I overcame it:** In 2015, we adopted our son from Shenzhen, China, in less than 90 days. He was about to turn 14 and "age out," spoke very little English and had spent 11 years in a social welfare institution. His adjustment was immeasurable, and the strong support of our children, family, and friends helped us through many challenging days. Isaac will graduate with honors this May from McCracken County High School and plans to attend college in the fall.

**My advice to younger women in business:** Build a brand of performing every role with excellence. Invest in others and nurture the relationships within your network. Let everything you say be good and helpful so that your words will be an encouragement to those who hear them. (Ephesians 4:29)

## Victoria Russell



*Victoria is a native of Louisville, where she currently resides.*

**Title/Company:** Vice president of Diversity Equity and Inclusion, Papa John's International, Inc.

**How long at company/position:** 13 years at Papa John's, 18 months leading Diversity, Equity and Inclusion

**Previous jobs/positions:** Marketing analytics, compensation/human resources

**Top accomplishment:** First chief of Diversity, Equity and Inclusion for Papa John's; stood up first DEI Strategy; established six employee resource groups; created first supplier diversity initiative, etc.

**Education:** MBA, marketing, University of Kentucky; bachelor's degree, marketing and management, UK

**Person(s) who most influenced or mentored me:** My mother. After a two-year battle with Stage 4 ovarian cancer, she passed in May 2018. She was a strong, tough woman who fought until the very end with a smile on her face. She instilled in me everything I need to continue this journey without her. After watching her journey and transition, I'd finally learned the type of life that I wanted to lead, one that would honor her legacy and continue to make her proud of me. I wanted to lead a life of significance beyond success.

**What inspires/drives me:** People inspire me. So many have helped me by clearing barriers and obstacles. I feel it is my responsibility to do the same for others. It is imperative that we lift as we climb.

**Hobby/interests/volunteer work:** I serve on several nonprofit boards. I am a Zumba instructor, an identical twin, and not too long ago, I used to moonlight as a bartender!

**Recent movie attended:** I recently saw "Downton Abbey" (the movie). I was a huge fan of the series and loved how they tied up everyone's storylines in the movie.

**My biggest challenge and how I overcame it:** Leading diversity for Papa John's during the most challenging time in its history. I focused on the 120,000 team members and 800 franchisees of this brand. We were worth fighting for, so I did. It has been the most challenging time of my career, but also the most rewarding.

**My advice to younger women in business:** The advice I'd give young women is to have confidence in yourself and in the power of your voice. Stop trying to conform to who you think people want you to be, and instead be yourself. The best version of yourself. Lastly, I'd leave them with a quote from Shirley Chisholm: "If they don't give you a seat at the table, bring a folding chair." But don't stop there. Once you're at the table, slide over quickly and make room for others.

## Taunya Phillips



*Taunya is a native of Danville who resides in Lexington.*

**Title/Company:** Senior associate director, New Ventures & Alliances, Office of Technology Commercialization at the University of Kentucky

**How long at company/position:** 20 years at UK; one year in current position

**Previous jobs/positions:** Production manager, process engineer, technical sales person, marketing analyst and planner, Milliken & Co.

**Top accomplishment:** Being president of the University of Kentucky Alumni Association board of directors

**Education:** Bachelor of Science in chemical engineering, UK; MBA, UK



**Person(s) who most influenced or mentored me:**

My parents and the “village” in which I grew up in Danville; my high school chemistry teacher; several bosses and many coworkers

**What inspires/drives me:**

I am inspired by people who go after what they want and succeed, especially if they have had to overcome adversity. I am driven by the desire to help others achieve their dreams. It is extremely rewarding to me to help others, whether they are students, entrepreneurs, family and friends, even strangers.

**Hobby/interests/volunteer work:**

I love dance; I play a little golf; I like biking. I am president of the UK Alumni Association board of directors and a member of the College of Engineering Dean’s Advisory Council. I am also on the advisory council of Bank of the Bluegrass, and a Midwest University Research Network (MRUN) board member. I was 2014-2015 board chair for Opportunity for Work and Learning Inc., and I am a past president of the UK College of Engineering Alumni Association Board. My volunteer work has been at my church.

**Currently reading and/or recent movie/play/concert attended:**

I am currently re-reading “The Success Principles” by Jack Canfield. I have some things I want to accomplish over the next few years and the book provides principles for accomplishing big things. The most recent movie I saw was “Once Upon a Time in Hollywood.” The last concert I attended was the Blind Boys of Alabama Christmas Show at the Singletary Center.

**My biggest challenge and how I overcame it:**

The biggest challenge I have had to overcome is self-doubt. I have learned that no situation is going to be perfect, but you just have to jump in, work hard, study and capitalize on the talents that you have.

**My advice to younger women in business:**

Be fearless. Believe in yourself and your talents and abilities. Don’t wait for the right time to do the things you want, because there is no right time. Enjoy the ride!

**Laura Lyons**

*Laura is a native of Northern Kentucky, where she currently resides.*

**Title/Company:** President, ATech Training

**How long at company/position:** 28 years at ATech; 10 as president

**Previous jobs/positions:** R.A. Jones, electrical engineering; U.S. Army, specialist – military intelligence.

**Top accomplishment:** Personally, being a parent; professionally, a work in progress.

**Education:** MBA, Northern Kentucky University; bachelor’s degree in computer science, Hawaii Pacific University; associate’s degree in electrical engineering technology, University of Cincinnati

**Person(s) who most influenced or mentored me:** Family (learning/love) and mentors who arrived as I needed them

**What inspires/drives me:** Learning and solving problems

**Hobby/interests/volunteer work:**

Gardening, hiking and being physically active; community volunteering (including GROW NKY)

**Currently reading and/or recent concert attended:**

I just finished Malcolm Gladwell’s “What the Dog Saw” and attended a Cincinnati Symphony Orchestra concert.

**My biggest challenge and how I overcame it:**

Public speaking. I continue to work on this by speaking at events and receiving great advice from a teacher.

**My advice to younger women in business:**

Have confidence in your abilities, live your passion, and remember what everyone else thinks about you is none of your business. ■

*Lorie Hailey is special publications editor for The Lane Report. Reach her at [lorie@lanereport.com](mailto:lorie@lanereport.com).*



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*The redesigned lobby of Frost Brown Todd's main office on the 32nd floor of the 400 West Market building in downtown Louisville evokes the architecture of the Ohio River bridges that are the most significant view from the office's windows.*

Frost Brown Todd photo

# The Incredible Shrinking Law Office

Kentucky legal firms revamping space needs in a changing work environment

BY SHANNON CLINTON

**L**AW firm Frost Brown Todd's Louisville headquarters office is nearing the end of a significant renovation, one that has updated its workspaces from the needs of a quarter century ago to those of today.

The firm employs 525 lawyers in 13 markets across nine states, among them a Lexington office in Lexington Financial Center on West Main Street and the headquarters now occupying six floors of the 35-story tower at 400 W. Market St. in Louisville.

Geoff White is member in charge for the Louisville office, which last had been configured and designed 25 to 27 years ago, he estimates. Employment numbers have been stable for a while now, and no exponential growth is foreseen.

"We had an opportunity to negotiate a (Louisville) lease renewal and in so doing, we really carefully examined our space," he said.

Two or three decades ago, it was common to have one secretary assigned to one or two attorneys, White said. But today, he said, assistants often work with three to four attorneys each, and some individuals, because of high-functioning teams, may be assigned to assist seven or eight attorneys.

White's counterparts at regional to larger firms across Kentucky echo his experience when evaluating office spaces in a changing legal services work



*Geoff White,  
Member In  
Charge,  
Louisville  
Office, Frost  
Brown Todd*

environment. Some are choosing to downsize square footage to streamline operations while others, in the process of merging or adding new positions, are still pursuing larger footprints.

Technology has become increasingly important, White said, in order for law office staffers to work collaboratively in teams across offices. And in many cases, technology has also reduced the need for paper storage, he said, with offsite and electronic data storage options. A firm law library with book-packed shelves once took up a third of one floor, but that's now a thing of the past, as research material is all available in a digital format, White said.

According to a July 2019 article, "Five Must Dos When Designing a Law Firm Workplace" published by REJournals, a Midwest commercial real estate news website, industry experts said today's legal services employees appreciate more choices than the traditional office or conference work settings afforded. They like elements such as "breakaway" spaces to work collaboratively or indoor or outdoor lounge areas. And as in most new business office settings today, they're placing more emphasis on bringing in natural light with glass walls as opposed to traditional office finishes.

That's been the case for FBT's renovation, foregoing the old school carrels and cubicles. With the help of architecture design, planning and consulting firm Gensler, the renovated space will have one less floor of offices but uses a more open floor plan with plenty of natural light from frosted glass walls and state-of-the-art workstations, featuring standing desks that attorneys and staff associates had been pushing for.

There are "huddle areas" for quick consultations and conference spaces in work areas. A new hospitality space is already being used for special events.

"It's a big change for us," White said.

During renovations, the firm temporarily used two floors of the building. Approximately half of the office's 140 or so attorneys were able to move back into the remodeled space in mid-January, when White estimated the project was about two-thirds completed. When finished, FBT will occupy the 10th and 28th-32nd floors, an arrangement White hopes will serve the office for at least the next decade.



The McBrayer Law Firm has Lexington headquarters and Louisville offices, a government relations office in Frankfort and a presence in Washington, D.C. It relocated its Louisville office last year after a successful merger.

James H. Frazier III, the firm's managing member since 1993, said McBrayer relocated to a new downtown Louisville office for 16 employees. The firm's Lexington location, with a current roster of 38 employees, is in the Chase building, where it's been located since 2002.



*James H. Frazier III, Managing Member, McBrayer*

In Lexington, McBrayer occupied the 9th and 10th floors and a small portion of the 11th floor. By about 2014, it completely occupied the 11th floor, and positions in different practice areas of focus continue to fill.

"I have no room for expansion that's contiguous on either floor – that's a conversation for another day," he said.

Frazier said being a medium-sized regional firm has had its benefits, such as remaining in a position of continued growth, even throughout the 2008-10 recession. With larger firms doing little



*Wyatt Tarrant Combs photo*

hiring and some contracting, he said, McBrayer looked to that potential employment pool for its needs.

About 10 years ago, McBrayer entered the Louisville market with one attorney, eventually growing to eight before adding seven attorneys from the former Reed Weitkamp Schell & Vice PLLC firm in a June 2019 merger. Since then, another attorney has been added and another hire is planned, Frazier said.

Given this rapid growth, a larger location was warranted so the Louisville office moved downtown to the 24th floor of the Hilliard Lyons building at the corner of 5th and Jefferson streets, where Reed Weitkamp had been

*Renovations are underway in the 400 West Market building in downtown Louisville where Wyatt Tarrant Combs is moving its offices. Wyatt will occupy 41,000 s.f. compared to 74,000 s.f. previously because it no longer needs a physical law library and technology allows one administrative executive to support three to six attorneys rather than one or two.*

operating. The remainder of the floor is being built out in offices and conference rooms.

"I'm very excited about Louisville," Frazier said. "It's a different market, but it's a market if you've got a niche in – and we do – and you've got the right people – which we do – you can expand that footprint."

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## LEGAL SERVICES

*Frost Brown Todd's redesigned legal offices include "huddle space" on each floor for ease of collaboration among staff and with clients.*

Frazier said in his experience, administrative assistants used to have a 2-to-1 or 1-to-1 ratio per attorney, but now he sees that more often as 3-to-1 or even 5-to-1, brought on by technological advances and younger hires who are adept with using these automations without assistance.

Frazier said he has friends in larger law firms who report they're expanding, but to other states rather than into existing markets. McBrayer hasn't elected to venture outside Kentucky thus far, he said, but it's been discussed periodically.

At Louisville-based Wyatt Tarrant & Combs, C. Tyson Gorman has been overseeing a main office move from 500 W. Jefferson to 400 W. Market. He's a partner in the Louisville office, one of five locations that also include Lexington, New Albany (Ind.), Memphis and Nashville.



*C. Tyson Gorman, Partner, Wyatt Tarrant & Combs*

At the end of 2019, Gorman said, the firm's lease was up on West Jefferson, a spot it had occupied more than 40 years under multiple leases. After looking at options that included remaining or relocating, Wyatt decided to move its 100 attorneys and staff members to West Market. The new offices will be smaller – a change from four floors and 74,000 s.f. to two floors and 41,000 s.f. – but about 20 years newer, he said.

One floor at West Market previously was a law office and only needs minor modifications, he said, while the other

floor requires extensive work. Renovations began in December 2019, and he hopes it will be completed by early May 2020.

Gorman said in his firm there commonly are three to six attorneys assigned per assistant, much different than when he entered the field 23 years ago and the ratio was 1-to-1. Technology is lessening Wyatt's need for storage space, including bulky law library volumes.

"We used to literally have tens of thousands of books on hand, and now it's all available at the click of a keyboard," he said. "That's a big space saver."

Some legal documents are stored electronically, though paper storage remains an issue at times, Gorman said, because paper files still must be taken to court proceedings.

Overall, square footage has contracted at all the firm's offices. Wyatt's Lexington site gave back a floor at its current location three to four years ago, and the Memphis office moved to a smaller location. The Nashville office moved a few times in the past few years

in its own downsizing effort, and New Albany occupies roughly the same space it always has, though it's in a smaller office overall.

"Over the course of the last five years, we've basically shifted the size of our offices downward at all locations," Gorman said.

When starting the process of moving the Louisville location, he consulted peers and found many other firms are seeking smaller locations.

Conference spaces are still used but less often, he said. All parties used to get together as a large group for closings, exchanging or signing documents, but now much of that can be and is done electronically, Gorman said. As a result, his new office has 30-40% less conference room space.

Office equipment, such as copiers and printers, is smaller and more all encompassing, he added.

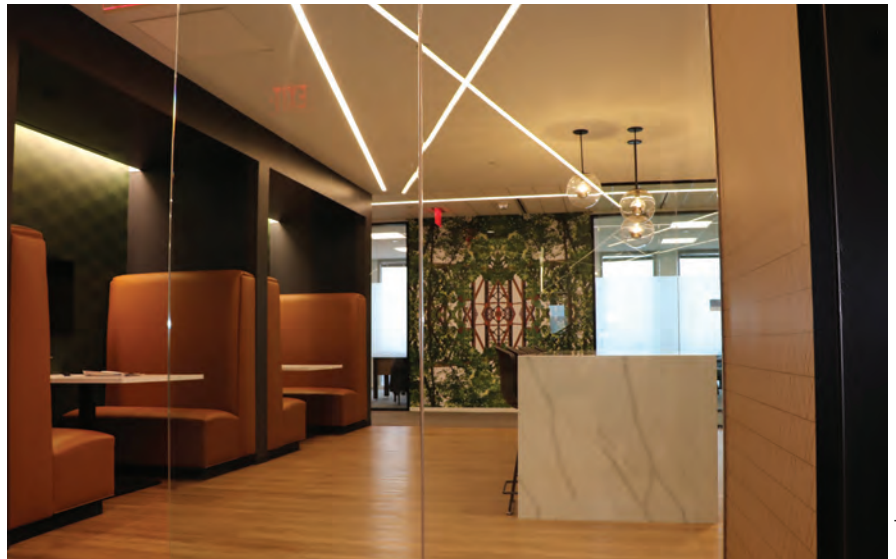
"The devices we used to need get combined into multipurpose devices," he said.

But will the size of law offices continue to shrink over time, or will there be a natural stabilization point lest workplaces become too impractical in their compactness?

"I think eventually it will stabilize," Gorman said, "because of the nature of legal work and the need for lawyers to have private meetings with folks." ■

*Shannon Clinton is a correspondent for The Lane Report. She can be reached at [editorial@lanereport.com](mailto:editorial@lanereport.com).*

*Renovations for new Wyatt Tarrant Combs legal office space at 400 West Market building in downtown Louisville began in December 2019 and are scheduled to be completed in May 2020.*



*Frost Brown Todd photo*



*Wyatt Tarrant Combs photo*



# Ky. Firm Leaders' Verdict for 2020: More Growth



Strong fundamentals keep driving IP, real estate, construction, major corporation litigation; M&A might slow

**T**HE heads of Kentucky's largest law firms see the steady growth they managed in 2019 continuing in most practice areas for 2020. Attorneys with experience in handling business issues, especially the complex ones, are in demand. Intellectual property practice growth is high and firms are having to expand their recruiting efforts beyond state lines. Litigators are in demand today. Firm managers find attitudes and outlooks among their business clients are positive, but are adjusting fee structures to limit costs in response to client concerns. Health care, real estate, construction projects, employment issues and public-private partnerships are generating ongoing work. While middle-size businesses are tending to use in-house legal staff, those doing business across state and national borders are outsourcing their more complex legal jobs to firms with expertise. Understanding of trade and tariff policies and acquisition activity is valued. Elections approaching this fall are generating uncertainty, and some investors appear to be adopting cautious attitudes.



**Taft McKinstry**  
Fowler Bell

"Today's legal economy is rapidly changing. To meet these changes, Fowler Bell has the latest technology, which it combines with a high level of personal attention to each client. As we enter 2020, we still see a strong

business environment and clients requiring law firms with proven track records. Fowler Bell provides prompt, high-quality, personal legal services to our clients in business, restructuring and litigation. 2020 brings many exciting changes to Central Kentucky – completion of City Center, expansion of the Lexington Convention Center, and the 2020 Breeders Cup. There are multiple other exciting projects, including continuing redevelopment of the UK campus and the development of Town Branch. Fowler Bell is pleased to be a part of the Lexington community."



**James H. Frazier III**  
Managing Member,  
McBrayer PLLC

"Always conscious of economic trends in the legal community, in 2020 the McBrayer firm will focus on consolidation and streamlining of services, thereby improving client value without increasing client costs. With the start of a new decade the firm will begin offering clients services with flat fees as well as law-adjacent services such as human resources consulting and compliance auditing. These services will enhance not only the legal services offered, but the government relations services as well. By continually listening to our clients and understanding their ever-changing needs, the firm successfully revisits and reshapes its business model to remain extremely competitive in the Kentucky legal market."



**P. Branden Gross**  
Lexington Office  
Managing Partner,  
Bingham Greenebaum Doll LLP

"Bingham Greenebaum Doll continues to benefit from the increase in demand for seasoned attorneys with management and business skills to handle the most complex cross-jurisdictional matters. Corporate law departments at medium-size businesses continue to increase the utilization of their existing resources rather than look for

additional outside counsel, a trend likely to continue through 2020. To keep pace with that trend, we have approved a three-firm combination with Dentons and Cohen & Grigsby in the United States to expand the depth and breadth of services for our larger clients on a national and global scale. During 2020, we will become Dentons Bingham Greenebaum. Our combination is the first step toward building a truly national law firm capable of meeting the evolving needs and priorities of our clients in 2020 and beyond."

## LEGAL SERVICES OUTLOOK



**Chauncey Curtz**  
*Lexington Office Managing Partner, Dinsmore & Shohl*

“On the local and national levels, the shake-up of government leadership at the end of 2019 does not look as though it is likely to pose much risk to what is an overall positive outlook for the economy. However, challenges could arise in the commonwealth with respect to international trade. If our trade disputes with

the Chinese continue, they could contribute to a possible slowdown of real GDP growth during the coming year. Employment growth in Kentucky is expected to continue, particularly in the areas of nonfarm and educational services. These are only a few of the ever-changing and uncertain issues that Dinsmore attorneys are dedicated to monitoring, communicating about, and helping navigate for our clients.”



**Henry Alford**  
*Managing Director, Middleton Reutlinger*

“For the first time in several years, I am starting to see some negativity in the market. While middle-market deal flow remains solid, I am not sure it is sustainable through 2020 and into 2021. Institutional credit markets are starting to tighten and venture capital investors

seem more skittish. Economy fundamentals remain strong, but changes in the credit and equity markets lead me to believe most lenders and investors are preparing for slower growth. Middleton is preparing for potential changes in M&A activity by refocusing on client segments in industries less reactive to general market forces such as our intellectual property and litigation practices. These practice groups continue to outpace expectations, with our only limiting factor being finding enough outstanding lawyers to satisfy demand. Middleton litigation teams continue to represent clients in high-profile “bet the company” lawsuits throughout the country, and our need for attorneys in this area is growing. The same is true for our IP practice, where Kentucky’s talent pool is insufficient to meet the firm’s needs. In 2020, we will recruit IP candidates throughout the U.S.”



**Jim Newberry**  
*Louisville Office Managing Member, Steptoe and Johnson*

“From my perspective, two factors will slow Kentucky’s economy in 2020 – tariffs and policy uncertainty resulting from the upcoming election. Kentuckians feel the effects of the trade war. For instance, American whiskey exports grew 28% in the six months before retaliatory tariffs began in June 2018, but in the second half of 2018,

exports fell 11% compared to the same 2017 period. Elections, especially those with polarizing candidates, heighten uncertainty regarding government spending and regulation. This uncertainty causes business investments to drag as owners postpone large expenditures and regulated industries await greater regulatory clarity. The good news is that our electoral uncertainty will end in November, and late 2020 and 2021 should see an economic rebound.”



**Robert M. Connolly**  
*Chair Stites & Harbison*

“Along with hiring a new CIO, we invested in several technology upgrades in 2019, which was very robust for Stites & Harbison. We anticipate a similar trajectory for 2020. Technological investments will allow us to work smarter, faster and more efficiently for

our clients. We continue to see an increase in the complexity and sophistication of the legal matters being handled by outside law firms – ourselves included. In-house legal departments are spending more on outside counsel for complicated work. We predict the majority of our lawyers will work with clients on business and product liability litigation, real estate, data privacy, intellectual property, mergers and acquisitions, health care, business services, employment, and construction matters in 2020. Baby boomer retirements are causing a substantial uptick in our estate planning practice. Recent leadership changes in the commonwealth along with an upcoming presidential election will impact laws and regulations. Like many firms our size, we continue to seek out laterals or small groups of attorneys to join Stites & Harbison in 2020 to continue enhancing our services.”



**Geoff White**  
*Louisville Member-in-Charge Frost Brown Todd*

“After a year focused on putting as much emphasis on legal expertise as industry knowledge, 2020 will see law firms taking that industry-focused service to strategic markets where both the region and existing clients can benefit. Frost Brown Todd recently expanded to the Ann Arbor, Mich., market where the

automotive companies and technology start-ups dominate. This is not only an opportunity to bring our unique knowledge to businesses there, but many of our clients in the auto and tech space are either already based in that area or have strong connections. They will benefit from our presence on the ground.”



**Richard Edwards**  
*Partner, Boehl Stophrer & Graves*

“For 2020, law firms providing litigation services should see economic results similar to those incurred in 2019. The United States economy is expected to demonstrate slow but steady growth. Trade concerns remain somewhat volatile but

appear to be easing. Accordingly, significant changes in business models addressing litigation costs and expenses are not expected. Companies involved in litigation will, however, continue to explore methods by which costs and expenses can be reduced. Trends over the past several years have included alternative fee arrangements including flat fees. Cost containment will be addressed through early mediation and claim resolution to avoid protracted legal expenses.”





**Franklin Jelsma**  
Managing Partner,  
Wyatt Tarrant & Combs

“At Wyatt, our lawyers have closed many significant M&A transactions over the last several years, with activity during 2019 reaching record levels. Private equity firms based in money centers continue to aggressively seek out and acquire locally owned businesses. We see this continuing into 2020. We remain concerned about rural communities dependent upon coal and agriculture, two difficult sectors experiencing turbulence. Our state and local governments must increase their focus on operating efficiently and investing in infrastructure. Most of all, we must improve public education. Developing a world-class education system (from pre-K through university) remains the only viable long-term solution for remaining competitive as a predominately rural state in a global economy.”



**Bob Hoffer**  
Managing Partner,  
DBL Law

“As a service provider business, DBL Law’s growth is reflective of the community and the clients that we serve. We have seen steady growth the past few years and have noticed particular increases in health care and employment-related issues. We’ve also seen an increase in real estate and banking transactions, especially those in the Cincinnati/Northern Kentucky urban core. Attractive and accessible incentives from federal, state and local government sources, including the 2017 federal tax overhaul and investment tools like the qualified opportunity zones credit and 1031 tax exchange have contributed to our economic growth these past few years. In 2020, our economy will continue to grow, but at a more moderate pace. I believe three key factors will have an overall negative impact: 1) Increases in global market trade restrictions, 2) Low unemployment rates and resulting workforce shortages, 3) Declining consumer confidence resulting in less spending and slower job growth.”



**Cliff Clark**  
Managing Member  
Lexington Office,  
Jackson Kelly

“As is typical of a presidential election year, we expect some degree of uncertainty in capital markets as the political direction of the country begins to come into focus. Assuming the fundamentals of our national economy remain strong, we believe Kentucky is well positioned to enjoy moderate growth during 2020. We anticipate an increased interest in public-private partnerships throughout the year and believe the principle challenge state lawmakers face will be to strike the appropriate balance between legislative initiatives that encourage sustained economic development while still generating sufficient revenue to support critical infrastructure improvements. Our clients in the energy, construction, financial services, equine and health care industries all report a positive outlook for 2020, and we look forward to continued work with them throughout the year as they help drive our economy forward.” ■



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# Kentucky CPA Sector Calculates 2020 Will Continue 2019's Growth



Accounting firms say business customers are seeking advice for further moderate expansion; boomer retirements prompting M&A activity

**T**HE U.S. economy looks to be moving steadily forward with low unemployment and wages ticking upward, and Kentucky is rolling along for the ride. The commonwealth's CPA firm sector says its customers project general optimism and continue to seek advice on planning for moderate growth and making the most of 2017 tax law changes. Firms see their clients looking for growth opportunities and the technology and personnel needed to make it happen. Moves toward resolution or trade tensions are encouraging. Tight labor availability is a potential limitation on growth. Ongoing baby boomer retirements, however, are creating more merger and acquisition activity when company leaders depart without having prepared for succession.



**Brad Smith**  
Managing Partner  
MCM CPAs & Advisors

of the current legislative session could also play a role in growth prospects for the commonwealth, depending on the direction taken with new revenue initiatives. Given the macroeconomic risks, it is more important than ever for companies to continue to look for increased efficiencies and process improvements while exploring their unique growth opportunities."

"In 2020, we expect continued moderate growth in the overall economy. The continued global challenges coupled with a presidential election provide external factors that could play a key factor in growth opportunities in 2020. In Kentucky, the outcome



**David Bundy**  
President/CEO,  
Dean Dorton

"Even with the current economic expansion now approaching 11 years, the U.S. economy still appears healthy enough to continue growing throughout 2020. Steady amounts of new jobs continue to be added monthly, keeping unemployment at a 50-year low. The first phase of a trade deal with China has lessened most fears of an impending recession. Business owners, while showing increased optimism at the end of 2019, continue to desire strategic business and tax planning to navigate the uncertainty of the remaining expansion and to maximize the benefits of the 2017 tax law. As such, we continue to take a more comprehensive and holistic approach to serving our clients, widening our breadth of services, while maintaining the depth of expertise that Dean Dorton is known for."



**Steve Jennings**  
Lexington Office  
Managing Partner,  
Crowe LLP

"In 2020, companies anticipate continued growth and investment while riding the continuance of a strong national economy. In Kentucky, the impact of the new governor working with a pro-business legislature is yet to be determined; however, businesses are hopeful the growth in the commonwealth mirrors that of the nation. We see evidence of this in our client base as companies continue to make investments in people, capital expenditures and acquisitions. However, there are some constraints with finding qualified individuals in the workforce due to low unemployment and other factors that impact employability. Crowe continues to grow as it embraces technology transformation and positions itself as a technology firm – integrating significant technology investments in every business line. Crowe's Kentucky geography also continues to grow following another record year of hiring in its traditional professional services groups and the Crowe Security Intelligence Center in Lexington."





**Matt Berrian**  
Audit Director  
BKD CPAs & Advisors

“As baby boomers still represent the largest percentage of business owners in our state, we should continue to see historic levels of business ownership transition. This is a trend that began the previous decade, as the earliest baby boomers began to reach

retirement age. As business owners look for ways to monetize their largest source of wealth in their business, we have seen a significant influx of institutional ownership, such as private equity, into the middle market space. With “dry powder” estimates nationally in excess of \$2 trillion, we should see this trend to continue in 2020.

However, political uncertainty in an election year could lead to a slight decrease in activity compared to 2019 and 2018 levels.”



**Alan Long**  
Managing Member  
Baldwin CPAs

“2019 was a good year for accounting firms. With the economy still moving in a positive direction, we should see more of the same for 2020. The presidential election could have an effect, but with low unemployment and reports of higher wages,

the economy will continue moving. Accounting industry technology disruptions keep coming: robotic process automation, blockchain, machine learning and artificial intelligence to name a few. As these get more traction, firms are called upon to

help clients with services beyond the traditional, with advisory services seeing good growth. Finding competent and skilled employees is an issue all businesses face and makes it harder to grow. It requires larger investment in technology and faster adoption to provide customers and clients with the services they request. This will continue to drive growth in the accounting sector. Accounting sector mergers and acquisitions continue to be a hot topic. Firms whose partners reach retirement age without having worked on succession will look to merge or sell to firms that have succession plans; this is another area of growth for a lot of firms.” ■



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## EMERGING LANE

Kentucky's young professionals and creatives



*Emelie Weber's loom sits in the middle of her store in downtown Frankfort, where she demonstrates her craft while talking with customers.*

### Dream Weaver

**Emelie Weber weaves art, craft, fashion and business together**

**B**EREA College graduate Emelie Weber has made a career out of her favorite college class: weaving. As a work study student, Berea students work at least 10 hours a week in exchange for a full tuition scholarship. Weber was working in the art galleries on campus before accepting a position as an apprentice weaver with Student Crafts. "I had never woven anything before, but fell in love with the process," she said. She made baby blankets, scarves and napkins for the college to sell, but really wanted to learn how to design and bring her own ideas to life. So she kept her major, studio art, but changed her concentration from painting to fiber arts and dove into weaving headfirst.

After graduating from Berea College in 2014, Weber worked at a few customer service-oriented jobs. "I was able to see how both large corporations and small businesses operate from a customer service standpoint," she said. "It has been immensely helpful in understanding and growing my own business."

In 2017 she found herself with a lot of handwoven goods she had made, as well as "no extra money to buy materials, and family and friends asking

how they could purchase my wares," she said. So she started her own company and called it Lunadendron. The name has Greek and Latin roots meaning moon tree. "I get a lot of inspiration from nature and only use natural materials, so I felt like a botanical spin would embody the essence of my work," she said.

A year later, Weber began selling her wares online, shipping to customers as far away as Canada, Mexico, France, England and Japan. And, of course, Kentucky and surrounding states.

Weaving on a loom is a time-consuming process, but it produces a high-quality fabric that's made to last for generations. During her senior year, Weber received the Sarah Fuller Smith Award from Berea College, which allowed her to purchase an 8-harness Leclerc Artisan loom. She uses her hands and feet to operate the loom and can weave fabric up to 36 inches wide. She also counts a heavy-duty sewing machine and electric bobbin winder among her most prized possessions.

Weber uses organic cotton, hemp and other sustainable materials to make the fabric that she then turns into scarves, cowls, bandanas, jackets and shirts. She makes a practice of weaving

a little more fabric than she needs for every project in order to make jewelry with the leftover material and scraps of yarn from the weaving process. Her favorite material is Tencel, an alternative to silk that's made with the wood pulp of Eucalyptus trees. "It's very soft and has a slight sheen to it," she said. "People are always amazed by how it feels, especially when they find out how it's produced."

For her Lunadendron business, Weber buys most of her yarn at the Woolery in Frankfort. "I consider myself lucky to live within walking distance of one of the best weaving suppliers in the country," she said. "I wouldn't want to be weaving anywhere else than Kentucky. The people here are graciously supportive of my art and dreams. While online sales are important to me and my business, the face-to-face interactions and community support allows me to flourish."

In 2019 Weber added yet another title to her resume when she became the new owner of Silo Ridge Makers Market on Saint Clair Street in downtown Frankfort. At this 3,000-s.f. location, Weber and 30 other artisans make and sell their crafts. "It's amazing seeing the talent and products that our Makers Market helps facilitate," she said. "I love the little community we have. I'm beyond excited for what 2020 is going to bring for our makers and the Frankfort community."



*Emelie Weber*

Her loom is set up in the middle of the Silo Ridge store, where she enjoys demonstrating her craft and talking to visitors and customers about the weaving process. She is in the process of opening her own studio next door to Silo Ridge Makers Market. "My goal is to eventually own a large studio, with lots of looms and weavers to operate them. I love production weaving and the camaraderie it facilitates," Weber said. "Kentucky has a deep history of weaving and I feel honored to be able to continue that tradition with modern designs and materials."

See Emelie Weber's work at [lunadendron.com](http://lunadendron.com).

—Kathie Stamps



## Pair Buys Pet Lodge, Realizes Dream of Being Own Bosses



Somerset Pet Lodge offers a variety of services, including day care and grooming.

**T**HE new owners of Somerset Pet Lodge don't fit the traditional mold of business owners. Drew Miniard is just 24 years old. He formerly was the inventory manager for guns at The Castle Jewelry. His fiancée, Callie LeMaster, is 25 and previously worked as an entomologist for a company that was funded by the Center for Disease Control to help eradicate illness spread by mosquitoes.

But a love of animals and the dream of being their own boss made them a natural fit. And a series of micro-loans from Kentucky Highlands Investment Corp. helped make the dream a reality.

"I always wanted to be an entrepreneur," Miniard said. "Callie and I have a passion and love for animals. The opportunity came up to buy the business. I wanted a change of pace and personal freedom, and this is something we can do forever."

Miniard and LeMaster plan on building on an already strong business, which employs eight people and offers boarding, day care and grooming at the 6,600-s.f. building on more than an acre of land. The customer base is growing and extends across Pulaski and into surrounding counties.

Future plans include adding 10 to 16 new suites, a new indoor room for inclement weather use, extending hours of operation and adding another groomer.

"We wouldn't be able to do it without Kentucky Highlands," Miniard said. "They take the time to not just look at the numbers but also examine the person, which helped us get funding at a young age. Not many financial institutions would do that."

The Micro Enterprise Loan Fund was created at Kentucky Highlands Investment Corp. to address the needs of small business start-ups and expansion projects. Using funds from USDA and SBA, KHIC can make loans of up to \$50,000 to small businesses. In addition to the financing, each client receives the added service of technical assistance.



The facility features individual pet "suites" as well as indoor and outdoor play areas.

## UK's Makeda Hampton Takes the Stage at the Met Opera

**S**inging on the Metropolitan Opera stage is a lifelong dream for many young opera vocalists, and one University of Kentucky doctoral candidate, Makeda Hampton, is among the chosen few currently performing at America's most prestigious opera house. But for this previous math and chemistry student, a dream to perform didn't take center stage until a bit later.

Hampton, a soprano from New Castle, Delaware, is part of the critically acclaimed cast of the Met's 2019-20 production of "Porgy and Bess." The opera, which also features seven UK alumni, has been such a hit that three performances were added to its winter run that began Jan. 8.

Since coming to UK for her doctorate in 2016, Hampton has appeared in UK Opera Theatre's "Showboat" as a member of the chorus and "La Traviata" as the cover for Violetta; the graduate opera production of "A Streetcar Named Desire" as Blanche DuBois; and Alltech's



UK grad student Makeda Hampton says she has enjoyed the strong feeling of community among the cast of "Porgy & Bess."

"Celebration of Song" from 2016-2018. At UK, she studies with mentor and Chair of Voice Angelique Clay-Everett, who was also her undergraduate voice teacher at Oakwood University in Huntsville, Alabama, and vocal coach Cliff Jackson.

Hampton came to UK for her doctorate after winning the Alltech Vocal Scholarship Competition, which provided her with full funding for the three years of her doctoral program.

When asked if she had any advice for other students aspiring to following in her footsteps, Hampton said that in addition to learning your instrument, it's important to not compare yourself to others and to also be kind to yourself. "Trust that you are doing a good job." – Whitney Hale/ University of Kentucky



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President & COO  
Columbia Gas



**April 9**  
**Sam Mitchell**  
CEO & Director  
Valvoline

# THE LANE LIST

## KENTUCKY'S LARGEST CHEMICAL INDUSTRY FACILITIES

Ranked by number of employees

Kentucky has 214 chemical industries facilities with 15,559 full-time employees as of Dec. 13, 2019. (\* Some employment figures were most recently reported before 2019.)

COMPANY	FTES*	YEAR EST.	LOCATION	PRODUCT	CONTACT INFO
<b>Henkel Corp.</b>	850 ('18)	1994	385 Southwood Court, Bowling Green	Manufacture detergent, warehousing/ distribution center	(270) 793-5400 henkel-northamerica.com
<b>Ashland Inc. ISP Chemicals LLC</b>	515 ('18)	1956	445 N. Main St., Calvert City	Acetylene derivative specialty chemicals	(270) 395-4165 ashland.com
<b>Catalent Pharma Solutions</b>	494 ('18)	1992	1100 Enterprise Drive, Winchester	Pharmaceutical processing; modified-released and complex oral dose form manufacturing	(859) 745-2200 catalent.com
<b>Dow Chemical Co., Carrollton Site</b>	450 ('18)	1966	4770 U.S. Highway 42 East, Carrollton	Silicon-based products (world's largest) and intermediates.	(502) 732-2000 dow.com/carrollton
<b>American Synthetic Rubber Co.</b>	355 ('18)	1943	4500 Camp Ground Road, Louisville	Michelin North America Reprocessed & synthetic rubber; liquid polymers	(502) 449-8300, americansyntheticrubberco.com
<b>Westlake Vinyls Inc.</b>	340	1990	Sub Westlake Group, 2468 Industrial Parkway, Calvert City	Commodity chemicals	(270) 395-3501 westlake.com
<b>L'Oreal USA</b>	308 ('18)	1977	7080 New Buffington Road, Florence	Manufacturer of hair and skin care products	(859) 727-5319 loreal.com
<b>Brenntag Mid-South Inc.</b>	302 ('18)	1947	1405 Highway 136 W., Henderson	Chemical blending, industrial chemical distribution	(270) 830-1200 brenntagmid-south.com
<b>Carpenter Co. Russellville Division</b>	302 ('18)	1970	200 Forest Park Dr., Russellville	Carpet cushioning, polyester fiber, filter media and polyurethane foam for home furnishings and medical furnishings	(270) 726-9513 carpenter.com
<b>Meggitt Polymers &amp; Composites</b>	277 ('18)	1986	1400 Jamiike Ave., Erlanger	Manufacture composite engine and aerospace components to support the aerospace industry	(859) 283-7155 meggitt.com
<b>Arkema Inc.</b>	270 ('18)	1949	4444 Industrial Pkwy, Calvert City	Forane refrigerants and blowing agents, Kynar PVDF polymer resin, VF2 monomer, and hydrochloric acid	(270) 395-7121 arkema-inc.com
<b>Sherwin-Williams Co.</b>	260 ('18)	1976	395 Boggs Lane, Richmond	Thompson's Waterseal Automotive coatings and finishes, woodcare products, military and industrial coatings	(859) 624-1240 sherwinwilliams.com
<b>Monument Chemical Kentucky</b>	242 ('18)	2015	2450 Olin Road, Brandenburg	Industrial organic chemicals and chemical manufacturing	(270) 422-2101 monumentchemical.com
<b>Neogen Corp.</b>	225 ('18)	2003	Animal Safety/Life Science Division Campus, 944 Nandino Blvd., Lexington	Diagnostics, veterinary instruments and pharmaceuticals, nutritional supplements, disinfectants and rodenticides	(859) 254-1221 neogen.com
<b>Flint Group</b>	210 ('18)	1980	305 Ring Road, Elizabethtown	Organic pigments and printing inks	(270) 737-1700 flintgrp.com
<b>Calgon Carbon Corp.</b>	206 ('18)	1960	15024 U.S. 23, Catlettsburg	Granular activated carbon products	(606) 739-8681 calgoncarbon.com
<b>Camco Chemical Co. Inc.</b>	200 ('18)	1960	8150 Holton Drive, Florence	Blend, pack, warehouse liquid and powder chemical products	(859) 727-3200 camco-chem.com
<b>The Dow Chemical Co.</b>	200 ('17)	1963	760 Hodgenville Road, Elizabethtown	Silicone sealants, adhesives	(270) 706-8100 dow.com
<b>ORBIS Corp.</b>	200 ('18)	2000	705 Wilson Parkway, Bardstown	Collapsible plastic containers, returnable packaging	(502) 331-9900 orbiscorporation.com
<b>Clariant Corp.</b>	199 ('16)	1957	West Manufacturing, 1227 S 12th St., Louisville	Catalysts	(502) 634-7200 clariant.com
<b>THG International LLC</b>	193 ('17)	2016	The Hut Group, 1350 Cedar Grove Road, Shepherdsville	Manufacture and distribution of athletic supplements	thehutgroup.com
<b>Avantor Performance Materials</b>	190 ('18)	1978	7001 Martin Luther King Blvd., Paris	High purity chemicals	(859) 987-7000 avantormaterials.com
<b>Aristech Surfaces LLC</b>	183 ('18)	1969	7350 Empire Drive, Florence	Acrylic sheet, solid surface, and acrylic ABS composite sheet	(859) 283-1501 aristechsurfaces.com
<b>Dart Polymers Inc.</b>	180 ('18)	1983	Div Dart Container Corp. of Kentucky, 2400 Harbor Road, Owensboro	Polystyrene pellets and expanded polystyrene	(270) 926-3434 dartcontainer.com
<b>PMC Organometallix Inc.</b>	180 ('18)	1958	2316 Highland Ave., Carrollton	Organic and inorganic tin chemicals, catalysts for auto paint, stabilizers for vinyl, additives for glass industry	(502) 732-4411 pmc-group.com

Source: Kentucky Cabinet for Economic Development thinkkentucky.com



## SPOTLIGHT ON THE ARTS



*Left: Trade Day at The Kentucky Crafted Market is a great opportunity to place wholesale orders with the best Kentucky artists and add unique Kentucky-made art and craft to your shop's inventory.*

*Below: Buyers who place wholesale orders with Kentucky Crafted artists are getting top quality Kentucky-made art while also supporting locally owned small businesses.*



### A Showcase for Kentucky-Made Art

Buyers' event makes it easy to find unique items for your business

BY CHRIS CATHERS

**B**UYERS and representatives of retail businesses interested in offering fine art and Kentucky-made products to their customers can register now to attend The Kentucky Crafted Market at the Kentucky Horse Park's Alltech Arena.

Wholesale Trade Day at The Market allows business owners or buyers to select merchandise from a high concentration of Kentucky-made products in one location.

The Market is open exclusively to buyers from 10 a.m. to 6 p.m. on March 13. Buyers are owners or employees of a business who have the power to initiate purchasing contracts with an artist. Proper business credentials must be

provided before buyers can enter the show, and may include a copy of a resale certificate or a business/vendor license, and a business card.

Buyers who attend The Market can place wholesale orders directly with any of more than 130 producers of art, craft, regional food products and books who exhibit at the show.

Market registration for buyers is open until Friday, March 6. Businesses can register by visiting The Kentucky Crafted Market online. Buyer registration is free, but buyers are required to provide credentials at the door.

Any business that resells products at retail may register for the exclusive wholesale day by visiting The Kentucky Crafted Market buyer registration webpage, [arts council.ky.gov/KAC/Showcasing/2020Market-Buyers.htm](https://arts council.ky.gov/KAC/Showcasing/2020Market-Buyers.htm). Other representatives from businesses who qualify to attend that day include corporate gift buyers, art galleries, bookstores, clothing stores, craft galleries, department stores, drug stores or pharmacies, florists, garden centers, gift shops, greeting card shops, home furnishing shops, hospital gift shops, hotel/resort gift shops, interior designers, jewelry stores, mail order catalogs, museum gift shops, music stores, specialty food stores, and toy/children's store.

Corporations who want to provide Kentucky-made gifts can find a wide range of options. An interior designer looking

for a piece to tie a room together can either find it at The Market or commission one of the talented Kentucky Crafted artists to create a one-of-a-kind piece.

If you are a retail business owner wanting to feature Kentucky art and craft, The Kentucky Crafted Market is a one-stop shop.

"It's a very good environment for anyone who wants to draw in business offering Kentucky-made art and craft," said Lisa Deavers, executive director of Gallery on the Square in Franklin and a frequent buyer at The Kentucky Crafted Market's Trade Day. "There are a great variety of businesses that can find some wonderful work at The Market. Furniture retailers could highlight and sell one-of-a-kind accessories instead of mass-produced items. Distilleries, who already sell a distinct Kentucky-made product, can also highlight the uniqueness of an artist's work in their retail areas. Parks can definitely put Kentucky's best foot forward by offering Kentucky Crafted art and craft in their gift shops. And if you own a retail business and have never been to The Market but you want to expand your inventory to include Kentucky art and craft, you'll find the trade-only day to be a great opportunity to meet and talk with artists in a relaxed atmosphere."

Business owners are encouraged to take advantage of this free opportunity to peruse the best of Kentucky art and craft. For more information, call (502) 564-3757. ■



*Registered buyers at The Kentucky Crafted Market Trade Day range from retail buyers for local businesses, corporate gift buyers, interior designers and other business roles that involve placing large orders with artists for handmade products.*



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





*O.Z. Tyler's Master Distiller Jacob Call is a third-generation distiller.*

## Take a Trip to the Land of O.Z.

Owensboro distillery has a unique way of aging bourbon

BY KATHERINE TANDY BROWN

SET on a picturesque bend of the Ohio River, Owensboro lures visitors for myriad reasons. In the past seven years private-sector funding has revitalized its city center, adding hotels, restaurants and a downtown park. Besides its well-deserved honor as the Barbecue Capital of the World, this river town is home to the \$15.3-million Bluegrass Music Hall of Fame and Museum; the Owensboro Art Museum, with an important collection of Kentucky and naïve art, and a cool Kaleidoscope Room; RiverPark Center's performing arts right on the riverbank; u-pick Reid's Orchard and its rockin' autumn Apple Festival; and the peaceful, strollable Western Kentucky Botanical Garden that, come summertime, sparkles with dazzling daylilies.

Add to that list the pièce de résistance for bourbon aficionados, O.Z. Tyler Bourbon Distillery (OZT). Owensboro's bourbon history is rich, thanks to its proximity to a rail line and a busy waterway, a limestone water source and vast oak forests, and hard-working grain farmers. The distillery's

location has produced bourbon whiskey since the 1880s.

Begun at a site on the Green River in 1880, Monarch Distillery moved to OZT's current location in Owensboro and honored its roots by being renamed Green River Distillery. After fire destroyed the property in 1918 and Prohibition kept

the industry idle from 1920 to 1933, the Kentucky Sour Mash Distilling Co. rebuilt at the location but went bankrupt almost immediately. In 1939 several Medley family members bought the facility and named it Charles W. Medley Distillers Kentucky, which changed hands a few times until it closed in 1993 and sat idle until 2014, when a subsidiary of Terrassentia, TerrePURE Kentucky Distillers Inc., purchased the 26-acre business. Terressentia, a South Carolina distillery located in North Charleston, specializes in contract production of distilled spirits for large retail chains, individual brand owners and other distilleries or exporters. An extensive \$25 million renovation followed on the Owensboro property that included six warehouses and a 54-inch column still capable of producing 32,000 barrels a year.

OZT opened to the public on Sept. 1, 2016.

Founded on the idea that technology can vastly improve both quality and taste of distilled spirits, entrepreneurial Terressentia has implemented its patented TerrePURE filtration process at OZT that uses natural ultrasonic energy to filter out impurities in bourbon. The product ages for a year and a day in a barrel, and is then put into machines called "rosies," that, according to Dave Kirk of the Owensboro-Daviess County Convention and Visitors Bureau, look for all the world "like Rosie the housekeeper robot on the Jetsons." The process makes the



*The new O.Z. Tyler Distillery opened in 2016 after a \$25 million renovation of the 26-acre business, which dates back to 1885.*



*Is there anything better to pair than whiskey and chocolate?*

bourbon taste like a four-year-old bourbon instead of a one-year-old.

"This makes the bourbon smoother so it doesn't have that burn," says Kirk. "You know, what we call 'the Kentucky hug.'"

Chemist, inventor and visionary Orville Zelotes "Ty" Tyler III – creator of indoor-outdoor carpeting, washable wallpaper and outdoor latex paint – and his stepson Edward Bailey developed the TerrePURE process after Tyler wondered why it took so long to age his favorite drink, Scotch whiskey. Their curiosity eventually launched Terressentia.

OZT is also aging a number of barrels the "old-fashioned way" in barrels, but a few years remain before this product will be ready.

"The TerrePURE process has been a real game-changer," Kirk adds. "People are fascinated. Between December 2017 and December 2018, visitorship to the distillery increased over 90%."

On a behind-the-scenes tour, guests can learn every aspect of bourbon production, from grain to mash to barrel. Then comes the really fun part, tasting the end products – O.Z. Tyler Bourbon Whiskey, O.Z. Tyler Rye Whiskey, and O.Z. Tyler Honey Flavored Bourbon Whiskey.

This forward-thinking distillery is already making a name for itself in the industry. In 2017 the prestigious Kentucky Distillers Association named OZT a Heritage member of its organization, the highest level of membership, one that's based on volume produced. A production of 95,000-plus barrels of whiskey each year



landed it among other esteemed Heritage members – Bardstown Bourbon Co., Beam Suntory (Jim Beam and Makers Mark), Brown-Forman, Diageo North America, Four Roses, Heaven Hill Brands, Louisville Distilling Company, Lux Row Distillery, Michter's and Wild Turkey.

In June 2018 OZT became an official stop on the Kentucky Bourbon Trail, quite an honor in a state that's home to Bardstown, the Bourbon Capital of the World. OZT's master distiller is Jacob Call, a third-generation distiller from Bardstown. Both his grandfather and father were longtime employees at Jim

Beam Distillery. Call's dad, Ron, was mentored by Booker Noe – a sixth-generation Beam and Jim Beam's master distiller emeritus who coined the term "small batch" bourbon – and became master distiller at Florida Caribbean Distillers; Jacob joined him there in 2007. The younger Call held several senior management positions before becoming part of the Terressentia team in 2014 to oversee the renovations and now manages OZT's whiskey production and warehousing.

The distillery's gift shop is open from 10 a.m. to 3 p.m. Monday through Friday and Saturdays, 10 to 4 (Central Time). A behind-the-scenes tour and tasting is available at 11 a.m. and 2 p.m. Monday through Friday and on Saturday at 11 a.m., 1 p.m. and 3 p.m.

Find out more about this cutting-edge bourbon at [oztylerdistillery.com](http://oztylerdistillery.com) or call (270) 925-9671. Let your spirit lead you to Owensboro to discover it firsthand! Groups, contact Nicole Ebelhar at the above phone number or at [nicole.ebelhar@terressentia.com](mailto:nicole.ebelhar@terressentia.com).

And while you're at it, you may as well explore the whole Kentucky Bourbon Trail. Check out your luscious options at [kybourbontrail.com](http://kybourbontrail.com). ■

*Katherine Tandy Brown is a correspondent for The Lane Report. She can be reached at [editorial@lanereport.com](mailto:editorial@lanereport.com).*

*After a behind-the-scenes tour, guests at the O.Z. Tyler Distillery get to sample some of the most popular products.*



## When People Speak, Congress Still Listens

BY CHRIS PERRY

WASHINGTON politics have become so polarized that it can be tough for Democrats and Republicans to come together to tackle big challenges. But that's exactly what happened recently on Capitol Hill thanks to dedicated Kentucky lawmakers like Senate Majority Leader Mitch McConnell and Congressmen John Yarmuth, Hal Rogers, Brett Guthrie, James Comer and Andy Barr.

These legislators hail from different parts of the commonwealth and represent different political parties and ideologies. But each of them listened to the concerns of electric cooperative stakeholders who spoke up about a critical need for America's rural communities. The 2020 spending bill signed into law included a provision known as the RURAL Act, which solved an existential issue for electric co-ops.

As we explained to Kentucky's congressional delegation, electric co-ops work to secure government grants to help pay for numerous activities that benefit the communities they serve. These include grants for

storm recovery, renewable energy and economic development.

Without the passage of the RURAL Act, if Kentucky co-ops faced another weather disaster like the 2009 ice storm, federal disaster aid could have jeopardized their tax-exempt status. Co-ops are not-for-profit utilities that rely on this business model to be able to serve their rural communities.

In order to maintain their tax-exempt status, co-ops can receive no more than 15 percent of their income from non-member sources. Historically, government grants to co-ops were counted as contributions to capital. But due to a glitch in the 2017 tax law, government grants were reclassified as income, pushing some co-ops beyond the 15 percent threshold and jeopardizing their tax-exempt status.

The tax problem left co-ops with an unfair choice: do they accept the federal aid they need to turn the lights back on for their members as quickly as possible after a disaster? Or do they turn down those grants so they wouldn't have to spend their members' money paying taxes rather than improving service?

Thanks to our elected leaders, electric co-ops across Kentucky don't have to

make those tradeoffs. When we raised these concerns, they listened and took the time to understand the consequences of this issue. This is good news for both co-ops and their members because some co-ops would have had to raise their electric rates to pay new taxes.

In standing up for Kentucky's local communities, these lawmakers proved that Congress still works for the people. Notably, the legislation drew the bipartisan support of more than 300 representatives in the House and more than half of the Senate before it was passed. That's a rarity in Washington these days.

In today's fast-paced society, pausing to give thanks is done with increasing rarity. That's unfortunate.

Thank you, Sen. McConnell, and Reps. Barr, Comer, Guthrie, Rogers and Yarmuth. Thank you for looking out for rural communities across Kentucky and thank you for working with us to solve this problem.



Chris Perry is president & CEO of the Kentucky Electric Cooperatives

## Light up the Night at the Louisville Zoo

IF you're needing to break out of the winter doldrums, the Louisville Zoo may have the answer. Beginning March 5, the zoo will host one of the largest Chinese lantern festivals in the nation, lighting up the night skies until April 25.

"Wild Lights: Asian Lantern Festival" will put the zoo in a whole new light as visitors walk a path featuring 65 larger-than-life illuminated displays made up of more than 2,000 silk-covered lantern pieces lit by over 50,000 LED light bulbs. The displays will include a 131-foot-long dragon, a color-changing panda tree and an African savanna. Visitors can also interact with some of the displays as they stroll through a two-story shark tunnel, take a selfie with glowing angel wings or sway on illuminated swings.

The festival will also include live Asian performances, handmade Chinese crafts and Asian cuisine.

Artisans in residence from Zigong city in Sichuan, China – where lantern festivals originated during the Tang dynasty (618-907 AD) – will arrive in Louisville in this month to begin crafting the displays using traditional techniques.

The event is wheelchair and stroller friendly on a paved path. The festival will take place 6:30-10 p.m. Thursday through Sunday nights from March 5 through April 25, and every night March 30 through April 3.



Louisville Zoo members can purchase in advance online (until 5 p.m. day of the event) for \$15.50 for adult, child and senior (60+) and \$18.50 at the Zoo's admission windows. Non-members can purchase general admission tickets in advance online (until 5 p.m. day of the event) for \$18.50 for adult, child and senior and \$20.50 at the Zoo admission windows. Children 2 and under are free. Family four-pack pricing is available for \$50 for members and \$60 for non-members in advance online only; family four-pack ticket buyers must enter the event together. There is a \$5 parking fee. Group rates are available for 15 or more for \$16. For more information, visit [wildlightslouisville.com](http://wildlightslouisville.com).



## Kentuckians Encouraged to Submit Nominations for Conservation Award



*Dr. James W. Middleton, of Munfordville, was the recipient of the 2019 Kentucky Leopold Conservation Award.*

**A**GRICULTURE Commissioner Ryan Quarles is encouraging Kentuckians to submit nominations for the Leopold Conservation Award by April 1, 2020.

Given in honor of renowned conservationist Aldo Leopold, the \$10,000 award honors Kentucky farmers and other private landowners who voluntarily demonstrate outstanding stewardship and management of natural resources. The Kentucky Department of

Agriculture contributes \$3,000 toward the award with money from the Ag Tag Fund, which is funded by voluntary donations from farmers when they buy or renew their farm vehicle license plates.

The award will be presented at the Kentucky Association of Conservation Districts Convention on July 7 in Lexington. The award is presented by the Sand County Foundation, a nonprofit conservation organization, in partnership with the Kentucky Association of Conservation Districts and the Kentucky Agricultural Council.

Nominations must be postmarked by April 1 and mailed to Leopold Conservation Award, c/o Franklin County Conservation District, 103 Lakeview Court, Frankfort, KY 40601. Electronic nominations and supporting materials are preferred and may be submitted to colemansteve51@gmail.com on or before the deadline.

For more information, including award criteria and honorees from previous years, go to [leopoldconservationaward.org](http://leopoldconservationaward.org).

## Lexington Again Ranks Among Nation's Best Cities for Work-Life Balance

**L**EXINGTON ranks as one of the top three cities in the nation when it comes to offering a good work-life balance, according to financial technology company SmartAsset.

In determining the annual assessment, SmartAsset compared data for the nation's 100 largest cities using 10 metrics: entertainment establishment density, dining establishment density, bar density, housing costs as a percentage of income, average number of weeks worked per year, average number of hours worked per week, average commute time, percentage of workers with commutes over an hour, unemployment rate and labor force participation rate.

The listing was unveiled in 2018 and in both 2018 and 2019, Lexington was ranked No. 6. This year, the city moved up to No. 3.

In the 2020 study, Lexington ranked in the top 15% for three of the 10 metrics considered: arts, entertainment and recreation establishments as a percentage of all establishments; average hours worked per week (37.7) and average commute time (less than 21 minutes).

Louisville tied with Pittsburgh for No. 21 on the list.



## Central Bank Scores Naming Rights for Convention Center

**R**UPP Arena and the Lexington Convention Center both have new names as a result of a landmark naming rights agreement with Lexington-based Central Bank.

The convention/meeting/sports and entertainment complex that has operated as the Lexington Convention Center will now be known as Central Bank Center. Rupp Arena, the iconic home to the University of Kentucky's men's basketball team, has been rebranded as Rupp Arena at Central Bank Center.

The agreement is between Central Bank and JMI Sports, UK/LCC's multimedia rights partner. The agreement bolsters Central Bank's existing relationship with JMI Sports and UK to an annual average investment of \$4.1 million with a term of 14 years, expiring in 2033.

The convention center complex is currently in the midst of a massive renovation. Upon completion of that project, the portion of the investment associated with naming rights will be \$1.5 million. The opportunity to sell naming rights with other media rights is part of LCC's and the university's right-of-use agreement executed in February 2018 and transferred media rights ownership to UK.

"This is a milestone agreement, which represents the first naming rights agreement in the 44-year history of this legendary facility," said Bob Elliston, Lexington Center Corp. board chairman. "Central Bank has had a longstanding, 30-plus year relationship with Lexington Center. We are confident they will protect and advance the tradition of these fine facilities."

Central Bank Chairman, President and CEO Luther Deaton noted that the bank's founder, Garvice Kincaid, was a founding board member of the Lexington Center.

"It is because of Mr. Kincaid's good works that Central Bank is known statewide as an advocate not only for the communities where we reside, but for the entire commonwealth," said Deaton.

# KENTUCKY PEOPLE

## LEXINGTON

### HILLENMEYERS HONORED FOR THEIR CONTRIBUTIONS AT SAINT JOSEPH HOSPITAL FOUNDATION'S STARS GALA



The Saint Joseph Hospital Foundation recently recognized the Hillenmeyer family at the 31st annual STARS gala in Lexington, honoring them with the 2019 Philanthropist of the Year award. The contributions of the Hillenmeyer family span generations, beginning with Robert Hillenmeyer, a dedicated volunteer and donor who went on to establish the Saint Joseph Hospital Foundation. Since then, the entire family has supported the hospital through countless volunteer hours and other forms of giving. Pictured here following the award presentation are (left to right) Foundation President Lesley Smart, Walter Hillenmeyer III, Chase Hillenmeyer, Seth Hillenmeyer, Stephen Hillenmeyer, Saint Joseph Hospital East President/Saint Joseph Hospital COO Jason Adams, Barbara Bennett, and Saint Joseph Hospital President/CHI Saint Joseph Health CEO Bruce Tassin.

## OWENSBORO

### MICHAEL HORN, CHRIS REID AND PETE BARNARD INDUCTED INTO OWENSBORO BUSINESS HALL OF FAME



Michael Horn, Chris Reid and the late John Geoffrey "Pete" Barnard have been honored as the 2020 inductees into the Owensboro Business Hall of Fame. The three were honored in recognition of their outstanding civic and business contributions to the Owensboro area and their business excellence, entrepreneurial spirit, courageous thinking and action, inspiring leadership, community impact, and service as a role model. Pictured here at the awards presentation event are (left to right) Chris C. Reid, Independence Bank; Michael E. Horn, Horn Industrial Services; Jim Jones, accepting the award for the late John G. "Pete" Barnard; and Amy Jackson, regional president of German American Bank, the presenting sponsor of the event.

## SHELBYVILLE

### FUSSENEGGER PRESENTED WITH KENTUCKY TRAVEL INDUSTRY AWARD



The Kentucky Travel Industry Association recently presented Katie Fussenegger, president and chief executive officer of ShelbyKY Tourism, with the 2019 Member of the Year award. The member of the year is selected based on their work with legislative issues, continuing education and other KTIA programs throughout the year. Fussenegger will soon be sharing her knowledge and expertise with even more people as she moves into a new position effective Feb. 10 as vice president of the Kentucky Derby Museum in Louisville.

## BEREA

### LEFORCE RECEIVES RURAL SPIRIT AWARD FOR HER COMMUNITY SERVICE



Martina Leforce, of Berea, was recently awarded the second annual Community Service Rural Spirit Award, presented by Osborn Barr Paramore to individuals who go above and beyond to donate time and support to their community. Five years ago, Leforce established the summer feeding program Berea Kids Eat. It has since been her mission to grow the program so that food is made available to children throughout the Appalachia region. Through established partnerships, Berea Kids Eat now feeds 22 local sites. Leforce also helped organize community gardens and a junior farmers market program, growing the intergenerational bonds between volunteers, farmers and Berea's youth.





# UNDIAGNOSED

## THE DIABETES EPIDEMIC

### ARE YOU UNDIAGNOSED?

Nearly half of Kentucky adults have either diabetes or prediabetes. But far too many don't know it.

In a new documentary, KET shines a light on the alarming numbers of people with undiagnosed diabetes or prediabetes and shows how Kentuckians are working to reduce these rates. There's good news to share – with lifestyle changes and proper care and support, diabetes can be controlled and, in some cases, prevented or delayed.

**KET MONDAY, FEB. 24 • 9/8 PM**

**STREAM AT [KET.org/live](https://www.ket.org/live)**



This program is funded in part by a grant from the Foundation for a Healthy Kentucky.





A close-up, profile view of an elderly Black woman, Cordia Parker, looking off to the side with a gentle, hopeful expression. She has short dark hair and is wearing a large, light-colored circular earring and a red beaded necklace. The background is softly blurred, showing what appears to be a window with light coming through.

# ***THERE'S NO CANCER WE CAN'T FACE TOGETHER.***

***Cordia Parker. Lung cancer survivor.***

When Cordia Parker's primary care physician noticed shadows on her lung scan, Cordia asked for a referral to CHI Saint Joseph Health. After a biopsy, the 67-year old, former smoker was diagnosed with small cell lung cancer. Fortunately, after working for Saint Joseph Hospital for more than 40 years, Cordia knew she was in expert hands. Her cancer care team set out a chemotherapy and radiation plan built specifically for her. Now, Cordia calls the wonderful people from CHI Saint Joseph - Cancer Care her second family.

**Call 859.313.HOPE or visit [CHISaintJosephHealth.org/Hope](https://CHISaintJosephHealth.org/Hope) to learn more.**

***CALLED TO SERVE.***



In affiliation with

