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MAY 2020

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## Leading in a Time of Crisis

UK HealthCare's Mark Newman talks about how the COVID-19 pandemic is changing health care and what it means for the future



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# Spring Forward Kentucky



This spring we have had quite enough of the coronavirus.  
We've had the heartbreak of many people sick and dying.  
We've had school closings and business shutdowns.  
We've had product shortages and way too little PPE.  
We've had job losses and financial setbacks.  
We've had virtual church services and sports cancellations.

And most of us have had more time with our loved ones.  
We've had more long walks, more long talks.  
We've had opportunities to reflect what we do and why.  
We have had a season of clear skies and beautiful weather.  
We've had redbuds and dogwoods burst into our lives.  
We've had bright buttercups and tulips reach for the sky.  
We've had azalea and magnolia blooms paint our world.

---

As we leave the spring of 2020 behind, there is a lesson  
in the relentless optimism of nature. It's time to look to the future.  
It's time for Kentucky to spring forward.



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### ON THE COVER

Mark Newman, M.D., executive vice president for health affairs at the University of Kentucky, has a central role in planning and managing the city, region and state's response to the COVID-19 pandemic.



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# ST. ELIZABETH HEALTHCARE: PREPARED FOR RECOVERY

Just as the nation, the state, and our community plan to reopen businesses in a phased approach, St. Elizabeth Healthcare and St. Elizabeth Physicians want to give reassurance and confidence that we are prepared to reopen our facilities and provide safe, comprehensive and compassionate care as COVID-19 cases continue to decline in Northern Kentucky. We fully believe that St. Elizabeth facilities are among the safest public spaces in the community. We were prepared to take care of our patients when COVID-19 unfortunately began impacting our community in March, and rest assured, we are just as prepared to move forward now that our community has successfully flattened the curve in the fight against COVID-19.

St. Elizabeth Healthcare and St Elizabeth Physicians adopted early interventions that exceeded state and CDC guidelines, and we are convinced that those efforts, together with the unbreakable spirit of our individual citizens, led to a stabilization of COVID-19 cases in our Northern Kentucky community. Prior to state and CDC requirements that we do so, St. Elizabeth voluntarily implemented system-wide visitor restrictions, we voluntarily began mandatory temperature screenings for any person coming into any one of our hospital or care settings, and we voluntarily began mandatory masking all associates in all clinical facilities. We did these things because being “right here” for our community means being proactive, staying vigilant, and doing everything possible for the safety and welfare of our patients, associates, and physicians.

We have no intention of lessening our rigid safety measures in the coming months even as other areas of the community announce relaxation of some of their practices. As medical professionals, we feel we owe it to our community to advocate for public health and do what's best for our patients, associates, physicians and community. That includes reopening our facilities so that our patients can again begin to seek the healthcare that they need and deserve but have postponed in response to this crisis. Rest assured, we will continue to closely monitor the situation and we will remain prepared to respond rapidly if there is any resurgence of COVID-19 in our community.

We wanted to share some of the practices we will continue for the foreseeable future, because we believe these measures will protect even our most vulnerable population.

- **Masks Will Remain Commonplace:** We have seen first-hand how masking makes a tremendous difference in reducing the spread of this virus. As such, we will continue to require everyone in our care sites to wear a face covering. Staff will wear appropriate masks as recommended by the CDC given the nature of their jobs, while patients and visitors will be required to wear a cloth face covering.
- **Sanitization and Sterilization:** Given the nature of this virus, sanitization and sterilization are a top priority. We will continue to require our staff to vigilantly wash their hands, and we will continue to urge that our patients do likewise. We will continue to maintain the additional state-of-the-art sanitizing stations in all our buildings. Multiple times each day, we are deep cleaning patient rooms, including floors and ceilings. At least twice per shift, our environmental services teams are applying safe, CDC-approved germicide to common areas, lobbies, restrooms and elevators. In St. Elizabeth Physicians' offices, each exam room is cleaned after each patient visit and common areas are cleaned three times per day. These measures will help us know we are doing everything possible to eliminate contagions from our care sites.
- **Video Visits:** We will continue offering access to video visits with our primary care and specialty physicians. Video visits and e-consults are as simple as using your phone, smartphone or laptop with a shared link to enable video, or other electronic devices. They are a safe way for patients to get the care they need, while minimizing traffic in our care sites. Many of our patients have begun using video visits during this pandemic, and the overwhelming sentiment is that they have been very pleased with the experience.
- **Temperature Screening:** We will continue to require temperature screening before anyone is able to enter any hospital or office location.

Some things will look different to our patients, so we wanted to give you a sense of what to expect as you return to our St. Elizabeth Healthcare facilities and St. Elizabeth Physicians' offices:

- Whenever possible, we will be instituting non-traditional waiting options like asking patients to wait in their vehicles and be notified when our staff has a treatment room ready for them.
- At all times, we will require universal masking for all staff, patients, and any other entrants to our facilities and offices.
- All patients will be required to wear a mask when they arrive and keep them on while in our facilities and offices. Cloth or other homemade masks are acceptable. If a patient has respiratory symptoms and requires a different mask, we will provide a surgical mask to for the patient.
- Visitors will only be permitted in patient care locations if patients require assistance (incapacitated and pediatric patients). Otherwise, no visitors will be permitted to accompany patients or wait in reception areas/waiting rooms.
- For any instance where a waiting area is necessary inside our facilities, we will ask patients to keep greater than six feet social distancing. We have reconfigured our waiting areas where possible to assist with this process, and you will see signs throughout our facilities reminding you to keep appropriate social distance.
- We will closely monitor the number of in-person patient appointments per day to continue to minimize risk and comply with social distancing rules.
- Prior to your appointment, you may receive additional instructions from your physician's office regarding arriving and checking-in for your appointment in a safe, efficient manner.

With all the precautions we have taken and will continue to take, we believe our hospitals and offices are the safest public spaces in the community. We are so proud of how our community has heroically responded to this unprecedented crisis, and we look forward to welcoming you back as we safely re-open non-urgent/emergent healthcare services, diagnostic radiology and lab services in hospital outpatient settings, elective procedures and elective surgeries.



**Garren Colvin,**  
*President and CEO of  
St. Elizabeth Healthcare*



**Dr. Robert L. Prichard,**  
*President and CEO of  
St. Elizabeth Physicians*



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## PERSPECTIVE

### Can the Worst of Times Lead Us to the Best?

With shutdown revealing supply-chain weak links,  
experts foresee largest industrial remobilization ever

BY MARK GREEN

**K**EEP the faith, keep your nerve and keep doing the right things. Pandemic is a tough tutor, but it is teaching life-changing lessons that make it likely good times are coming for the economy. We have been hunkered down, perhaps having a hard time seeing how to pay the bills about to come due. Professional financial experts, however, are taking the long view, and they are almost giddy about what they see.

The economy is about to change. Massive remobilization to improve and protect supply chains is expected to return industrial operations and jobs from abroad to the U.S. and into Kentucky's strengths: advanced manufacturing and logistics.

That might be difficult to envision now, two months into a global shutdown still generating off-the-charts bad news. The longest bull market in history fell hard and unemployment claims are worse than the Great Depression. Sectors requiring human interaction such as hospitality, tourism, travel, automaking, education and sports are in a medically induced economic coma.

Fortunately, bold quick actions were successful in sustaining confidence. The Federal Reserve unleashed several trillion dollars of liquidity. Congress passed relief measures totaling more than \$2.5 trillion. Stock markets that dropped 34% in 23 days recovered half those losses in a month.

Stock prices are the most accurate leading indicator and values continue rising. But for now, the economy is on its back. As of May 8, 33 million Americans had applied for unemployment benefits in seven weeks. And Kentucky led all states in the percentage of its workforce—over 32%—that applied.

No wonder Kentuckians are clamoring to reopen business, contrary to medical advice that this will cost lives. Economic calamity can harm and ruin lives, too. It is necessary to reopen as much of the economy as possible as fast as possible—while emphasizing safety.

But back to that stock market.

Bruce Bittles, chief investment strategist for Milwaukee-based wealth manager Baird, provided an upbeat outlook during a recent Greater Louisville Inc. online event. There are multiple reasons for strong optimism about the post-pandemic U.S. economy, Bittles said, and components of that should especially benefit Kentucky. It won't be fast, but it will create a stronger economy less susceptible to disruption.

The greatest lesson is that globalized supply chains are not secure. As a result, Bittles said, what lies ahead is the biggest U.S. industrial remobilization ever, one that brings production back home. Low cost manufacturing will come back from China. The pharmaceutical industry will be first, Bittles said.

Automaker supply chains for the thousands of parts each vehicle requires are forecast to come back to the U.S. All manufacturing supply chains will shift strongly back toward domestic operations, he said. Kentucky is a major auto and truck maker already with nearly 500 parts manufacturers and billions in recent investment in related steel and aluminum operations.

Manufacturers of every type require logistics support, and Kentucky has arguably the best logistics assets available for doing business with the U.S. market.

"We are very bullish going forward," Bittles said. ■



Mark Green is editorial director of The Lane Report. Opinions expressed are those of the writer and not The Lane Report.





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## OWENSBORO

## PRE-CLINICAL TESTING UNDERWAY FOR COVID-19 VACCINE USING TOBACCO

**K**ENTUCKY BioProcessing, an Owensboro biotechnology company that specializes in using tobacco plants to express, extract and purify proteins for use in pharmaceuticals, has developed a potential vaccine for COVID-19 that is now in the pre-clinical testing phase.

KBP recently cloned a portion of COVID-19's genetic sequence, which led to the development of a potential antigen—a substance that induces an immune response in the body and the production of antibodies. This antigen was then inserted into tobacco plants for reproduction; once the plants were harvested, the antigen was then purified, and is now undergoing pre-clinical testing.

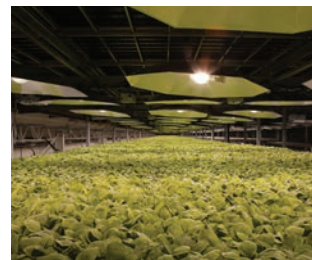
If testing goes well, the company is hopeful that with the right partners and support from government agencies, between 1 and 3 million doses of the vaccine could be manufactured per week, beginning in June. While KBP remains a commercial operation, the intention is that its work around the COVID-19 vaccine project will be carried out on a not-for-profit basis.

According to KBP, the vaccine in development is safer because tobacco plants can't host pathogens that cause human disease. It also has the potential to deliver an effective immune response in a single dose.



BAP photos

Kentucky BioProcessing in Owensboro, which uses fast-growing tobacco plant technology to create pharmaceuticals, can grow and process up to 3 million tobacco plants in six weeks. Traditional biomanufacturing processes can take many months.



KBP's parent company, **British American Tobacco**, is currently exploring partnerships with government agencies to bring the vaccine to clinical studies as quickly as possible.

## LOUISVILLE

## TECHNOLOGY DEVELOPED AT UofL SHOWS PROMISE IN BLOCKING COVID-19



**U**NIVERSITY of Louisville researchers have developed a technology that is believed to block the novel coronavirus SARS-CoV-2 from infecting human cells.

The technology is based on a piece of synthetic DNA known as an aptamer, which targets and binds with a human protein called nucleolin. Early tests show that this aptamer may stop viruses, including novel coronavirus, from "hijacking" nucleolin to replicate inside the body.

UofL is seeking to fast-track development, including application to the **Food and Drug Administration** for approval to start treating patients seriously affected with COVID-19.

The aptamer was discovered by UofL's Paula Bates, John Trent and Don Miller, who have applied it in a variety of ways, most notably as a potential therapeutic drug against multiple types of cancer. With the current global pandemic of coronavirus and the COVID-19 disease it causes, Bates partnered with fellow researcher Kenneth Palmer to apply the technology once again.

Palmer, director of UofL's Center for Predictive Medicine for Biodefense and Emerging Infectious Diseases (CPM), conducted proof-of-concept

experiments showing the aptamer was effective against the virus at doses previous research has shown to be safe in patients. Palmer also is working on another potential COVID-19 treatment, Q-Griffithsin, developed at UofL in partnership with the **National Cancer Institute** and the **University of Pittsburgh**.

The CPM houses UofL's Regional Biocontainment Laboratory, one of only 12 regional and two national biocontainment labs in the United States and the only one in Kentucky. Established with support from the NIH to conduct research with infectious agents, the stringently secure facilities protect researchers and the public from exposure to the pathogens being investigated.



Paula Bates



Kenneth Palmer

STATE

## COMPANIES ACROSS KENTUCKY SHIFT GEARS TO HELP ADDRESS SEVERE SHORTAGE OF PPE

AS health care workers, first responders and others on the front lines of the COVID-19 crisis face a shortage of personal protective equipment (PPE) to help shield them from the highly contagious virus, companies of all sizes across Kentucky have quickly shifted gears to meet the pressing need for masks and face shields.

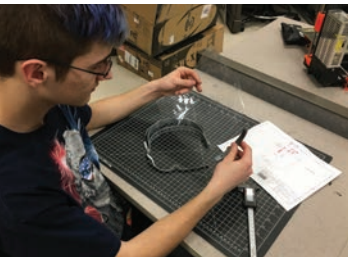
Those stepping in to help have ranged from massive entities such as Louisville-based **GE Appliances**, which teamed with the **University of Louisville** to manufacture face shields, to individuals like Lexington art teacher Sarah Heller, who as a member of a global network of makers has been working on her home 3D printer to provide supplies to front-line health professionals. Likewise, a **Facebook** group called **#TeamKentuckyMakers** has brought more than 100 members together to produce PPE on their home 3D printers.

Colleges across the state rallied as well. **Somerset Community College** was one of the first to leap into action with their 3D printers and was quickly joined by others like **Ashland Community and Technical College** and **Murray State University**. In Danville, the **Centre College** dramatic arts program has been using resources from its costume shop to sew fabric masks.



Centre College photo

Centre College has been using materials from its drama program to sew fabric masks.



SCC photo

Somerset Community College was one of the first college programs to begin using their 3D printers to create face shields for front-line responders.

Louisville milliner Olivia Griffin, who usually spends April outfitting customers in Derby hats, instead spent this April sewing masks for front-line workers like bus drivers, grocery store employees and delivery drivers. Another Louisville company, **Wicked Sheets**, has been using their specialty sheet fabric—which is allergy and asthma friendly—to create multi-layer face masks that are moisture-wicking and breathable while also creating an effective barrier to extremely small particles.

Louisville leather goods company **Clayton & Crume** has shifted its entire production to make face shields. What began as a goal in late March to make 1,000 units a week grew so quickly that in less than two weeks, company founders Clay Simpson and Tyler Jury were looking for more space to accommodate assembly lines with proper social distancing, room to store both materials and finished goods, and loading docks to help get shipments out more efficiently.

Meanwhile, over in Versailles, the **Ruggles Sign Co.** has added a new item to its product list after getting a request from global logistics company **DHL**: acrylic shields used on retail counters to help reduce the spread of germs. Since then, companies like **Nike**, **DSW** and **KFC** have been calling.

“I think it’s more about what the new normal is going to be once all this passes,” Ruggles President Tim Cambron told **WLEX-TV**. “When people start showing back up at stores and restaurants, what is it going to look like?”



Wicked Sheets photo

Louisville-based Wicked Sheets is using its specialty fabric to create multi-layer face masks.

LEXINGTON

## LEXINGTON RANKS NO. 2 IN U.S. FOR NEW GRADUATES

IT’S most certainly a challenging time for new college graduates entering the workforce, but those looking to stay in or move to the Lexington area once the COVID-19 crisis eases will find a community that ranks among the best in the nation for new graduates.

Lexington ranked second in the nation in a recent SmartAsset study that analyzed data for the 115 largest U.S. cities, looking specifically at 10 metrics across three categories: jobs, affordability and fun.

VisitLEX photo



SmartAsset’s job score includes the overall employment rate, the unemployment rate for those with a bachelor’s degree, average earnings for college graduates and the number of job listings on the Indeed job site.

The affordability score includes median monthly rent and cost of living while the fun score includes dining and entertainment establishments as a percentage of all establishments; the percentage of the population from the ages of 20 to 29; the average Yelp rating for restaurants in the area and average Yelp rating for bars in the area.

Nearby Cincinnati, which includes the Northern Kentucky region in its metropolitan statistical area, ranked as the nation’s No. 1 city for new graduates. Louisville ranked No. 12.

## BUSINESS BRIEFS

## BARREN COUNTY

■ The **Barren County Economic Authority** has unveiled a new website created to help new industry, site selectors and existing businesses tailor the information they need to run customized reports. The new website (BarrenCoEA.com) contains a site and building database as well as information on the area labor force, consumer expenditures, wages and local businesses, as well as county and city profiles.



## CARROLLTON

■ Carrollton-based **Victory Hemp Foods**, which recently won the inaugural Hemp Innovation Challenge at the 2020 World Ag Expo, has partnered with **Applied Foods Sciences** to expand the range of products in which

hemp grain can be used. Texas-based AFS develops novel, natural and organic ingredients and is a supplier to many of the world's top food and beverage brands. The partnership will help elevate sales and marketing for Victory's food and beverage ingredients, including two proprietary ingredients scheduled to launch later this year that deliver high nutritional levels along with neutral flavor and color characteristics. AFS will provide marketing and sales presence as well as technical support and customer service.

## COVINGTON

■ The **City of Covington** has set aside \$200,000 from its economic development fund to create a temporary program to help businesses cover up to \$500 a month for their rent or mortgage. To qualify, businesses must be in either retail trade or accommodations and food services, the sectors most heavily impacted by layoffs in the region. The initiative is intended to complement other means of assistance, including possible insurance claims, SBA loans and federal stimulus money. The assistance is limited to four months' help.

■ **Blair Technology**, a Covington-based company that is the nation's No. 1 authorized refurbisher of **Microsoft** products—is expanding its operations to meet increased demand for its services. The company is adding up to 40 people for a variety of positions, ranging from computer technicians (repair, gaming and configurations) to warehouse and cleaning technicians.



## DANVILLE

■ **Centre College** plans to launch a new program in downtown Danville to allow members of the Danville and Boyle County community to collaborate with Centre students and combine their creativity, expertise and experience to study complex problems, start new businesses, make connections, practice skills, develop knowledge and hone leadership skills. **CentreWorks** will begin this summer with an entrepreneurial boot camp for up to 30 students, with full programming slated to start for the entire campus this fall.

## STATE

## DISTILLERS SHOW THEIR SPIRIT, USING LINES TO MAKE SANITIZER

Lexington Brewing & Distilling photo



As of mid-April, 27 Kentucky distilleries had retooled and produced 125,000 gallons of much-needed hand sanitizer.

TO say bourbon is big in Kentucky would be an understatement. Statistics from the **Kentucky Distillers Association** show an \$8.6 billion industry that generates 20,100 jobs with an annual payroll of \$1 billion. As the reality of the COVID-19 pandemic hit, though, the state's signature industry showed that its heart is

just as big as its economic impact.

More than two dozen distilleries across the state have retooled their facilities to shift some or all of their production to make hand sanitizer and other sanitizing solutions that have been in short supply since the outbreak—and giving the products away to those on the front lines in fighting the pandemic: health care workers, first responders, pharmacies and health departments. With hand sanitizer being in short supply on retail shelves as well, some distilleries have also been distributing to the general public as well, generally free of charge.

As of mid-April, Kentucky distilleries had produced 125,000 gallons of hand sanitizer—the equivalent of 630,000 fifths of whiskey—with more on the way.

## LOUISVILLE

## NONPROFIT USING ITS PATENTED BLEACHMAKER TO FIGHT VIRUS

**W**ATERSTEP, a Louisville nonprofit that has long focused on providing clean, safe water for communities around the world, has been working closer to home these days, using its patented BleachMaker device to help local organizations combat the spread of COVID-19.

The BleachMaker, originally created to fight the Ebola outbreak in Africa, is a handheld device powered by water, table salt and an electric source that can generate a gallon of concentrated bleach in an hour.

BleachMaker was designed by a group of engineers from the **University of Louisville**, the **Louisville Water Co.** and **GE's FirstBuild Innovation Center**, who worked with WaterStep to develop the powerful disinfectant tool. The device won the **Environmental Protection Agency's** New Product of the Year award in 2016.

## LOUISVILLE

### KY EFFORT TO HELP RESTAURANT WORKERS SPREADS NATIONWIDE

**S**PURRED by the massive layoffs in the hospitality industry due to the COVID-19 outbreak, Louisville chef **Edward Lee** launched a program in mid-March to help the hundreds of affected restaurant workers in the Louisville area.



Edward Lee

The **Restaurant Workers Relief Program** was developed in partnership with **The LEE Initiative** and **Maker's Mark**. The program started on March 17 out of the catering kitchen of Lee's **610 Magnolia** restaurant in Louisville and was able to serve over 400 individuals in the restaurant industry who had recently become unemployed. In addition to hot meals, the workers receive toiletries, cleaning supplies, diapers, baby formula, personal hygiene items and more.

The overwhelming response from the Louisville community inspired other chefs around the country to create similar programs working directly with The LEE Initiative and Maker's Mark. Relief centers have since been opened in Lexington; Washington, D.C.; Cincinnati; Los Angeles; Chicago; Seattle; Denver; New York; New Orleans and Atlanta. Donations to help keep the relief centers operating can be made at [leeinitiative.org](http://leeinitiative.org).

## NEWPORT

### CHURCHILL DOWNS TO OPEN \$38M GAMING FACILITY BY END OF 2020



**L**OUISVILLE-based **Churchill Downs Inc.** has announced plans to build a \$38.4 million gaming facility in the **Newport Plaza Shopping Center**.

The 50,000-s.f. facility will include a 17,000-s.f. gaming floor with 500 historical racing machines (which use the outcomes of past horse races to provide an experience like slot machines), a horse-racing simulcast area and a bar.

The Newport facility is being referred to as **The Turfway Extension**. Churchill purchased **Turfway Park** in Florence last year and has been seeking additional space in Northern Kentucky for a second gaming facility.

The facility will provide approximately 70 full-time-equivalent jobs and is scheduled to open in the fourth quarter of this year.

## BUSINESS BRIEFS

### DRAKESBORO

■ The Tennessee Valley Authority's **Paradise Fossil Plant** in Drakesboro has officially closed after providing the region with electricity for more than 50 years. The coal-fired plant first opened in 1970, producing enough electricity to power more than 800,000 homes. The TVA has been working with the plant's 110 employees to locate other positions, though a small team of employees will remain on site over the next two years as a transition team.

### HEBRON

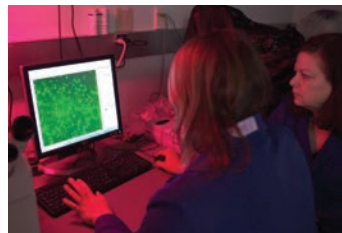
■ **C.I. Thornburg Co.** (CITCO), a West Virginia company that distributes products for the water and wastewater markets, is expanding its footprint with the acquisition of its current partner, Hebron-based **Viking Supply Inc.** Viking, founded in 1977, specializes in water and sewer pipe products for municipalities and contractors in Kentucky, Indiana and Ohio. CITCO has offices in Huntington, W. Va., and Lexington, and also serves Bowling Green, Ky., Nashville, Tenn., and Bridgeport, W. Va.



■ The **Cincinnati/Northern Kentucky International Airport** is now utilizing floor-scrubbing robots to autonomously clean the airport 24/7. The airport is the first in the nation to use the **Avidbots Neo** floor-scrubbing robot.

### LEXINGTON

■ Lexington-based **Space Tango** has received three awards from **NASA** to assist in their efforts to establish biomedical manufacturing capabilities in orbit. The awarded projects include research on protein-based retinal implant manufacturing, stem cell therapies and regenerative medicine.



■ The **University of Kentucky Center for Clinical and Translational Science** (CCTS) has created a biospecimen bank to support research on COVID-19. The COVID-19 Research Registry and Specimen

Bank will collect specimens from volunteers who have tested positive for or are suspected of having the virus. The bank will work closely with the UK COVID-19 Unified Research Experts (CURE) Alliance team, a new workgroup within UK's College of Medicine that will focus on advising COVID-19 patient care and clinical trials.

### LOUISVILLE

■ Researchers at the **University of Louisville** have developed an artificially intelligent robot that can perform cleaning tasks in areas where it might be dangerous to send human hospital staff facing highly contagious viruses like COVID-19. The **Adaptive Robot Nursing Assistant** (ARNA) is outfitted with an ultraviolet disinfecting light and sprayable sanitizing agent that can clean commonly touched surfaces such as handles, tables and elevator buttons. ARNA was originally invented to help with round-the-clock patient monitoring and allow nurses to focus more on direct patient care.

## BUSINESS BRIEFS

## LOUISVILLE

■ In response to a request from the Kentucky state government, the **University of Louisville's Additive Manufacturing Institute of Science & Technology (AMIST)** has teamed with the Schools of Dentistry, Engineering and Medicine to create a 3D-printed swab to fill the gap in COVID-19 test kits. The School of Dentistry already

operates a 3D print lab that creates dental implants, crowns and even jaw bones. Dr. Jerry Grant, interim assistant dean of advanced technologies and innovation at the School of Dentistry, collaborated with business partners **Envisiotech** to develop a resin that would meet the material requirements for the swab and with **NewPro3D** to develop a faster printing time. The goal is to print 385 swabs in less than an hour. UofL plans to make the manufacturing processes available to companies within the state for large-scale production.

■ **One Southern Indiana (1si)**, the chamber of commerce and economic development organization for the Clark and Floyd counties in Indiana (part of the Louisville metropolitan statistical area), has formed a three-pronged initiative to assist businesses trying to navigate the current health crisis. The initiative includes an online effort to pair businesses who have services available with businesses who have needs related to the outbreak; working with community partners to provide direct relief assistance for businesses; and daily Facebook Live events that allow businesses to ask an expert and obtain relevant information on a host of topics. The entire initiative is being offered to the general public and is free of charge.



■ A COVID-19 patient at **Norton Healthcare** became the first in the world to participate in a randomized Phase 2 clinical study using low-dose selinexor, an oral drug currently approved at higher doses as a treatment for cancer patients

with relapsed or refractory multiple myeloma. The clinical trial is studying the antiviral and anti-inflammatory properties of selinexor in patients with severe COVID-19. Norton is one of 40 locations internationally to participate in the clinical trial.

■ Missouri-based **Trans States Airlines**, which operated a maintenance base in Louisville, ceased operations on April 1, becoming one of the first U.S. airlines to be a casualty of the COVID-19 pandemic. The company, a regional carrier for **United Airlines**

operating as **United Express**, was already struggling as United shifted more regional flights to another regional carrier and had announced plans to suspend operations by 2021, but the financial fall-out resulting from spread of the coronavirus forced the company to close on April 1. The company employed 46 workers in Louisville.



## STATE

## NEW OPTIONS MAKE IT EASY TO BUY LOCAL, SUPPORT FARMERS

LIKE thousands across the Commonwealth, Kentucky farmers have been hit hard by the ramifications of the COVID-19 pandemic. However, a number of

options are now available to help both farmers and consumers affected by recent changes.

The **Kentucky Department of Agriculture** has launched the [kyproud.com/takeout](https://www.kyproud.com/takeout) site, which features a list of **Kentucky Proud Buy Local** restaurants that offer carryout, curbside and delivery services. Kentucky Proud Buy Local restaurants source from and support local farms. In turn, the Kentucky Department of Agriculture rewards participants for enhancing their menus with locally sourced farm ingredients.

In addition, a new page also focuses on **Community Supported Agriculture (CSA)**, a food production and distribution system that directly connects farmers and consumers.

Consumers buy “shares” of a farm’s harvest in advance and then receive a portion of the crops throughout the harvest. Many Kentucky Proud CSAs have pick-up and delivery options. For more information, visit [tokyproud.com/csa](https://www.tokyproud.com/csa).

Another direct-to-consumer option is available through **Creation Gardens**, a Louisville-based food service company that serves as the middle link between farmers and the **University of Kentucky’s** food service providers. When UK had to send students home due to the pandemic, **Aramark Corp.** (UK’s partner in dining services) worked with UK, **Bluegrass Farm to Table** and Creation Gardens to find a new outlet for local farmers.

Creation Gardens was able to develop a service that redirects the produce, meats and other pantry staples such as butter, oil and vinegar that would usually be used on campus and make it available for sale to the public. Participating farms include **Elmwood Stock Farm, Marksbury Farm, Mount Pleasant Farm, Mulberry Ridge Farm, Prayer Mountain Farm and Salad Days Farm**. Customers can place their order online through the Creation Gardens web-based platform by 10 p.m. Tuesdays and pick up their order at one of two locations in Lexington on Thursdays. Northern Kentucky order/pick-ups are also available. For more details, visit [localfoodconnection.localfoodmarketplace.com](https://localfoodconnection.localfoodmarketplace.com).



## BOWLING GREEN

# DESIGN OF WKU LAB LAUDED AS HEALTHIEST OF ITS KIND IN WORLD



WKU photo

**W**ESTERN Kentucky University's Ogden College Hall has become the first educational lab building in the world to earn WELLv2 Gold Certification, a global rating system that focuses on the ways buildings can improve health and wellness.

WKU's Ogden science lab was designed with a focus on providing a healthy environment for those working there.

Ogden College Hall is WKU's new \$40 million, 83,000-s.f. science laboratory facility, designed by

Lexington-based **RossTarrant Architects**. The design of the entire building is focused on the health and wellness of its occupants, from the placement of windows and the flooring used throughout the facility to the products used to clean the facility and the food available in the vending machines.

In addition, the RossTarrant team went to great lengths to specify paint, carpet and other finishes with the lowest levels of volatile organic compounds, and toxins brought in on the soles of shoes are caught by track-off carpets that are strategically placed at each entry.

## STATE

# DEPTH OF RECESSION DEPENDS ON HOW NATION CONTAINS COVID-19

**S**TRATEGIES to contain the spread of COVID-19 have put unprecedented pressure on the nation's economy as businesses across the country have had to close and millions of Americans have filed for unemployment benefits.

Seyed M. Karimi, a health economist and assistant professor in the Department of Health Management and System Sciences in the **University of Louisville** School of Public Health and Information Sciences, says, "The economic downturn can create a vicious cycle and lead to further economic and health weaknesses. Therefore, it is imperative to focus on containing the disease to break the cycle."

A recession—declared when the price-adjusted gross domestic product (GDP) declines for at least two consecutive quarters, is inevitable, says Karimi.

Financial institutions are predicting a second-quarter drop in the GDP of 10% to 50%.



Seyed Karimi, Health Economist, University of Louisville School of Public Health and Information Sciences

## BUSINESS BRIEFS

### LOUISVILLE

■ The **University of Louisville** is offering a free program to decontaminate used N95 respirators—which are usually discarded after being used one time—via vaporized hydrogen peroxide. With the COVID-19 pandemic, the country has faced a severe shortage of the N95 masks—which do the best job of filtering small air particles, including viruses—leaving health care workers and other first responders unprotected and increasing the risk of spreading the coronavirus. The decontamination program can sterilize up to 7,000 N95 masks per day.



■ Louisville-based **Humana** has waived all consumer costs related to testing and treatment of COVID-19 for enrollees of its **Medicare Advantage** plans, fully insured commercial members, Medicare Supplement and Medicaid programs. The waiver also applies to FDA-approved medications or vaccines when they become available.

### NELSON COUNTY

■ **Hardin Memorial Health's** board of trustees has approved \$1.1 million to expand its services in nearby Nelson County. The expansion will add a new urgent care center and an orthopedic services clinic at the existing **HMH Bardstown Medical Plaza**.

### STATE

■ The **Council on Postsecondary Education** has been awarded a \$200,000 **Lumina Foundation** grant to develop an employability audit tool to determine whether academic programs are successfully transferring employability skills to their graduates. Employers report that skills such as adaptability, critical thinking and problem solving, teamwork, communication and professionalism are often lacking. Kentucky is one of nine states chosen from a pool of 23 to participate in the new national grant program.



■ **Kentucky Gov. Andy Beshear's** quick response to contain the spread of COVID-19 earned high marks from Kentuckians in the early phase of the crisis, according to an online survey hosted on the **U.S. News &**

**World Report** website. The poll, which was published in late March, asked participants for their perspective on the pandemic and how state and national officials were handling the issue. Beshear ranked No. 1 in the nation, with 86% of Kentuckians rating his response as good or excellent.

■ The **Centers for Medicare and Medicaid Services** in early April approved Kentucky's request to recover Medicaid federal match rates and provide federal funds for a payment benefiting more than 50 rural hospitals across the commonwealth. The total amount of federal funds will be determined by CMS and will help pay hundreds of millions in damages resulting from a state court order between the commonwealth and rural hospitals regarding Medicaid inpatient rates.

**BUSINESS BRIEFS**

**INDIANA**

■ **Inteva Products**, a global automotive supplier of engineered components and systems, is investing more than \$42 million to establish operations in Bluffton, Ind. The company plans to lease, renovate and equip a 260,000-s.f. facility in the northeast Indiana community and anticipates the facility being operational by summer 2021. The project is expected to create nearly 420 new jobs by the end of 2023.

■ **Matrix Integration**, an IT solutions provider for more than 1,000 businesses and schools in Indiana and Kentucky, has acquired **Cornwell Communications Inc.** Headquartered in Bloomington, Ind., Cornwell is one of the largest independent providers of business phone systems in south-central Indiana. Matrix also has Indiana offices in Jasper and Fishers and a Kentucky office in Louisville.



■ Indiana-based engine manufacturer **Cummins Inc.** has teamed with **DuPont** to help address the severe shortage of personal protective equipment for health care professionals. Cummin's NanoNet and Nano Force Media technology, which uses

DuPont's Hybrid Membrane Technology, is typically found in air, fuel and lube filtration products used in heavy-duty diesel engines to prevent long-term engine wear, but can also be used in the N95 respirator masks needed by medical personnel to filter the harmful airborne particles that can spread COVID-19.

**OHIO**

■ **The Gilla Co.**, a Cincinnati bioscience enterprise company, has developed a hard-surface disinfectant shown to be 99.9% effective in killing the coronavirus for a week or more. Last year, the company won patent approval and EPA registration for a new class of sanitizers and disinfectants that kills germs using the primary active ingredient 1,2-hexanediol, helping it achieve the lowest toxicity rating available from the EPA. The product is currently awaiting EPA regulatory review of its coronavirus-fighting ability. The company is exploring fast-track commercialization in Asia and Europe and is currently seeking strategic partners for commercialization of its products.

**TENNESSEE**

■ In response to heightened demand for the household essentials it carries, **Dollar General** has hired more than 43,000 new employees and plans to ultimately bring that number to 50,000. The Goodlettsville, Tenn.-based company has also announced a total of \$60 million in employee bonuses in appreciation for its retail, distribution and fleet employees who have continued working to help meet customer demand for its products. Dollar General currently operates more than 16,300 stores in 45 states.



**INDIANA**

**CATALENT HIRING 300 TO RAMP UP COVID-19 VACCINE PRODUCTION**

**CATALENT Inc.** and **Johnson & Johnson** are collaborating on an effort to accelerate large-scale commercial manufacturing of Johnson & Johnson's lead vaccine candidate for COVID-19 at Catalent's facility in Bloomington, Ind.

Catalent's 875,000-s.f. facility in Bloomington has extensive expertise in sterile formulation. The scale-up in production will include the use of two new high-speed machines.

Catalent plans to hire approximately 300 additional employees for the Bloomington plant beginning in July to meet 24/7 manufacturing schedules by January 2021.



**OHIO**

**BATTELLE OFFERING FREE USE OF MASK DECONTAMINATION SYSTEM**

**W**ITH the nation facing a severe shortage of personal protective equipment (PPE) for health care workers on the front lines of the COVID-19 crisis, Columbus-based research nonprofit **Battelle** quickly began ramping up production of its system that decontaminates N95 respirator masks and other protective equipment.



N95 masks are labeled with a barcoded serial number for tracking throughout the decontamination process to ensure each hospital system receives its own masks back.

The **Battelle Critical Care Decontamination System** is capable of decontaminating up to 80,000 respirator masks per system each day using concentrated, vapor phase hydrogen peroxide. Respirator masks can be decontaminated using the CCDS up to 20 times without degrading the mask's performance. With such a significant shortage of PPE, being

able to sanitize and reuse equipment becomes increasingly important: According to the Ohio Department of Health, care for a single coronavirus patient involves the use of 13 N95 masks.

In early April, Battelle was awarded a \$400 million federal contract to expand deployment of the system to some 60 sites across the nation. Battelle is offering the service to hospitals for free.



# MBA Programs Licensed in Kentucky

The Kentucky Council on Postsecondary Education licenses 32 institutions to award Master of Business Administration degrees to students in the commonwealth. Some universities operate multiple campuses and many offer specialization MBAs.

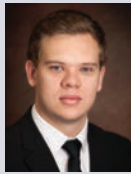
INSTITUTION, LOCATION	PROGRAM	FACE TO FACE	DISTANCE LEARNING
American National University—Online, Roanoke, Va.	General	N	Y
Asbury University, Wilmore	General; Management Pathway; Nonprofit Management Pathways; Accounting Specialization; Fundraising Specialization; Leadership Specialization; Media Management Specialization; Social Entrepreneurship Specialization	N	Y
Ashford University – Online, San Diego	General; Business Economics Specialization; Entrepreneurship Specialization; Environmental Management Specialization; Finance Specialization; Global Management Specialization; Health Care Administration Specialization; Human Resources Management Specialization; Information Systems Specialization; Marketing Specialization; Organizational Leadership Specialization; Project Management Specialization; Public Administration Specialization; Standard Specialization; Supply Chain Management Specialization	N	Y
Bellarmine University, Louisville	General; EMBA (weekend, weeknight)	Y	N
Bellevue University, Nebraska	Accounting; Acquisition and Contract Management; Business Analytics; Cybersecurity; Entrepreneurship; Executive Coaching; Finance; Global Economic Threat Environment; Health Care; Human Capital Management; Human Resource Management; Information Security Management; Interdisciplinary Business; International Management; Professional Communication; Management Information Systems; Marketing; Project Management; Supply Chain Management; Tax	N	Y
Brescia University, Owensboro	General	Y	Y
Campbellsville University, Campbellsville	General; Healthcare Management; Human Resource Management; International Business; Marketing	Y	Y
Campbellsville University—Louisville Center, Louisville	General; Professional MBA	Y	Y
Campbellsville University—Harrodsburg, Harrodsburg	General	Y	Y
DeVry University—Online, Naperville, Ill.	General; Customer Experience Management; Global Supply Chain Management	N	Y
Eastern Kentucky University, Richmond	General	Y	
Indiana Wesleyan University—Online, Marion, Ind.	General; Project Management; Accounting; Personal Finance Planning; HR Management	N	Y
IWU—Elizabethtown	General; Health Care; Accounting	Y	
IWU—Florence	General; Accounting; HR Management Resources Management	Y	N
IWU—Lexington	General; Accounting; HR Management Resources Management	Y	N
IWU—Louisville	General; Accounting; HR Management Resources Management	Y	N
IWU—Radcliff	General; Accounting; Applied Management; Health Care; Human Resource Management	Y	N
Kentucky State University, Frankfort	General; Accounting; Marketing; Finance; Public Administration; Computer Science	Y	N
Lincoln Memorial University—Online, Harrogate, Tenn.	General; Marketing; Sport Management	N	Y
Lindsey Wilson College, Columbia	General; Lean Systems	N	Y
Lindsey Wilson College—St. Mark's Campus, Louisville	General; Lean Systems		
McKendree University—Radcliff, Radcliff	General; HR Management	Y	N
Midway University, Midway	General; Equine Studies; Health Care Administration; Sport Management	Y	Y
Morehead State University, Morehead	General; Health Systems	N	Y
Mount St. Joseph University—Hebron, Hebron	General	Y	N
Murray State University, Murray	General; Accounting; Business Analytics; Cybersecurity; Economic Development; Finance; Global Communications; Health Care Administration; Human Resource Management; Marketing	Y	Y
Northern Kentucky University, Highland Heights	General; Finance; Leadership and Organizational Change; Innovation with Competitive Intelligence; Marketing; Health Care Administration; Data Analytics	Y	Y
Northwood University—Online, Midland, Mich.	General	N	Y
Sullivan University, Louisville	Executive MBA; General; MBA, MSMIT	Y	Y
Sullivan University—Lexington, Lexington	Executive MBA; General; MBA, MSMIT	Y	Y
Thomas More University, Crestview Hills	General	Y	Y
Thomas More University—Citigroup, Florence	General	Y	Y
Union College, Barbourville	General	N	Y
University of Kentucky, Lexington	Professional MBA; Professional MBA with Entrepreneurship Concentration; Professional MBA (for leaders in health care); Professional MBA with Entrepreneurship Concentration (for leaders in health care); Executive MBA in partnership with University of Louisville; Dual Degree MBA Programs (partnerships with Engineering/MBA; JD/MBA; STEM/MBA; MD/MBA; PharmD/MBA)	Y	Y
University of Louisville, Louisville	General; Professional MBA; Innovation MBA; Global MBA; Executive MBA in partnership with University of Kentucky	Y	Y
University of Pikeville, Pikeville	General; Entrepreneurship and Innovation; Health Care Management; Professional	N	Y
University of Southern California—Online, Los Angeles	General	N	Y
University of the Cumberlands, Williamsburg	General	N	Y
Walden University—Online, Minneapolis	General; Accounting for Managers; Corporate Finance; Entrepreneurship; Health Care Management; Health Care System Improvement; Human Resource Management; International Business; Leadership; Marketing; Project Management; Risk Management; Self-Designed; Strategies for Sustainability; Technology Management	N	Y
Webster University—Louisville, Louisville	General; Management & Leadership	Y	N
Western Kentucky University, Bowling Green	General; Professional	Y	Y

Source: Council on Postsecondary Education

**BIG MOVES**

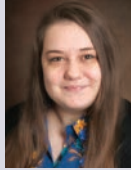
■ Baldwin CPAs has announced the following new appointments:

**Tyler Jackson**, an accounting student at Eastern Kentucky University, has joined the Richmond office as an intern.



Tyler Jackson

**Katherine Graves** has joined the Louisville office as an accounts payable specialist.



Katherine Graves

**Sherry Newton** has joined the Louisville office as a retirement plan specialist.



Sherry Newton

■ Louisville architecture firm Lockett & Farley has announced the following appointments:



William Maffett

**William Maffett** has joined the firm as market director of the Higher Education Design Studio.



Madonna Eberenz Wilson

**Madonna Eberenz Wilson** has been named project manager for the Higher Education Design Studio.

**BANKING/FINANCE**

■ **Chris Sparrow** has been promoted to senior vice president at Danville-based Farmers National Bank.



Chris Sparrow

■ **Jimmy Dan Hicks** has been promoted to senior lender for Independence Bank in Murray.

■ **Katy Neyhouse** has been promoted to vice president for WealthSouth.



Katy Neyhouse

■ Farm Credit Mid-America has named **Steve Childs** as the agriculture financial cooperative's first chief experience officer.



Steve Childs

■ **William "Bill" Feltner** has joined First National Bank of Manchester as market president for the Lexington area.



William "Bill" Feltner

■ **J. Michael Radcliffe** has been promoted to chief executive officer of Community Financial Services Bank (CFSB) and CFS Inc. in Benton. Radcliffe succeeds **Betsy Flynn**, who retired on March 31 after 44 years with the bank but will remain as chair of the CFSB and CFS Inc. board of directors. **Jason Jones** has been named president of CFSB and CFS Inc.

■ **Logan Pichel** has been named president of Louisville-based Republic Bank & Trust Co.



Logan Pichel

**EDUCATION**

■ **Natasha Vijay Munshi** has been named dean of the W. Fielding Rubel School of Business at Bellarmine University.

■ Dr. **Toni Ganzel**, dean of the University of Louisville School of Medicine, has received an additional appointment as vice president of academic medical affairs.



Toni Ganzel

■ Transylvania University has named **Sarah Rebecca Thomas** as vice president for academic affairs and dean of the university. Thomas comes to Transylvania from Earlham College, where she has served as vice president for academic affairs and dean of the faculty.

■ **Lori Hartmann** has been named director of the Center for Global Citizenship at Centre College.

**HEALTH CARE**

■ Dr. **Carl Lewis Backer** has been named chief of pediatric cardiothoracic surgery at Kentucky Children's Hospital.

■ **Michael Walsh** has joined Landmark Recovery in Louisville as director of clinical outreach.

**INSURANCE**

■ ClearPath Mutual Insurance Co. in Louisville has announced the appointment of **Don Stoller** as director of underwriting. **Bob Korsan** has been named vice president of business development.



Don Stoller



Bob Korsan

**LEGAL**

■ **Steven Henderson** has been appointed chair of Stites & Harbison's construction service group.



Steven Henderson

■ Morgan Pottinger McGarvey has promoted **Charlie Otten** to senior associate.

**MILITARY**

■ The Kentucky National Guard has announced the following appointments: Col. **Joe Gardner**—Army chief of staff; and Col. **J.B. Richmond**—Army deputy chief of operations.

**NONPROFIT**

■ **Maggie Elder** has been named chief executive officer of The Girl Scouts of Kentuckiana.

**REAL ESTATE**

■ **Sonya Smith** has been promoted to director of property management for Horizon Commercial Realty in Louisville.

**UTILITIES**

■ **Dorothy Rader** has been named interim senior superintendent of Kentucky American Water's Northern Division, which includes operations in Franklin, Gallatin, Grant and Owen counties. **Nathan Clark**, who has overseen the Northern operations since 2017, has joined the company's engineering team as a project manager based in Lexington.



Dorothy Rader

**OTHER**

■ **Michael Conway** has been named state director of political advocacy group Americans for Prosperity-Kentucky.

**BLUEGRASS STATE SKILLS CORP.**

■ **Houston Barber** has been appointed to the board of directors of the Bluegrass State Skills Corp. Barber is superintendent of the Frankfort Independent Schools system.

**COMMUNITY TRUST BANCORP INC.**

■ **Eugenia "Crit" Luallen** and **Franky Minnifield** have been elected as directors of Pikeville-based Community Trust Bancorp Inc. Luallen has had a long career in state government, serving seven Kentucky governors and elected to statewide office twice. Minnifield is president and founder of Minnifield Enterprize Inc., a general contracting company.

**GREATER LOUISVILLE MARCH OF DIMES**

■ **Brian Bennett** has been named to the board of directors of the Greater Louisville March of Dimes. Bennett is a member (partner) of the Stites & Harbison law firm, based in Louisville.



Brian Bennett

**HORSE COUNTRY INC.**

■ **Christopher McNamara** has been elected to the board of directors of Visit Horse Country, a Lexington-based organization

of horse farms, equine medical clinics and equine attractions dedicated to sharing the stories of Kentucky's horse country. McNamara is senior vice president, corporate partnership for the Breeders' Cup.

**KENTUCKY BOARD OF EMERGENCY MEDICAL SERVICES**

■ **Jeremy Hensley** has been named to the Kentucky Board of Emergency Medical Services. Hensley is a paramedic for Louisville Metro EMS.

**KENTUCKY REGISTRY OF ELECTION FINANCE**

■ **Tony Colyer** has been appointed as a member of the Kentucky Registry of Election Finance. Colyer, of Louisville, is an attorney at the Colyer Law Firm PLLC.

**KENTUCKY STATE BOARD OF PHYSICAL THERAPY**

■ **Christopher Pyles** has been appointed to the State Board of Physical Therapy. Pyles, of Rineyville, is a physical therapist and director of business development at PT Pros Inc.

**LOUISVILLE PARKS FOUNDATION**

■ The Louisville Parks Foundation has announced the following appointments

to its board of directors: **Jessi Gross** – account executive, Enterprise Fleet Management; **Colleen Hagan** – chief of staff, WellCare Health Plans; **Jane Richards** – account director, RunSwitch PR; and **John Lewellen** – regional sales specialist, Medline Industries.

**NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO)**

■ **Lesa Seibert** has been appointed to the board of directors of the National Association of Women Business Owners (NAWBO). Seibert is chief executive officer and co-founder of Mightily, a Louisville ad agency.



Lesa Seibert

**UNIVERSITY OF KENTUCKY**

■ **Hollie Swanson** has been elected to serve as a faculty trustee on the University of Kentucky board of trustees. Swanson is a professor and researcher in the Department of Pharmacology and Nutritional Sciences in the College of Medicine.



Hollie Swanson



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# UK Healthcare is Finding Pathways to Better Health During Pandemic

EVP Mark Newman says expansion of telemedicine tools is safely improving access to care, use of resources, helping local hospitals

BY MARK GREEN

**Mark Green:** Kentucky has kept its COVID-19 infection rates relatively low and its treatment capacity comfortably ahead of demand. How much of this is due to Kentucky being a rural state away from the coast, and how much can be credited to proactive management by medical and public officials?

**Dr. Mark Newman:** I would say both. We ran models looking at the probability and number of cases we were likely to see in the state or in our hospital. Early on, that model looked overwhelming. It's part of the reason we put in the field hospital—to have that capability. But as the data started

to come in, it was substantially flatter than our models initially and as we continue to run new models, even flatter still. We're a rural state with a few smaller, urban hubs, so that gives us a natural spacing. But the sheltering-in-place, the understanding of distancing (and) masking—if you look at how flat our case numbers were compared to the models and the projections, we have to assume both played an important role. The active management was very, very important.

**MG:** What has the medical sector learned from responding to this crisis? Do you expect permanent changes as a result of this?

**Dr. Mark F. Newman** joined the University of Kentucky in 2017 as executive vice president for health affairs. He is responsible for the university's health system, UK HealthCare, and oversees the UK College of Medicine in conjunction with the provost. A native of Owensboro, Newman attended Western Kentucky University and received an Air Force scholarship to support his medical education at the University of Louisville. He completed residency training in the Air Force and a fellowship in cardiothoracic anesthesiology and transesophageal echocardiography at Duke University Medical Center. Afterward, Newman returned to active duty in San Antonio, Texas, at Wilford Hall Medical Center and was deployed in operations Just Cause, Desert Shield and Desert Storm. Returning to the Duke University Medical Center, Newman served as chief of cardiothoracic anesthesiology, chair of anesthesiology, chairman of the board and later president of the Duke physician practice organization. He is board certified in anesthesiology and involved in ongoing cardiovascular research.

**MN:** We've learned we depended upon a supply chain that may not be able to meet pandemic needs. That's an important lesson. Pharmacy is the

same way. We had gotten used to doing supply chains and pharmacy on a 'just-in-time' model and that's burned us. When you have a pandemic, everybody has the same need and your purchasing organization can't meet the need. We've learned having more duplicative sources and more local sources is something we need and not so much outsourcing and coming from broader sources.

If you were to come up with the 'silver lining' of this, it would be things like telemedicine and drive-thru testing. The reductions or relaxations in regulations that have allowed us to do more telehealth have been a boon for our patients and for health care. We had an 18-month plan to update and expand our telehealth, and we did that in about 10 days.

This pushed us, and now we've done 25,000 telehealth visits, where we were doing a very small number before. That's a plus. It will push us to continue to be as consumer-friendly as we can and think about the lowest-cost way to provide a good consumer process. Our younger patients especially like telemedicine and pharmacy delivery—things that make medicine start to catch up with the rest of the consumer world. It was where we wanted to go, but there was a natural lag because people are used to an older system. Our physicians felt if we've done it the same way for a long time, why do we need to change? This (COVID-19) was the reason; we had to change. They're seeing half of their patients now by telehealth, and most see that as a good thing because we've been able to do it efficiently and effectively—and the patients like it.

**MG: Will the pandemic restructure medical priorities and is it going to have a significant effect on revenue streams in health care?**

**MN:** It's important that we reiterate safety as we go forward toward a new normal. People, especially our elderly population, are scared. They're concerned about the safety of coming to a health care facility. We will still use telemedicine when we can to achieve that (level of safety).

As we open up, it could be nine months, a year or longer before we get back to the same volume and/or level of revenue we had before. It's going to take an adjustment to how we manage and staff to be aligned with that. We'll get back there, but my concern is in rural health care because they were already on a tight (financial) margin—not that we aren't, but they especially are. This is going to create an even tighter component in rural health.

Hopefully UK HealthCare can do telemedicine to help them keep as many patients there as they can and manage that effectively. That's some of our role in being that resource for

**“ Our younger patients especially like telemedicine and pharmacy delivery—things that make medicine start to catch up with the rest of the consumer world. ”**

the state. We can use what we've learned in this interim to have them keep those patients close to home, so they can manage a strong financial picture that probably is going to be challenging until people and volumes come back.

**MG: There was significant discussion before the pandemic that some smaller community hospitals were teetering on financial viability. Might this force some financial efficiencies through the system?**

**MN:** I hope. Things that happened around the regulatory side have been very helpful. I hope we look at those in the next phase and see which ones can we continue to relax because they benefit patients. Ones around telehealth are key as are other ways we can provide service at a distance. Electronic ICU is one. E-Acute is another, where we can

provide a distance service. If the patient continues not to do well we can transfer the patient here, but try to keep the patient there as much as we can.

We have EICU in place now; we use it mostly internally. It gives another set of both nursing and physician eyes into the rooms where the patients are. They can see the patient monitors as well as look directly at the patient. When we turn that externally (to a community hospital), it allows (our specialty intensive care) input to have the more acute patients not have to be transferred as early as when they don't have that backup as a part of their care.

**MG: How prepared for this pandemic medical crisis were we? What did we do well and what do we need to improve on?**

**MN:** UK HealthCare had a good disaster plan, and when we built Pavilion A (of UK Albert B. Chandler Hospital), which opened in 2009 or so, it was designed so every room in that part of the hospital could convert to a negative-pressure room, where we can take care of people who are potentially infectious. Every room in that hospital also can convert to intensive care and every room in the hospital was set up so we could run, if we needed, two patients on ventilators. The design was forward-thinking and fortuitous because it allowed us surge capacity as well as capacity to be able to manage big groups of these COVID patients who would need negative-pressure isolation and other things.

We have a strong disaster plan and added the field house to that very quickly. The field hospital was up and running in six or seven days using external resources. We set that up negative-pressure also so we could put COVID-19 patients there as well as have throughput for patients who are getting better because they may still be infectious for some period of time. From a UK HealthCare standpoint, we had a good disaster plan, a good team, and were big enough that we could take the resources that usually would be for ambulatory care and move them

Lead molecular biologist Ben Cobb processes tests for the COVID-19 virus at UK Healthcare on March 25.

to the more acute setting to run a hospital and to run a field hospital.

On a state basis, the good things are it showed the need for a higher degree of collaboration between our hospitals, and it came together quickly. We took leadership, together with some of the hospitals in town, to create what we called the Regional Operation Center for Kentucky (ROCK). We got information from all the hospitals in the region on their bed census, their ICU census, their ventilators. We got it in a real-time basis so that when these patients were going to need to escalate their care we could work with Baptist Health, with CHI Saint Joseph, with St. Claire or King's Daughters or whoever to say, 'If this patient needs to escalate, where is their bed? Where can we move them?' And as patients get better, how can we move them back out into the community to their local hospital to create more capacity for the sicker patients?

It showed a high degree of coordination and collaboration. We've set that up and it can be there for the future. It's an opportunity for collaboration going forward about how we better manage beds to keep people where they need to be. Competition and regulation make that harder on a normal basis, but I think it's something we can look at more. We can definitely look at it in situations where we have an emergency.

**MG: How does UK HealthCare, with its tremendous assets—the medical school and a major academic medical center—currently see its role in the Kentucky medical community?**

**MN:** If you look at us compared to every other medical center in the country, for the six months around the beginning of this year we had more transfers than any other medical center in the whole United States. That tells you we are that resource for transfers from other hospitals, for the escalation



Photo by Mark Cornelison | UKphoto

of the acute care, to facilitate and be that resource for high-level care within the state. Even when you compare us to the Cleveland Clinics and the other places of the world, we get more transfers in, hospital to hospital, than any place in the country right now.

We were essential to getting the testing up very quickly and increasing the volume of testing. In addition to our own, we provide a lot of testing for people in the region: Baptist Health Lexington and Saint Joseph Health and others in the city. Now we have the (coronavirus) antibody test up and running.

Another piece we worked on with the state was how to create models and understand the probability. Using epidemiology and public health, what is the potential risk for higher levels of need, of care, as we do this? And then how do we adjust the relative need (expectations) as we see the data change over time? We were a good resource for the state along those lines. And we made others feel comfortable that they have a tertiary, quaternary care (resource available) if they couldn't manage it overall. The Regional Operation Center for Kentucky I talked about before—people look to UK to be that coordinating resource for the state. That's something that's developed these past 10 years. People have that trust, and that's been a key component we want to build on as we ramp back up.

**MG: The 2019 annual report states UK Healthcare had more than 100 telehealth programs before the pandemic shutdown furthered their use. What types of medical care or parts of the process are candidates for increasing use of telehealth going forward?**

**MN:** All of our more than 130 clinics now have telehealth as a component, which is a good thing when you think about things like care management, the ability to follow up on patients and giving them easier access to care. It's about not only health care but the improvement of health in the state.

One of our challenges in Kentucky overall is that our utilization of hospitals is high. Some of that is because we don't do the preventative care and other things as well as we could. The more we take advantage of telemedicine to do that is good. Hopefully some of what they need can be done locally. But if it can't, can we do some of it by telehealth? Labs and X-rays can be done there, and we can see and talk to them and make it easier to get high-level subspecialty care with less travel. That is a real consumer-side benefit.

The EICU and E-Acute are both real opportunities for us to expand our expertise out into the state, raise the level of care at all the hospitals, and make it easier to keep more people close to home. Also, the idea of our physicians driving three or four hours to have a two- or three-hour clinic then driving back doesn't



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“ Rural hospitals are going to be challenged coming out of this; the more we can help them, the more we can provide subspecialty level care the better. ”

make a lot of fiscal sense and doesn't make a lot of patient sense.

Rural hospitals are going to be challenged coming out of this; the more we can help them, the more we can provide subspecialty level care, the better. The more we can use technology to expand our capability is going to be a key component of what we do in the future.

**MG: What are the top goals for UK HealthCare in the current strategic plan?**

**MN:** When we started into COVID we were in the process of updating our strategic plan for 2020 to 2025, and a key part of that is we want to continue to be that resource for Kentucky: How do we help our partners, help rural hospitals? How do we use new technology, new advancements, to not only work on health care but improve health overall? Enhance education, preventative care and those things?

People see us as an important resource, but sometimes it's hard to get to us. A goal is using telehealth and other things to drive a continued improvement in our ability to be consumer-friendly and make it easier for people to get to us. We need to build out more ambulatory capability and reach out into the community more. That'll be part of our strategic plan. But some of that doesn't have to be as much bricks and mortar as it used to be, right? We should be able to do more

with technology to make it easier for people to get to us.

We should keep planning for the future to keep our patients and our people as healthy as possible. We're going to be coming off a very stressful period for our health care workers and our patients. They've been coming in to work knowing that they're at risk, so what can we do to make them feel supported? This has created a lot of uncertainty when you have workers furloughed or working in platoons, working one week and not working the next. Health care over the last 50 years has been a very stable environment where things don't typically change too much. Now they're seeing change. We've always had so much volume we couldn't take care of it all, and now we're not in that same boat.

**MG: How do people who do business with the health care sector keep up with what's going on in this complex, ever-changing sector?**

**MN:** We want to be a resource to the business side of the equation. We want to help them think about what a smart reopening looks like, how they can interact in a safe way. I got calls last night from two different businesses: 'We're getting an OK to reopen, but how do we do this in a way where we don't create new problems for ourselves and don't end up having a new spike that shuts us back down?'

**MG: Does UK HealthCare have a resource yet for the business community to get some of this information?**

**MN:** We're working across multiple colleges to develop those resources. We've just put together a group led by our College of Medicine Dean Robert DiPaola and our College of Public Health Dean Donna Arnett to think about and create how we use testing. How do we create the environment and do electronic tracing?

After we get through this initial phase, I think we're going to have small outbreaks to manage. So how do you do the testing you need, assess what's going on, contain that in a small area, and then do the tracing that's needed? The old epidemiological approach is good, but can we use technology like cell phone tracing, GPS and other components to look at where people have been? It sounds a little Big Brother-ish, I realize, but on the other hand, when we're in unusual situations we have to use every tool we can. We intend for it to be a resource for other universities and for businesses.

**MG: What is highest on the UK Healthcare wish list? Is it to grow your staff and expertise, acquire more technology and equipment?**

**MN:** No. 1 is access and making ourselves more consumer-friendly, making it easier to get care. Second is continuing to drive technology through the research and other things we do. A third component is being the education resource to put doctors out in the state through the Bowling Green campus, the Northern Kentucky campus, the Morehead campus, together with the Lexington campus. We're going to be putting out about 200 physicians a year, and hopefully most of them will stay in Kentucky. Ninety percent of the class from last year were people from Kentucky.

The last piece is probably going to be a little different post-COVID. We're going to have to look how we can help some of these smaller hospitals sustain and maintain, because if we're about the health of Kentucky, we have to help that happen. ■





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# Meet the New Publisher and Owner



Lexington businessman Kevin Stinnett is the new owner and publisher of *The Lane Report*.

## Kevin Stinnett brings business success and deep public service experience

BY MEREDITH LANE FERGUSON

**T**HIS year marks the 35th anniversary of *The Lane Report*. The company has weathered many storms, including economic downturns; technological advances; evolution in the media industry; the passing of founder and publisher Ed Lane; and now even a global pandemic.

For many years, *The Lane Report* has been a full-color publication, printed and distributed monthly across Kentucky. A number of other special publications have been or are in the company's portfolio as well. What many people don't know, though, is that the magazine started as a black and white, biannual flyer, used to provide information to Ed Lane's commercial real estate clients.

It was 1985. At the time, his firm was the only full-service commercial real estate company in Central Kentucky and because

his clients kept inquiring about information on the region, he began publishing a community economic profile called *The Lane Report*. The flyer provided information on new developments, employment levels, population trends, vacancy rates, etc., and became a valuable tool for people managing businesses and companies interested in moving to the commonwealth.

Business people, government officials and other decision-makers appreciated the clear and concise overview of what was happening across the state, and advertisers appreciated the cost-effective marketing investment of being able to reach top leaders through their ads with *The Lane Report's* statewide circulation. Each issue has a significant pass-a-long readership as well because the publication's readers find it so valuable they route it through their office and put it in public areas in their businesses.

In 2010, *The Lane Report* interviewed the founder for a special issue celebrating its 25th anniversary. Now, 10 years later, Lane's responses are still as relevant today as they were a decade ago.

"I thought the magazine would be a valuable tool for our community—a good source of business information and a demographically targeted advertising medium. But *The Lane Report* has grown quite a bit more over the last 25 years than I initially expected. Our editorial coverage went statewide in 1997. Our reporting touches every part of the state, and the response from our readers has been very enthusiastic," Ed Lane said in the 2010 interview.

Over the years, many Kentucky business and public policy leaders have been interviewed by *The Lane Report*, including Kentucky governors, senators, university presidents, CEOs, bank chairmen, but also up-and-coming entrepreneurs and leaders in the arts.

"There have been many occasions where we profiled a man or woman in our state who had done something exceptional or started a business. The news article provided them

some initial exposure and publicity. A few years later and they've grown their business and become very successful. That's very exciting when you see that happen to an entrepreneur. *The Lane Report* also promotes education and the arts. The future of Kentucky's economy is a well-educated workforce. Better educated Kentuckians will make our state more competitive in the global economy," Lane added.

In August 2015, Ed Lane, our father, passed away after a courageous yet very quiet battle with cancer. Since then, my sister, Brett Lane, and I, along with the amazing and dedicated staff, have carried on our father's legacy. Together, thanks to each staff member who has been integral in pushing the company forward, the group kept the publication operating and thriving. Now, this year, the magazine celebrates another huge milestone.

Brett and I never intended on keeping the magazine in our hands forever. Not only did we want to find a successor, but it was important to find someone who had great business acumen, had their finger on the pulse of Kentucky's economy and was ingrained in the community as a public servant and leader. We trusted in the timing and knew when it was right, that person would reveal themselves to us. Earlier this year, we had an "a-ha" moment and entered into a sales agreement with that person.

After nearly four decades and two generations of ownership, *The Lane Report* has changed hands into a great new family. The "cherry on top" was that this person ended up being a dear friend of our father's, Kevin Stinnett. They served on the Lexington-Fayette Urban County Council together for numerous terms and it was there that they fostered a business relationship and a friendship over shared interests in economic development, service and public policy that provides opportunities for Fayette County's citizens. Stinnett runs successful insurance and financial planning businesses, so he has unique insight

and understands the marketing needs of business owners and what *The Lane Report* can provide to its advertisers. The moment we mentioned the idea of purchasing *The Lane Report* to Stinnett, it was a no-brainer that he was the right "fit" for a number of reasons.

Brett and I are excited for the future of our father's business and the legacy Stinnett will carry forward with the staff, many of whom have been with the company for decades. Since 1985, *The Lane Report*

Sisters of the Bluegrass. He currently serves on the board of the city's Business and Education Network.

Beginning in 2004—the same year Ed Lane was first elected—Stinnett served five terms on Lexington City Council from the Sixth District and one as an at-large member. Stinnett and Lane co-authored the city's Economic Stabilization Fund in 2006, creating a "rainy day" fund now topping \$36 million and being used for the first time to help balance the city budget after the virus. He chaired the city's Budget, Finance and Economic Development committee for 10 years, and was a candidate for mayor in 2018.

With unique understanding developed by private sector success, public service experience and a shared perspective with Ed Lane, Stinnett is bringing energetic and ambitious plans for *The Lane Report's* 36th year and beyond.

"*The Lane Report* is one of the most respected brands in Kentucky, appreciated by the state's business community and leaders for bringing news focused specifically on the issue they are working through to improve our commonwealth," Stinnett said. "I want to enhance both the print magazine and its digital platforms, and make it improve the value proposition for both our readers and our advertisers."

Like all business, media is a competitive sector, he said, and *The Lane Report* and lanereport.com are going to be successful by innovating and becoming an even better product.

In this issue, you will see an expanded and upgraded product with additional content and modernized design elements. The lanereport.com website has enhanced the experience it provides, with much more to come. Page views in the first four months of 2020 have surged by 50% over the same period in 2019.

"We are here for the long run," Stinnett said. ■

*Meredith Lane Ferguson is a Lexington Realtor. She and her sister, Brett Lane, of Atlanta, succeeded their late father, The Lane Report founder Ed Lane, as owners of the publication in 2015.*

**The Lane Report**  
The Lane Report is published by the staff of Lane & Associates and Ed Lane Real Estate.

**LEXINGTON RETAIL VACANCY RATE INCREASES TO 3.6%**  
by Al Hanks, Jr.

The vacancy rate for retail space in the Lexington area has increased to 3.6%. The vacancy rate estimate was completed by Lane & Associates using the period April 1 through the 15th and is based on a survey of twenty-nine (29) multi-tenant shopping centers and mall developments in the Lexington area.

A similar study in fall of 1984 put the vacancy rate at 2.5%. Recent openings of Arton (on both and South Park Shopping Center) and Spohnhouse Foods (in Zorndale Shopping Center) accounted for 74,000 square feet of new vacancy and most of the increase in the vacancy rate since the last survey was conducted.

Commercial premises for single retail and service companies were rapidly absorbed since the fall survey, and retail space ranging in size from 700 to 3,000 square feet are presently unoccupied in many of the Lexington area shopping centers.

Six new retail centers are in various stages of planning and retail premises for these developments may be available for leasing in 86 occupancy.

Year	Spring '84	Fall '84	Spring '85	Fall '85	Spring '86
Existing	2.5%	2.5%	3.0%	3.0%	3.6%
New Construction	0.0%	0.0%	0.0%	0.0%	0.0%
Lane Index of Retail Vacancy	100	100	120	120	144

**OUR FIRST ISSUE**  
This is the first issue of *The Lane Report* which is edited by the staff of Lane & Associates and Ed Lane Real Estate to present news, statistics, demographic data and information pertaining to the evolution, acquisition and management of real estate.

Lane & Associates is a Lexington-based real estate consulting firm and provides the following client services - market studies, property evaluations, operations of value, development of the selling, presentation of the documentation, terms, the planning and economic feasibility studies.

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We hope you will find *The Lane Report* of value and would appreciate your comments and questions.  
Please address correspondence to: *The Lane Report*, 154 Pitcher Drive, Suite 70, Lexington, Kentucky 40502.

The Lane Report's very first issue, published in 1985. It began as a biannual flyer that provided Central Kentucky economic information for Ed Lane's commercial real estate clients.

has become a trusted source for Kentucky business news, and just as it has evolved over the last 35 years, we look forward to seeing how the company will grow even more in the future with Stinnett's new ideas.

### Stinnett bringing innovations

A native of Lexington, Stinnett is a graduate of Bryan Station High School in Lexington and Centre College with bachelor's degrees in economics and Spanish. He was in the Leadership Lexington class of 2000 and has served on the Commerce Lexington economic development team and the boards of Lexington Center (Rupp Arena) Board and Big Brothers and Big



David Stephenson, a journalism professor at the University of Kentucky, conducts an online class on virtual reality in his house on March 24.

Photo by Mark Cornelison | UKphoto

# Nimble, Adaptable and Prepared

Kentucky's educators have the utmost faith in their displaced students

BY ABBY LAUB

**E**DUCATION has been one of the sectors most affected by the economic and societal disruptions brought on by COVID-19, but Kentucky's educators are proving that making a rapid pivot to full-time distance learning is

possible. And students and educators are proving they have the resiliency to not only survive but thrive.

"It is really up to us to decide how we look at this, and I have chosen to try and look at the bright side of things and realize that even though we won't be graduating at a big ceremony with all of our family there, we still have achieved our goal and are moving on to bigger and better things," said Kevin Cline, a senior at Lafayette High School in Lexington. "It also reminds us that life is not always fair, and sometimes you just have to go with the flow and make the best of a bad situation."

Taking a bad situation and making the best of it has been a theme for all the state's educators this spring.

At the University of Kentucky, pulling off online education for 30,000 students in a huge range of programs was a massive feat.

"When people have to pivot quickly they really can. It was amazing how fast it all came together," UK Associate Provost for

Teaching, Learning, and Academic Innovation Kathi Kern said.

In practically an instant, there were expanded office hours for faculty, financial and emotional support for students, and technological training. Food pantries were set up, an all-new Teach Anywhere website created, one-on-one e-tutoring implemented, internships reworked, specific program requirements adjusted from the national level, student and faculty surveys sent out to implement best practices, and countless other tools and strategies developed.

One of the biggest changes was that "almost every department and college agreed to a pass/fail option," Kern said. Each UK school had to think about alternatives to traditional testing and assessments.

"Basically what we did at the beginning of COVID-19," Kern said, "was challenge faculty to take their learning objectives for the course and think creatively as to how they can be met in a remote teaching scenario."



Photo by Mark Cornelison | UKphoto

A small group of UK students participates in online classes from their front porch on April 7.

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EKU's PGA Golf Management program seniors give final presentations via Zoom with Program Director Kim Kincer. EKU switched to delivering remote classes on March 23.

Programs that already had been fully online or hybrid programs were able to provide a framework. Long-term, she hopes the aftermath will create greater instructional flexibility.

“Online delivery is not a restrictive space. It’s a generative space,” Kern said. “We already had so many faculty who had already taught online, and those faculty were able to help other faculty. They started a leadership team for faculty to share those experiences, and they have not had a single whining email.”

**Providing structure in uncertain times**

At Georgetown College, Instructor of Church History Joanna Lile had to rework her classes for online delivery, but got “a lot of great advice and guidance from other Georgetown faculty along the way.”

The experience, Lile said, will affect how she teaches moving forward, after COVID-19.

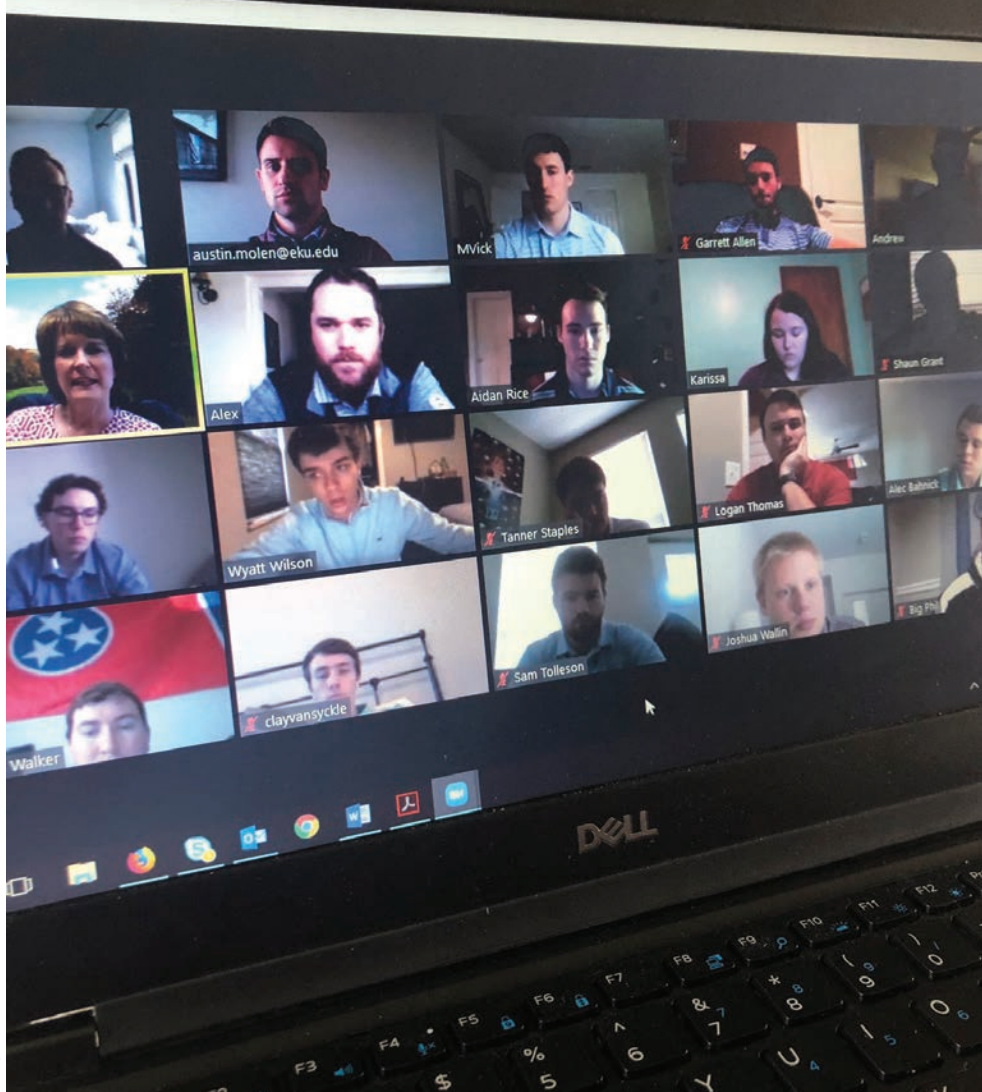
“In a way, I’m glad that I have been forced to rethink my assignments,” she said. “All of the assignments I am currently giving can just as easily transfer to face-to-face instruction after the pandemic, and for the most part these new assignments are more creative and engaging than what I was doing before.”

And the students have rolled with it.

“I have been impressed by how flexible my students have been,” Lile said. “They have transitioned to online learning very smoothly and have shown a lot of maturity. It is so encouraging to see students not only making deadlines, but continuing to turn in really thoughtful work. I have had several students tell me that having assignments has helped them maintain some much-needed structure during this otherwise unstructured time.”

Dealing with unstructured time is one area where UK is working

EKU photo



to support students and offering direction in terms of executive focusing.

“It started out as something we were focusing on for students with disabilities, but it applies to all students in the event of a disruption in environment or a trauma,” Kern said. “We’ve done lots of surveys about both educational and basic needs. They’ve really focused on a holistic approach to supporting students.”

The holistic approach sometimes means meeting basic needs like internet access, food, and technology for students who have never before worked remotely or have limited means at home.

**Building on experience**

David McFaddin, interim president at Eastern Kentucky University, said he is thankful for the level of support they’ve been able to give students, and also for EKU’s previous online instructional prowess.

“In the early 2000s, Eastern was

a first-mover in online education,” McFaddin noted. “We had built best practices and had strong leadership that was able to quickly take what we already knew worked best and use those tools to help each faculty member. We had a great framework and support services.”

Before COVID-19, about a third of EKU’s student population—roughly 3,500 students—were already fully online. Another big percentage of the school’s 15,000 students were also in hybrid programs, so moving online was not a monumental hurdle for many students.

“The biggest challenge for students and faculty is the emotional and psychological toll,” McFaddin said. “There’s a sense of loss that everyone has—that loss of connectivity and togetherness. And then, what happens on the other side?”

Like UK and others, EKU quickly set up counseling services for students who felt isolated or fearful. And on the educational side, they are being



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as flexible as possible with things like internships and practicums.

“One of the hallmarks for ECU is real-world experience,” McFaddin said. “We are very connected to the business community and economy. Internships are vitally important to be prepared for the workforce and apply it from the classroom to a safe environment. So we will handle that on the academic side. We don’t know what will happen with the economy, but we do know our mission is not going to change and our commitment to students is not going to change.

“We’ve been here since 1874 and we’ve endured many hardships and catastrophes,” he added. “We’ll meet students where they are when this is over. What we’ve proven here is that nearly anything can be taken online. The question is, ‘Can we design it in an educational way where students get the maximum experience out of it?’ Things we thought before were not possible are now possible with some innovation, ingenuity and a lot of hard work.”

**Rapid response to needs**

Warren County Public Schools Superintendent Rob Clayton expressed the utmost respect for the teachers, principals and parents who have made the transition work in a short amount of time.

Clayton said they had approximately 48 hours to figure out what to send home with the district’s 17,000 students – at the time unsure whether they’d see them again for the school year. The objective was always to provide remote learning opportunities that were both reasonable and meaningful.

“From the very beginning we made it clear to the parents that we were not going to try to duplicate what happens in the classroom,” Clayton said. “We were very transparent that our goal was to minimize any negative impact.”

The leadership and instructional teams worked quickly. By the last day of in-person school, every student who needed a tablet was sent home with one and all students had a paper packet in hand. And like other schools



Photo courtesy of UofL

around the state, free meal services were quickly set up for those in need.

One key focus was making the senior class feel honored and supported.

“We don’t want them to feel forgotten. Our principals have done an outstanding job to find additional options to recognize them,” he said. “I think the positive affect from this is [the seniors] are going to be much more resilient in the next stage in life after experiencing this. They’ve been put in a position unlike any senior class before them. Students have told me that they’re going to be better prepared. The benefit will be the durability to persevere and become stronger because of this adversity.”

**Transitioning into the unknown**

For seniors in high school or college, especially, the shift in education also becomes a workforce development issue.

Beth Davisson, executive director of the Workforce Center and the Kentucky Chamber of Commerce said students—like businesses—will be more nimble as a result of recent experiences. Davisson said the chamber’s job is to support these students and employers by making sure they have needs that match up well when the economy returns to normal.

“We’ll have to climb back to where we were; we were at 3% unemployment,” she said. “It will take patience. We will have to be

The University of Louisville began delivering all classes remotely in mid-March and plans to do so for all summer term courses too.

skilled up in the ways we need. Goal No. 1 will be what employers need as they rebuild. There will be some benefit; this generation will be more adaptable.”

When the state shut down, the chamber almost immediately came up with a “Who’s Hiring” campaign to match displaced or laid-off workers with jobs to meet the needs of businesses deemed essential.

“We lost thousands of jobs, but also many new essential jobs have opened up,” Davisson said. “There is a huge temporary economy where workers are needed immediately. We’ve had to be nimble. COVID-19 is a terrible time and it has been hard, but you have to look for the opportunities and the ways that you can help.”

If someone lost their job or is entering the workforce, they can do online skills programs like certifications and trainings to find employment in high-demand jobs, even though that can be hard to think about when people are worried about their unemployment checks.

Moving forward, Davisson believes employers and schools will be more adaptable to remote work or learning.

“This has really proven to many business leaders that we’re coming into a very modern day and age.



We've had to figure it out now, and we can do distance learning and distance working. We are just as productive, and maybe even more so! I don't know that all of us believed that could be true before this. This will give us more of a comfort in technology and I hope allow it to evolve."

Davisson also foresees continued merging of business clusters, like the way health care and manufacturing are currently working so closely together to meet the needs facing the state and the world. And she says education will reflect that.

"We will work very hard to find out what employers need and then project those needs out to our educators and workforce providers to build those programs together rather than in silos," Davisson said.

### Learning new technology

Teachers, despite the many challenges, are answering the call.

Clayton said the Warren County Public Schools system has done two district-wide surveys and the response has been overwhelmingly positive: 90% of respondents gave a 3 or higher (on a scale of 1 to 5) in regard to student-teacher communication. Other areas surveyed included workload, where 89.5 percent gave a 3 or higher.

### Flexibility is key

Cline anticipates that the disruption of his senior year will give him an unexpected leg up when he heads to college in the fall.

"Online school has taught me the valuable lesson that in college, there is no one to force you to do your work," he said. "It is completely up to you if you want to pass your classes, and I don't think enough high school seniors know that before they go into college."

And McFaddin thinks those college seniors heading into the

workforce will also be well prepared, despite the changes.

"I do not think this is going to have any impact on job readiness for our students," he said. "What I do think is that this economy and employers are going to try to build resiliency into their business models."

As an institution, EKU is focusing on contingency planning.

"We don't know when this will be over or if there is a second wave coming," McFaddin said. "We're hoping for the best and planning for the worst. We will be prepared to continue in this way with more intentionality and more focus and more intentional online delivery. Or if we see students showing up here en masse, we'll be ready to get back on campus and reconnect. We're going to stand ready to meet them at either place." ■

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

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Amazon photo

# Surge in Online Shopping Pushes Logistics Industry into High Gear

COVID-19 crisis underscores the importance of transporting goods

BY GREG PAETH

**T**HE question isn't whether the COVID-19 virus has changed the way you shop. It's more a question of the degree to which the pandemic has altered how you acquire everything from Clorox wipes to a Mercedes and nearly every other purchase in between.

It's also a question of whether skyrocketing online shopping during the present crisis will have a lasting impact on consumer habits and what that might mean to Kentucky, where logistics, including lots of ecommerce order fulfillment, is the second largest employment category in the state with some 75,000 workers and accounted for about

one-eighth (\$27 billion) of the state's \$217 billion GDP for 2019.

In the last six years, the number of new distribution and logistics jobs created in the state—nearly 15,000—was exceeded only by the number of new automotive industry jobs (approximately 21,000), according to the Kentucky Cabinet for Economic Development. Tack on another 1,700 logistic hires in Kentucky that Amazon announced last month to meet the spike in demand.

Thousands of those logistics jobs are linked directly to online shopping. While there remain many questions about COVID-19, one thing is certain: Online shopping went through the roof in March and

Online ordering during the global pandemic has brought a significant increase in demand for goods, especially critical supplies and item people purchase locally during normal times. Online retail giant Amazon has hired more than 1,700 new employees in Kentucky to help keep up with the demand, and it plans to hire at least 900 more, a company spokesperson said.

April, and no one yet knows about the long-term impact.

For example, Verst Logistics, headquartered in Walton, said demand for ground coffee produced by a roaster in Louisiana increased by nearly nine times during the height of the sales surge. While a typical order to Verst would be for about 7,000 packs, that order ballooned to 60,000 at one point, said Dean Hoerlein, Verst's vice president of distribution and fulfillment.

"All of the fulfillment is eight to 10 times the normal for the last couple of weeks," Hoerlein said in a mid-April interview.

"When this all came under lockdown, our volume spiked. We probably doubled the normal volumes of produce and food for a week or two," said Kenny Ray Schomp, president of Longship, a logistics/trucking company in Lexington. "We restocked everything, and then the volumes kind of settled down to normal and that's kind of where we are now.

"We probably did 400 or 450 loads that (first) week and typically do right around 300," said Schomp, said whose company specializes in produce, meat and other food deliveries and works with customers that supply grocery chains such as Kroger and Giant.

Online sales of hand sanitizers, gloves, masks and antibacterial spray jumped 807% from Jan. 1 to mid-March, according to the Adobe Digital Economy Index, an online barometer of the digital economy. Over-the-counter drug purchases for cold and flu remedies and pain relievers shot up 217%, slightly less than the increased demand for toilet paper, according to Adobe figures.

BOPIS, which is Adobe shorthand

“(the crisis) is introducing online retailing to segments of the population that weren’t necessarily doing that before.”

**Mark Mathews,  
National Retail Federation**

for Buy Online Pickup In Store purchases, jumped 62% over a one-month period that ended March 21.

It’s estimated that about 15% of all retailing is done online, said Mark Mathews, vice president of research development and industry analysis for the National Retail Federation, an influential trade group that supports traditional and online retailers and counts Walmart and Amazon among its members.

“It absolutely is a surge” Mathews said about the online increase, “and I think once stores are open (again) we will eventually return to shopping as normal.”

Likely a new normal, though.

“I think part of that surge is going to stay,” he added. “I think this (the crisis) is introducing online retailing to segments of the population that weren’t necessarily doing that before.”

With many stores closed and repeated warnings to stay home, Mathews notes, online shopping was, in effect, the only game in town.

Digital Commerce 360, which tracks online retailing, reported online sales growth for last year at 15%. That amounted to 16% of all retail sales, compared to 10 years ago, when online sales were 6.4%.

Verst Logistics, which provide logistics support for the largest grocery chain in the U.S., has taken several measures to keep employees safe while meeting the demand for goods. The company starts each day with safety training, promotes social distancing, provides personal protective equipment for staff members, and performs extra sanitizing of equipment, including its robotic equipment.

### Will new buying habits remain?

“There are more questions than answers right now,” said Steve McClain, director of communications and public affairs for the Kentucky Retail Federation, the state chapter of the National Retail Foundation. “Part of it depends on how long this goes on. Is this something people forget about in six months or is this going to have a longer carryover effect?”

German airfreight shipper DHL Express, which built its global hub for the Americas at the Cincinnati/Northern Kentucky International Airport, believes the crisis is likely to boost online sales numbers in the future.

DHL has added routes and purchased cargo aircraft capacity, according to Jeff Billingsley, vice president and general manager of the Kentucky hub, while taking precautions to keep its workers safe as they maintain “full operation” at its hubs in Hebron, Hong Kong, and Leipzig, Germany.

“I think we will see greater globalization and connectedness as a result. Individuals who were once reticent to do their buying online are now seeing the ease of use, flexibility and convenience—something they can easily get used to,” said Lee Spratt, CEO of DHL eCommerce

Solutions for the Americas. “This experience has now opened a new world to digital immigrants from different generations. Due to this global pandemic, those who are not digital natives have been forced to adopt or at least research new avenues for buying their most necessary items, from toilet paper to food.

“The longer that this crisis continues, I believe we may see significant increases in online purchases, in particular with grooming products, home products, office equipment, workout equipment, entertainment and electronics,” he said.

DHL now shares its massive sorting facility at the airport in Hebron with Amazon while the online retailing behemoth completes construction of a \$1.5 billion air hub that will open nearby next year.

### Crisis underscores importance of logistics industry

Amazon wouldn’t respond to specific questions about business growth during the pandemic or beyond but the company commented indirectly by providing plenty of information about job creation in Kentucky and elsewhere in the country, a sure-fire indication that business has been

Robert Runyons, Verst Logistics photo



Alan Turner, an account executive at Longship, connects with carriers to ensure essential products are safely shipped to stores across the United States.

booming. In a four-week period that ended in mid-March, Amazon hired 1,700 new employees in Kentucky, bringing its statewide total to about 14,700, according to company spokesman Andre Woodson.

By mid-April, the company had hired another 100,000 nationwide and said it would boost pay for its global workforce by \$350 million, Woodson said.

UPS also has a huge presence in the logistics industry in Kentucky: Including part-time employees, UPS has about 29,000 employees in the state, most of them in Louisville, where its massive Worldport air hub is located. According to the Kentucky Cabinet for Human Resources, UPS ranks second to Ford Motor Co. in the state with just over 12,900 full-time jobs in the manufacturing, service and technology category.

Kentucky is well aware of the importance of the logistics industry to the state's economy.

"For consumers, online ordering and home delivery quickly became the go-to method during this crisis, both in terms of usage frequency and for a broader range of goods. That appears likely to continue as part of the new normal," said Jack Mazurak, communications director for the Economic Development Cabinet.

"Kentucky's logistics and distribution industry has long served as an economic development lighthouse—particularly in recruiting manufacturing and service-related businesses reliant on global overnight shipping. As well, the industry has been a major factor in decisions by many existing companies to expand in Kentucky," Mazurak noted.

"Thanks to UPS, DHL and Amazon air shipping hubs, Kentucky is fast becoming the nation's No. 1 air cargo state. And, Kentucky is home to hundreds of small and mid-size logistics companies that are by nature nimble and responsive to



Longship photo

market and demand shifts. Given those strengths and foreseeable post-pandemic changes in both consumer behavior and how businesses operate, the industry in Kentucky is well-positioned for success," Mazurak said.

#### Order fulfillment has changed

Hoerlein of Verst and Schomp of Longship both pointed out that some segments of their businesses have declined.

Verst packages products for companies such as P&G, Kraft and Dr. Pepper and also warehouses products, handles order fulfillment and delivers products by truck to brick-and-mortar retailers, online retailers, manufacturers and other shippers.

"We have a pretty diverse customer base so we're seeing the highs and the lows of multiple industries. The automotive—from our perspective in the warehouse segment (of our business)—is currently going gangbusters. At some sites where we do (the delivery of) the raw materials and where we're working in the production and manufacturing side, we're shut down," Hoerlein said.

Meanwhile, some companies "... don't have anywhere to go with their product so we're seeing a huge influx of short-term storage for stuff that was manufactured."

The fulfillment segment also has been booming. Before the COVID-19 crisis, Hoerlein said products that had been shipped in bulk are now being shipped to consumers in much

smaller quantities. "Before we could send a thousand units out the door with one pallet move. Now that thousand-unit order is going out in a thousand different boxes."

Schomp added that he believes online shopping will continue to grow and traditional retailers without an online presence will be negatively impacted.

"One thing that business hates is uncertainty," said Tom Underwood, the Kentucky director for the National Federation of Independent Businesses, which claims a membership of about 4,000 in the state. "A lot of members of the public have gotten into the habit of online shopping and that's going to be to the detriment of a lot of small businesses."

Underwood stressed the importance of having an orderly plan to reopen the economy so that business owners have time to prepare by recalling employees, stocking their stores and taking steps to "assuage the concerns of the public" about venturing out to shop.

"There's been a big change in consumer confidence and until they feel safe going to stores and restaurants and sporting events it's going to change their buying," he said.

Once it's all over, Underwood had some advice: "Buy small. Support the small businesses that support your Little League and your neighbors." ■

*Greg Paeth is a correspondent for The Lane Report. He can be reached at [editorial@lanereport.com](mailto:editorial@lanereport.com).*

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Registered nurses Marcia Alverson, left, and Amy Richardson, right, work fitting a powered air-purifying respirator (PAPR) suit on Bailey Adamson before she enters a patient's room as staff at the Albert B. Chandler Hospital work with COVID-19 patients.

# Kentucky Providers Have Stayed Ahead of COVID-19

So far, major care systems have kept treatment capacity ample and infection rates manageable

BY SHANNON CLINTON

**H**EALTH care workers on the front lines of the COVID-19 pandemic have handled an unprecedented strain on medical supply chains and human resources, testing and tending to patients, educating the public, and implementing and adapting to new safety protocols for themselves and their patients.

They were alerted early to the coronavirus news in China and

began steps to protect facilities and staff and prepare for a potential surge in patients—to date keeping capacity well ahead of demand.

**Preparation, testing and treatment**  
With a new, highly contagious and not-fully-understood virus to battle, safety has been a primary concern for health care officials.

Dr. Mark F. Newman, the University of Kentucky's executive vice president for health affairs, said there are more than 9,200 Kentucky-based employees

at UK HealthCare, the clinical arm of UK that includes three hospitals and more than 120 ambulatory clinics.

In mid-January, Newman said, UK Healthcare began screening patients who'd traveled to China over the holidays and had returned to UK's campus.

"Since then, our Infection Prevention and Control team has worked with campus colleagues, city and state officials and throughout the



Dr. Mark F. Newman, Executive Vice President for Health Affairs, University of Kentucky

health care enterprise to continually update procedures and protocols to keep patients, employees and students safe,” he said.

These actions included providing telecare options at nearly all affiliated clinics as well as drive-thru testing for health care employees and in-house COVID-19 testing since March 21. In the first four weeks of testing, the lab completed nearly 3,000 tests.

To address additional hospital capacity needs, UK Healthcare announced in early April that the UK football team’s on-campus practice facility, Nutter Field House, would be transformed into a 400-bed field hospital, which was completed by April 20.

Another field hospital with a capacity for 2,000 beds went up at the Kentucky Fair & Exposition Center in Louisville, staffed by the Kentucky National Guard, should hospitals run short on space for new COVID-19 patients.

UofL Health CEO Tom Miller started hearing rumblings about COVID-19 in January, and by February many preparations were underway. UofL Health operates five hospitals and four medical centers along with more than 200 physician practice locations and the Frazier Rehab Center and James Graham Brown Cancer Center.



Tom Miller, CEO, UofL Health

The first priority was to protect the health of the medical staff so they’d be able to take care of patients, in part making sure they had enough personal protective equipment (PPE), which was a challenge. By working outside normal purchasing vendors, they made good headway.

Visitation was restricted and most waiting rooms closed as new processes enabled patients to wait in their vehicles until they were called in for medical appointments. Protective

masks were required for staffers and visitors, handwashing stations were prominently placed throughout facilities, and temperature-taking protocols were established for visitors and staff.

“We consider this (pandemic) a disaster situation so we opened up an incident command,” Miller said, explaining the group meets regularly to discuss ICU bed availability, patient volumes, PPE needs, exposure reduction methods and best practices for helping patients.

About 700 UofL Health staff began working from home. With elective surgeries put on hold, fewer personnel were needed on medical floors, so about 200 others volunteered to stay home unless recalled to duty, a boon for those with children out of school.

UofL Health facilities still had plenty of available beds in late April. Normally there are 900 inpatients per day throughout the network; as elective procedures were halted, the census dropped to about 700 daily, providing additional capacity if needed.

Saint Joseph Health CEO Bruce Tassin, which leads a health care system with 135 locations in 20

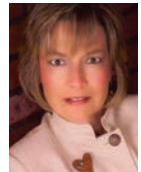
Kentucky counties, acknowledged that the suspension of elective procedures was challenging for many non-COVID patients.

“The COVID-19 pandemic has impacted all of us, and it has been difficult for some patients as we paused services such as diagnostic and radiology testing, nonurgent procedures and elective surgeries,” said Tassin. However, he added, “We appreciate the governor’s thoughtful and safety-focused decision, and have taken a number of steps to reinforce the health and safety of patients utilizing our services, as well as for our staff members.”

With about 17,000 Kentucky-based employees, Baptist Health began preparing for the impacts of COVID-19 weeks before Kentucky reported its first case, according to Public Relations Manager Kit Fullenlove.



Bruce Tassin, CEO, Saint Joseph Health



Kit Fullenlove, Public Relations Manager, Baptist Health



Staff at the Albert B. Chandler Hospital work with COVID-19 patients on April 2.

A nurse and respiratory therapists transfer a COVID-19 patient from the Cressman Intensive Care Unit to the progressive care unit at Norton Women's and Children's Hospital.

“A core team began meeting daily to make sure we had resources in place, such as personal protective equipment (PPE), staffing plans and to begin facility surge planning for all our hospitals,” she said.

Planning commenced with state and local governments as well as other health systems and key providers such as EMS. By April 8, Baptist Health had tested more than 4,000 people with symptoms similar to COVID-19, with about 10% positive cases. Meanwhile, existing telecommuting infrastructure was expanded to allow up to 3,800 employees to work from home.

At Pikeville Medical Center, CEO Donovan Blackburn and Chief Medical Officer Dr. Aaron Crum said their hospital network, which encompasses 3,000 employees among its 45 different facilities, was well poised for the COVID-19 battle.



Donovan Blackburn, CEO, Pikeville Medical Center

Two infectious disease doctors and a director of infectious disease are on staff, and enough “negative-pressure rooms”—which contain airflow and isolate patients with contagious conditions—for 40



Norton Healthcare Prevention and Wellness worked with the Louisville Urban League to host a drive-up testing clinic for residents of Louisville's West End.



Norton Healthcare photo

patients at once, with additional expansion capabilities.

The hospital became home to a Highly Infectious Disease Unit in 2015, part of an effort to prevent a widespread Ebola outbreak as had occurred in Africa.

“We’re very fortunate that we were essentially very prepared in large part,” Crum said.

In Northern Kentucky, Edgewood-based St. Elizabeth Healthcare operates five facilities and many private physician practices, in all employing about 9,000. CEO Garren Colvin said an infectious disease team has been constantly planning for a major local outbreak of some form while monitoring past Ebola, swine flu, SARS and others for more than 10 years.

“We always had a team in place for what we thought was coming,” he said.

Two wings of the hospital have been transformed into negative pressure rooms. Though PPE remains a concern, community donations



Dr. Aaron Crum, Chief Medical Officer, Pikeville Medical Center



Garren Colvin, CEO, St. Elizabeth Healthcare

have helped, and overall, he said, supply volumes and staffing levels are stable. As a contingency, St. Elizabeth Healthcare officials have been working with the Kentucky Board of Nursing to get new graduates licensed quickly, and PRN staff have been asked whether they could work more hours if needed.

**Collaboration, innovation is critical** Just as medical facilities have had to quickly adapt operations to the “new normal” of the COVID-19 era, so have the operations of Kentucky-based insurers and other providers.

Louisville-based insurance company Humana Inc. has about 12,000 Kentucky-based employees, many of whom have always telecommuted, said Humana Corporate Communications Lead Kate Marx. Employees typically work scheduled hours from home, appearing in-office for occasional team meetings or other events.

“Our work-at-home policy has been very successful over a number of years and has resulted in higher levels of performance and employee engagement,” Marx said. “Our success is attributable to the fact that work-at-home is a cooperative



Kate Marx, Corporate Communications Lead, Humana



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agreement between the company and our employees.”

Since March 12, all office meetings have been virtual, Marx said, and additional employees have transitioned to work at home.

Passport Health Plan administers the state’s Medicaid benefits to more than 300,000 Kentuckians, a number likely to grow as unemployment reaches record levels in the state due to the pandemic.

Passport Health Plan President/CEO Scott Bowers said his 500-plus employees have had to become very resilient in the face of new challenges. A significant portion of employees worked in the Louisville office and the entire team has transitioned to telecommuting.

“If our mission is to improve health and quality of life of our members, trying to be collaborative and innovate in this tough time is really critical,” Bowers said.

The Department for Medicaid Services has managed care organization meetings twice a week to discuss what’s important to the governor’s administration and how they can support that, Bowers said. Reports are already emerging about increased eligibility for Medicaid, which leads to more volume and accountability for PHP but so far, the growth has been accommodated.

### Technology driving info, telemedicine

As the virus—and misinformation about it—began to spread, hospital websites and their social media quickly became trusted public health resources about COVID-19 and technology is also being leveraged to expand telehealth options for patients.

“Baptist Health has trained more than 1,000 providers to conduct these virtual care visits,” Fullenlove said. “Additionally, we are using telehealth in our hospitals so physicians can see patients in isolation remotely, or even do consults between providers

in different facilities or hospitals. This is especially important now with a surge of patients involving a highly communicable infectious disease.”

In March, UK HealthCare implemented telecare patient visits for most outpatient care clinics, Newman said.

“In just a few weeks, more than 11,000 visits were completed in 103 clinics and more than 18,600 telecare appointments had been scheduled for the month of April,” he said.

At Pikeville Medical Center, drive thru-lab work and in-vehicle check-ins have been initiated and additional 24/7 drive-thru pharmacy



Scott Bowers,  
President/  
CEO, Passport  
Health Plan

CHI Saint Joseph photo



The American Scrub Co. donated 50 pairs of scrubs to both Saint Joseph East and Saint Joseph Hospital through the CHI Saint Joseph Health Foundations.

lanes added. To avoid waiting room crowding, a texting platform notifies patients who arrive for a clinic visit when it’s time to come inside to see a physician. A respiratory-health triage area launched as well as telemedicine services.

Colvin communicates daily with St. Elizabeth hospital staff about the latest developments, and weekly with the Northern Kentucky legislative caucus and four area judge-executives. He also keeps in touch with nearby mayors and city administrators about the hospital’s ongoing efforts.

### Researching treatment innovations

Meanwhile, Kentucky-based researchers, faculty and physicians are also busy working on treatments for the deadly virus.

A multidisciplinary team of UK researchers and faculty are working with their peers worldwide in a workgroup called the COVID-19 Unified Research Experts Alliance team. Its focus is “advising COVID-19 patient care and clinical trials based on emerging research and potential treatment options,” Newman said.

On March 29, Baptist Health Lexington transfused donated plasma from a recovered COVID-19 patient into two patients who were critically ill with the virus. The premise is that antibodies in plasma from recovered patients may help those still battling the virus. The treatment was a first-of-its-kind partnership with the Kentucky Blood Center and was performed after FDA and institutional review board approvals.

A COVID-19 patient at Norton Healthcare in Louisville has become the first worldwide to participate in a clinical study examining whether selinexor, a low-dose oral cancer treatment, can also benefit COVID-19 patients.

And at UofL, researchers announced in late April that they have developed a technology that shows promise for blocking the novel coronavirus from infecting human cells, with a requested fast-tracking from the Food and Drug Administration.

### Ongoing care

With so much of the focus being on the coronavirus, there has been a reluctance by some to seek necessary treatment for other ailments, fearing they’ll come into contact with COVID-19 patients or contaminated surfaces. UofL’s Miller said this poses a different type of health risk, as troubling symptoms or conditions may worsen and later require more serious care.

“We’re taking the right precautions to make sure we don’t cross-infect anybody” and have strict cleaning processes, he said. “Don’t be hesitant about coming to us.” ■

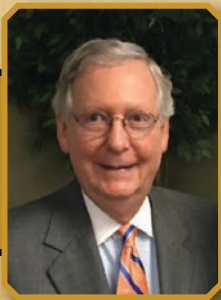
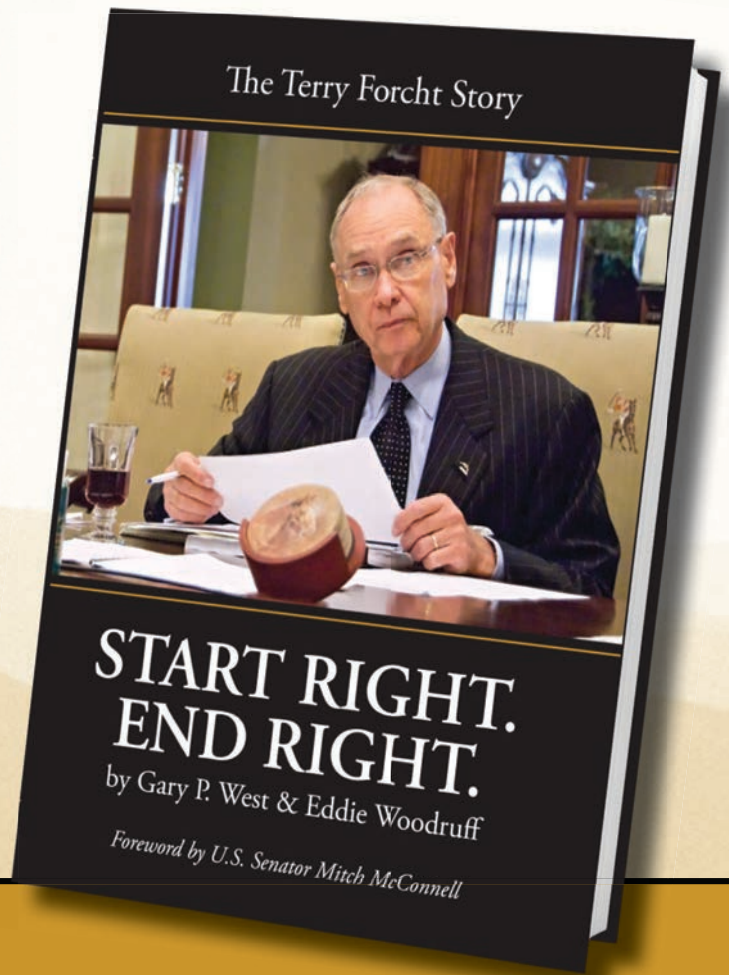
*Shannon Clinton is a correspondent for The Lane Report. She can be reached at [editorial@lanereport.com](mailto:editorial@lanereport.com).*

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*- U.S. Senator Mitch McConnell*



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*- Debbie Reynolds, President, Forcht Group of Kentucky*



# Smart Planning Will Grow AI

Louisville summit lays out a roadmap for new jobs of the near future

BY DAWN MARIE YANKEELOV

MANY in Kentucky's tech, academia, government and nonprofit circles understand that rapidly developing artificial intelligence is changing the work they do, prompting 1,100 to sign up for the "Tomorrow's Talent: AI & The Future of Work" conference in Louisville in late February.

Attendees also included members of logistics, advanced manufacturing and business sectors who are growing excited about what is called Industry 4.0, a fourth industrial revolution rapidly emerging via mashups of cloud computing, the internet of things (IoT), artificial intelligence (AI), nanotechnology, robotics and 3D printing. Industry 4.0 is expected to dramatically push efficiency, productivity and new solutions.

Planning with intention is important in emerging tech cities like Louisville, said Alan Berube, senior fellow and deputy director of the Metropolitan Policy Program at the Brookings Institution in Washington.

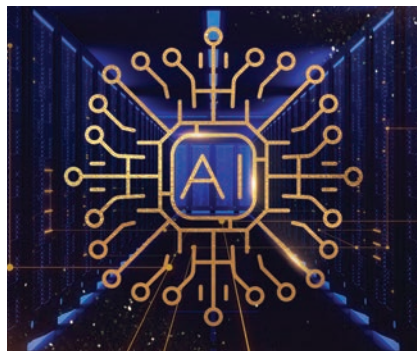
Last year, Microsoft's Future of Work Initiative committed \$1 million to support developing an AI hub focused on growing a data-credentialed workforce and related middle-class jobs in Greater Louisville.

On the employer side, "AI is only one aspect of the fourth industrial revolution," said Dan Burke, vice president of application development for UPS, whose Louisville Worldport Super Hub does business in 220 countries. The \$74 billion company is an e-commerce economic growth driver in Kentucky with 22,000 employees.

The generation-old Digital Revolution has given way to the Connected Age, Burke said, advising that brainwave tech is about to make telepathy a reality while implantable tech, autonomous vehicles and AI are already here.

"IT is no longer a supporting function," he said.

Last year UPS founded a drone subsidiary, new ground for an airline. A first strategy is to better serve health care customers with prescription delivery by M2 drones that can carry 5 pounds. With carbon emission reduction a goal, UPS has



AI is only one aspect of the Fourth Industrial Revolution.

Dan Burke, Vice President of Application Development, UPS

autonomous driving tech available in an Arica Electric partnership, Tesla tractor orders, and Waymo vehicle tests.

A panel discussion on AI & Our Changing Workforce moderated by Grace Simrall, chief of civic innovation and technology for Louisville Metro, included a look at Kroger technology that monitors shoppers via sensors, robots and IoT devices to assist store traffic flow and efficiency "without being creepy about it," said Wes Rhodes, vice president of research and development and tech transformation for Kroger.

John Williamson, founder of RCM Brain, expects more working remotely, but "it matters to speak the same language," adding, "There will

be more 'managing the machine' jobs, and there will be more exception management, instead of repetitive tasks."

GE Appliances' Chief Digital Officer Viren Shah told conference attendees an expected impact of Industry 4.0 will be that consumers alive today see life expectancy reach 104.

## Growing a supportive attitude

Louisville Metro has a strong focus on diversity in tech training and education, and the recent AI summit that city leaders put on underscored this. More than a quarter of Louisville's jobs "are at risk, because of AI and other tech," Mayor Greg Fischer said, but tech also has the potential for the greater good: "We want to accelerate the quality of life for all citizens."

J.P. Morgan Chase Foundation recently gave money for Tech Louisville, a new KentuckianaWorks program to train 300 low-income workers as IT support professionals. The city funds Code Louisville, which has given 1,200 people training to enter the local tech workforce.

UofL last year landed an IBM Skills Academy to improve education in AI, Big Data and other tech skills categories.

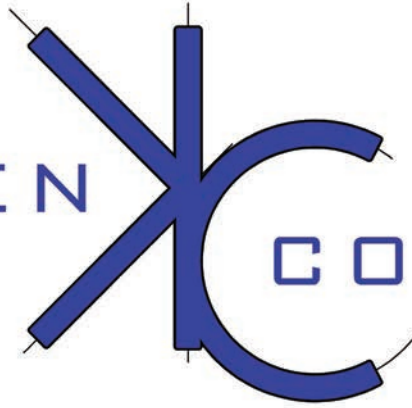
LouTechWorks, under KentuckianaWorks guidance, supports six local universities and colleges plus Jefferson County Public Schools in increasing tech skills-building from the kindergarten level on up.

Stacy Griggs, president and CEO of El Toro in Louisville, indicated AI is a long-term play for corporations. He emphasized how Microsoft created tens of thousands of jobs as people left to pursue new ideas and build other companies. "Louisville needs to see more equity investment and acquisitions to grow," Griggs said.

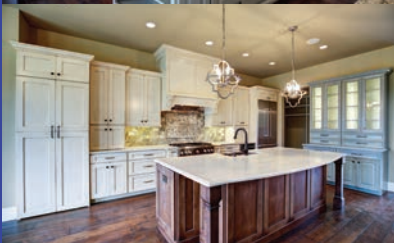
To that end, Louisville must focus on a more robust startup ecosystem, said Purna Veer, president/founder of V-Soft Consulting. ■

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

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## Know What to Look for When It Comes to Cybercrime

Dodging threats means safeguarding data like company property

BY JIM KRAMER

CYBERCRIMINALS are getting smarter, and with technology part of nearly everything we do, it's critically important to be aware of potential cyber threats.

A cyber threat is defined as the possibility of a malicious attempt to damage or disrupt a computer network or system. Our goal is to prevent potential attempts from becoming actual and successful. There are three primary types of threats: remote exploits, social engineering and insider threats.

**Remote exploits.** A remote exploit is when a bad actor takes advantage of a software vulnerability to access a system. There are a couple of quick fixes for this. First, make sure you have a good firewall and are running an up-to-date anti-virus program. This will block most of the attempts. Secondly, make sure all of your software is up to date. Policies that require employees to do software updates can go a long way, but there are software packages that assist with this as well.

There is no single solution. The

layering effect of using multiple initiatives provides the best protection against remote exploits.

**Social engineering.** Many cybercriminals have realized we can protect our systems from remote exploits, so now they have moved to a new approach: social engineering, the use of deception to manipulate individuals into performing actions or divulging confidential information.

For example, I'm sure you know someone who has a rich uncle in a third world country who wants to give you \$15 million, right? All you have to do is send him your bank account information and he'll wire the money right over.

Maybe we're too smart for that strategy today, but what if you receive an email that your package wasn't delivered, or the IRS is going to seize your property if you don't follow the instructions and click on a hyperlink? These are phishing attempts.

Again, the solution is having multiple safeguards. Talk to your IT department or support vendor to make sure you have a good email content filter. Also, ask for a visual

Cybercriminals are always looking for new ways to access company networks and files. Education and vigilance are key to spotting these attempts, says Jim Kramer, partner and IT consulting team lead at MCM Technology Solutions.

cue when emails are received from outside your organization.

A few other social engineering attacks include physical access attempts and "man-in-the-middle" attacks. Most security systems are designed to keep external people and software out of your system. If you let them in, you put your data at risk.

If you find a USB drive in your office parking lot, don't plug it in to check it out. If you insert the drive, it may load software onto your machine that will allow the cybercriminal access to your entire network. Assume anything you plug into your computer could have a "payload" you aren't expecting.

**Insider threats.** We always want to provide users with minimal privilege. A security-conscious network administrator often will have a general user account for daily network access, and only use the account with greater network privileges when performing network administration tasks. Just as we only give users keys to the departments they need, make sure network users only have necessary data access.

Internal accounting departments often have different people performing accounts payable and accounts receivable responsibilities, and others balance the books and provide strategic finance direction. Apply the same logic with cybersecurity, and should a breach occur, you will have better odds at isolating any risk or damage.

Use common sense, look for visual clues, and reach out to your IT department or vendor if something seems strange. A small dose of skepticism and some education can go a long way against cyber threats. ■



Jim Kramer is a partner at MCM Kramer Technology Solutions.

# TOP 5 REASONS

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3. 95% of businesses rely on their computer systems functioning properly for their business to operate. If systems go down due to a glitch, error or attack, businesses can be at risk of suffering a loss of income and customers.
4. Ransomware is evolving and becoming more advanced with infections up 40% within the past year. Extortion events can have a significant impact on business' operations and often require payment of ransom to regain access to data and systems.
5. 49% of organizations with at least one significant attack were successfully attacked again within one year.



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## How COVID-19 Has Changed the Human Resources Landscape

Correct policies can flatten the curve of pandemic problems

EVERY business, large or small, encounters employment and management issues that must be addressed to keep the organization running smoothly. It may be safe to say, however, that most businesses have never had a more challenging issue than the one presented by the current COVID-19 pandemic.

Here, Lexington-based human resources expert Karen Hawkins talks about how the coronavirus has affected businesses and answers questions about how to navigate a whole new set of employment issues.



Karen Hawkins is the owner of Hawkins HR Consulting LLC.

### What is the difference between a furlough and a lay-off?

A furlough is an employer-mandated, temporary unpaid leave from work, which employers typically resort to as a cost-saving measure. During this leave, employees may retain their

health insurance benefits, though that's not guaranteed or required.

A layoff means an employee is no longer employed and the employer is not holding that person's job upon return. Benefits are typically terminated the last day or month of employment.

Under both circumstances, individuals in these conditions currently qualify for unemployment.

### Do you think the interviewing process is going to change after the virus?

We are seeing more "virtual onsite interviews" through Microsoft Teams, Zoom or Skype. These are much better than phone interviews in that everyone can see each other and interact more naturally than just a phone call. However, actual in-person interviews are still occurring. I must say, seeing the chemistry, body language and tone of a candidate is critical to placing the right person for the job. Face-to-face interviews are being conducted in conference rooms

with participants sitting in every other chair. Tables are wiped down prior to and after meetings. No handshakes are allowed. It's very interesting to realize how the American culture of handshaking makes us feel so much more connected to people. It feels unnatural to not greet someone in that manner, but that, along with altered methods of communication, is a necessary change during these times.

### Can an employer require an employee to stay home, if they believe they are sick?

Yes, employers are permitted to ask employees to seek medical attention and get tested for COVID-19. The CDC (Centers for Disease Control and Prevention) states that employees who exhibit symptoms of influenza-like illness at work during a pandemic should leave the workplace. The Equal Employment Opportunity Commission (EEOC) confirmed that advising workers to go home is permissible and not considered disability-related if the symptoms present are akin to COVID-19 or the flu. Policies should be in place and communicated to address potential health concerns during this time.

### Can I file for FMLA due to the virus?

The Families First Coronavirus Response Act (FFCRA) has allowed FMLA to be expanded to address special circumstances caused by the pandemic; this expanded FMLA (EFMLA) is in effect from April 1 to Dec. 31, 2020. Under the FFCRA, an employee qualifies for EFMLA if the employee is caring for a child whose school or place of care is closed (or child care is unavailable) for reasons related to COVID-19.

Normally, FMLA is allowed for employees who have worked at least one year and a minimum of 1,250 hours in the 12 months prior to leave. The EFMLA allows employees who have been employed a minimum of 30 days to be eligible. Regular FMLA applies only to employers with 50 employees or more. EFMLA applies to all private employers and



certain public employers with under 500 employees. Small businesses with fewer than 50 employees may qualify for exemption to provide leave due to school closings or child care unavailability if the leave requirements would jeopardize the viability of the business as an ongoing concern.

If an employee tests positive for COVID-19 or is caring for a qualified family member with the same condition, an employee may also use FMLA per regular FMLA guidelines. These links from the Department of Labor give very good direction related to EFMLA: [dol.gov/agencies/whd/pandemic/ffcra-employer-paid-leave](https://dol.gov/agencies/whd/pandemic/ffcra-employer-paid-leave) and [dol.gov/agencies/whd/pandemic/ffcra-questions#12](https://dol.gov/agencies/whd/pandemic/ffcra-questions#12).

### **When employees start to return, is there anything on the human resources side employers should do?**

Policies related to the virus and state-mandated/suggested guidelines need to be in writing and communicated to all employees. I recommend employers post these policies in very visible areas such as break rooms and restrooms to ensure everyone understands expectations.

HR should work with top leadership to accelerate cleaning regimens throughout the facility. It is advisable for companies to provide masks, sanitizer and hand-washing instructions as well. This link provides guidance from OSHA on preparing the workplace for COVID-19: [osha.gov/Publications/OSHA3990.pdf](https://osha.gov/Publications/OSHA3990.pdf).

Of course, telework should continue to be offered whenever it is feasible. As of May 11, all businesses in Kentucky are to require their employees to wear masks while working outside of their homes. This applies to any type of business from my understanding.

It is critical that employees are kept 6 feet apart when at all possible. This may include moving workstations or desks to maintain the proper distancing. Break areas (inside and outside) tend to be places where employees congregate. It should be clear that employees are to remain 6

feet apart during break times as well, so break areas may need to be altered to allow only a few in the space at a time. Work schedules, break times and lunches can be staggered to offer more distance between individuals.

It is extremely important for HR and leadership to make expectations clear, take all measures to ensure compliance, including consistent enforcement of the policies. Being available for questions from employees and their managers is HR's responsibility. Being the hub of information and providing consistent employee treatment is central to HR's function in our daily work activities but now more than ever.

### **How should employers handle employees who do not feel comfortable returning to work after shelter-in-place has been lifted?**

This is a very difficult question, possibly the most difficult question with regard to employees during the pandemic and business re-opening phases. There are many gray areas to navigate.

Employers should put all precautions in place per guidelines set forth by health and state officials. This includes ensuring employees are at least 6 feet apart and when not possible, special accommodations are made to lessen contact/risk such as installing plexiglass or plastic dividers between workers.

Where this issue becomes gray is the definition of "imminent danger" and an employee's right to refuse to work due to such a condition. Would

potential exposure to COVID-19 meet the definition of "imminent danger"? The answer is: maybe. Imminent dangers as defined by OSHA are "any conditions or practices in any place of employment such that a danger exists which can reasonably be expected to cause death or serious physical harm immediately or before the imminence of such danger can be eliminated through the enforcement procedures otherwise provided by this Act." Because so much is unknown and not clearly detected with COVID-19, it could be interpreted that being around others at work could cause imminent danger or harm.

I caution employers to be very careful with disciplinary or termination decisions in relation to this. Sometimes, employees will use this as an excuse to be away from work. In other cases, there may be true fear of someone who could be in a 'higher risk' category. Generally, I tend to lean in the employee's favor if the person is in a higher risk category or has valid reasons for concern. There is a tricky balance of setting a precedent and then having a large part of the workforce off work, causing businesses to idle due to lack of workers.

In any case, expectations must be communicated and enforced consistently. HR should be available for employees to express their concerns and address them immediately. Mitigation is key to allaying employee fears while continuing to successfully and safely run a business. ■





# Break the Cycle

Foster kids are tomorrow’s workforce, entrepreneurs and parents

BY STEPHANIE ASCHMANN SPIRES

**M**AY is National Foster Care Awareness Month. On April 5, 2020, the Kentucky Cabinet for Health and Family Services reported a record high of 9,990 children in out-of-home care, which broke the previous record of 9,916 children set in November 2018, and represents an increase of 243 children since Jan. 5, 2020.

In 2019, over 18,000 children were placed in Kentucky’s foster care system and over 100,000 children lived with a person other than their

biological parents, according to data collected by Kentucky Youth Advocates.

In his first State of the Commonwealth speech in January, Gov. Andy Beshear said “we have the power and the responsibility to break the cycle of poverty, addiction and neglect. This should drive our decisions on economic development, on funding for public schools and social services, and on health care.”

Over the past nine years, I have fostered and/or provided respite for over three dozen children, ranging from newborn to young adults. I have

adopted three children from foster care and hope to add a fourth adoption in the coming months. Over 90% of the children who have spent time in my home also have at least one biological parent who spent time in foster care as a child.

It is time to end this cycle.

If you are interested in becoming a foster parent, contact the Cabinet for Health and Family Services or one of the many private foster agencies in Central Kentucky. There are many ways you can support foster children without becoming a foster parent. Local organizations such as Big Brothers Big Sisters, the NEST, CASA, Arbor Youth Services, and the Foster Care Council all need mentors, volunteers and funding.

If you have friends or family who are fostering, offer to bring them dinner, run errands for them, or give them a night of babysitting to show your support for their family.

It is time to invest in Kentucky’s kids, our future workforce. Kentucky’s kids need us to recognize that each of us can play a role in enhancing the life of a child in foster care. ■



Stephanie Aschmann Spires is owner of Stephanie Spires Strategies, LLC



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## HORIZON COMMUNITY FUNDS

Community foundation brings together individuals, businesses and organizations with the goal of enhancing life in Northern Kentucky

BY LORIE HAILEY

*(Editor's note: Nonprofit Spotlight is a new monthly feature of The Lane Report.)*

**Horizon Funds**  
50 E. Rivercenter Blvd.  
Suite 431  
Covington  
[Horizonfunds.org](http://Horizonfunds.org)

SINCE Horizon Community Funds was founded in 2017, it has raised more than \$25 million, uniting resources to improve the quality of life in Northern Kentucky. In the past two months alone, Horizon has raised nearly \$2 million to support businesses, organizations and individuals impacted by COVID-19.

The Horizon NKY Coronavirus Relief Fund was launched March 17 and is supported by The Butler Foundation and The R.C. Durr Foundation as well as corporate citizens including Fischer Homes, Drees Homes Foundation, First Financial Bank and individual donors. More than \$400,000 has been granted to six nonprofits so far.

“Early funding has been prioritized for nonprofits providing the most basic emergency needs for our community, such as food, health care, hygiene and cleaning items, and similar resources,” said Nancy Grayson, Horizon’s president.

The fund also complements the work of local public health, nonprofit and government entities, and helps support those experiencing hardships related to the pandemic.

“The fact that we were able to announce the fund with \$1.8 million already available speaks to Northern Kentucky’s nature

of standing shoulder-to-shoulder and rising up together to face a challenge,” Grayson said.

Horizon is also helping raise funds for the St. Elizabeth Associate Crisis Support Fund, which offers financial assistance to St. Elizabeth Healthcare associates during times of unexpected personal need. The community foundation also teamed with the Northern Kentucky Chamber and NKY Tri-ED to create a restaurant relief fund, which has provided relief grants to 37 establishments.

Horizon was formed with the guidance of longtime Northern Kentucky leaders Bill Butler (Corporex), Will Ziegler (retired attorney), Bob Zapp (retired bank president), Chuck Scheper (retired CEO) and others. It has three full-time employees.

Below, Grayson provides more information about the foundation.

### How do you get people involved?

Aside from traditional outreach, we have introduced giving circles, which bring like-minded people together to combine their donations as one lump sum for a nonprofit selected by members.

Faith Community Pharmacy, the only charitable pharmacy in the Northern Kentucky region, received a \$35,000 grant from the coronavirus relief fund administered by Horizon Community Funds.

### How do you determine which organizations receive funds?

Community Impact Fund grantees are selected by our Council of Trustees through a very thoughtful, thorough process. Nonprofit funding requests are reviewed with a lens of acceleration, innovation and leveraging. That is, how does the request show that the nonprofit is quickly moving the needle to make change in Northern Kentucky; offering programs, services or strategies that aren’t currently offered or showcasing a “new” way of doing things; and utilizing existing resources and/or partnerships.

### What sets Horizon apart from other grant-funding organizations?

Our main focus for funding and building philanthropy is in Boone, Campbell and Kenton counties. The relationships of our leadership team and our board are embedded throughout these communities, which allows us to have genuine, impactful conversations about the needs of these communities. ■

*Lorie Hailey is special publications editor of The Lane Report. She can be reached at [lorie@lanereport.com](mailto:lorie@lanereport.com).*

*To nominate a nonprofit organization to be featured in the Nonprofit Spotlight, email [editorial@lanereport.com](mailto:editorial@lanereport.com).*

### The Horizon Coronavirus Relief Fund

is supported by The Butler Foundation, The R.C. Durr Foundation, Fischer Homes, Drees Homes Foundation, First Financial Bank, AT&T Kentucky, Central Bank, CTI Clinical Trial and Consulting Services, The Charles H. Dater Foundation, Drees Homes Foundation, Duke Energy, Fifth Third Foundation, Forcht Bank, Heritage Bank, Huntington Bank, The Milburn Family Foundation, Northern Kentucky Chamber of Commerce, Northern Kentucky University, Republic Bank, The Scripps Howard Foundation, and St. Elizabeth Healthcare. Many individuals have also offered support for the fund, said Horizon president Nancy Grayson.

# VIA STUDIO

Louisville advertising and digital agency has created modern branding and design for 24 years

BY LORIE HAILEY

*(Editor's note: Small Business Snapshot is a new monthly feature of The Lane Report. About 99% of businesses in Kentucky are considered small, and they employ 44% of Kentucky's workers, according to 2018 data from the U.S. Small Business Administration.)*

VIA Studio has been behind the scenes of some extensive corporate rebranding and website redesign efforts in Louisville. It has also helped some of its clients stay operational during the COVID-19 pandemic by incorporating online ordering options on their websites.

The brand identity, design, marketing and web development company first opened its doors in 1996, when the internet was so new that not many businesses even had internet access, let alone websites. Times have definitely changed.



Jason Clark, President, VIA

“Until about 2010, a website—and your online strategy—were more of an afterthought to more traditional advertising initiatives,” said Jason Clark, president of VIA. “The biggest change is that digital strategy is now the foundation for marketing programs. We’ve seen more digitally focused agencies like ours grow and thrive, while more traditional agencies have had to make massive pivots in their offerings.”

VIA Studio has about 18 full-time staff members and a network of specialists to assist with projects that require video and photography.

Here’s what Clark had to say about VIA Studio:



VIA photo

**Where is VIA Studio located?**

223 S. Clay St., Louisville

**What do we do?**

Brand and marketing strategy, brand identity, design, web development, and advertising initiatives

**When you meet someone new, how do you describe your job?**

I lead the greatest team of agency talent in the region. My job is to make sure that they are providing impactful branding, marketing and digital services to our clients. Sometimes this is business development and sales, sometimes it’s research, process improvements, or company culture.

**What’s your favorite most recent project?**

My most favorite recent project was our rebrand and new website for Kentucky Performing Arts (formerly the Kentucky Center for the Performing Arts). It was an

VIA Studio’s Ben Wilson, left, and Morgan Plappert, at a 2018 workshop about how they collaboratively bridge the gap between strategy and creative design. The Louisville company often hosts events on a variety of web design and marketing topics.

18-month project to rename, rebrand and build a new website focused on a simple ticketing experience. It was a combination of all our talent, and exactly what we’re best at: solving complicated branding and digital challenges on a national level.

We also really enjoyed our work for GE Appliances/FirstBuild on their Forge Clear Ice System. We helped brand a product and find an audience for a really awesome luxury product. We played a big role in that product launch, which achieved 300% of its funding goal in the first 30 days of pre-ordering.

**Before COVID-19, what would you have said has been your biggest challenge as a small business?**

Our biggest challenge is retaining a good balance of project and retainer work. Oftentimes it can be feast or famine. In service of that, our operations have gotten more sophisticated over the years, which I attribute entirely to our COO, Christal Glover. We strike a great balance of looking out to the community and our reputation, and looking in to keep great processes, workflow and culture.

When the quarantine was first put into place, a restaurant client, Mayan Cafe, needed help communicating their take-out options. We spent the first weekend of the quarantine working on a new menu and amplifying that message over Facebook. That initial message received over 40,000 interactions on Facebook from views and shares to increase business for the first few weeks of the shutdown.

We're currently working on some ecommerce initiatives for clients, now that the value of ecommerce is undeniable.

**What do you think will be the long-term effects of the changes we've made during COVID-19?**

Definitely more remote work. I know several small-business owners who were reluctant to allow remote work, but in some ways they are seeing that it's actually better, as long as you have a good culture established.

I think businesses will take their digital strategy more seriously now. With most advertising and communication happening online right now, it's critical to find ways to gain awareness and conversion in a very noisy marketplace. Luckily, that's something we've been doing for a long time, so I think this positions us well now and during the recovery.

**Is VIA Studio involved in the community? How so?**

It has always been important to me to be involved in the community. I am currently serving on a steering committee for GLI (Greater Louisville Inc., the Metro Chamber of Commerce) to advance technology initiatives in the region. I've served in a similar way with the Fund for the Arts, to advance the Imagine 2020 initiative.

As a company, we are proud of our alliances with community organizations such as Kentucky Performing Arts, Louisville Parks Foundation, the Jewish Community of Louisville and many more. We understand the unique challenges of nonprofits and strive hard to serve the organizations that serve our community. ■

*Lorie Hailey is special publications editor of The Lane Report. She can be reached at [lorie@lanereport.com](mailto:lorie@lanereport.com).*

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## Community Workshop Is Making a Difference in COVID-19 Battle

Kre8Now's goal of bringing creativity to life is now helping save lives



IN the midst of a move from south-central Lexington to the city's east side, membership-based community workshop Kre8Now Makerspace is using its innovative and cutting-edge tools to help produce critical personal protective equipment (PPE) for health care workers fighting COVID-19.

Jumping into action at the onset of the virus-related shutdowns, the makers at Kre8Now Makerspace have worked around the clock to produce face shields, sewn masks and ear-relief straps to reduce the strain from wearing masks for extended periods of time, while preparing to move across town by the end of May.

According to Kre8Now Makerspace's Executive Director Michael Kreisle, the shop has produced over 2,000 face shields and ear-relief straps each, along with over 1,000 sewn face masks that have gone to Baptist Health Lexington and various doctors, nurses and health care workers who've inquired with Makerspace about getting equipment. The face shields and ear-relief straps were crafted using the Makerspace's brigade of laser cutters and 3D printers, while the face masks were made with traditional sewing machines.

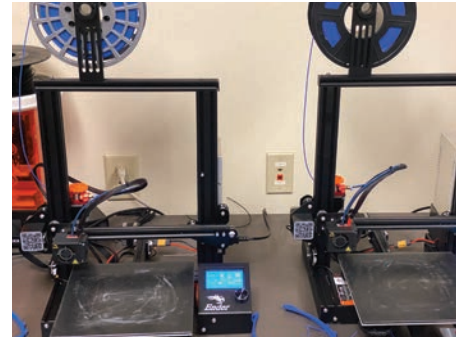
Makerspace project team members also are collaborating on an air-assist open source ventilator that uses a machine to regulate breaths for a patient in place of a person doing it manually, which helps limit frontline health care workers' exposure to COVID-19.

While producing the PPE, Kre8Now Makerspace members are diligent in following proper social distancing protocols. They limit entry to essential services and have canceled all scheduled workshops and weekly open house nights for the foreseeable future as the COVID-19 pandemic unfolds.

There are hand sanitizer stations at each entrance and team members wipe down and sanitize all surfaces after completing work. Since Makerspace's nonessential use policy was implemented, Kreisle says there have never been more than five people in the building. Due to job losses and other fallout from the economic standstill, Makerspace membership is down 20%.

Above: A face shield made by Kre8Now Makerspace community workshop in Lexington.

Right: 3D printers at Kre8Now Makerspace are being used to make face shields for health care providers and others needing personal protective equipment.



"We've had to move quickly to implement proper social distancing practices and limit those coming in to only essential work or projects relevant to battling COVID-19—such as producing PPE—and our makers have done a great job at meeting the challenge," Kreisle said.

Aside from the tools used to craft PPE, Makerspace provides its members access to CNC router and plasma tables, welding equipment and a metal and wood shop. Kre8Now Makerspace partner David Helmers says all of the tools at their disposal are a means to bring each team member's creative visions to life.

"The ingenuity of our Makers is at the heart of what we do here," Helmers said. "When faced with a problem—whether it be a home repair, car repair, producing PPE or something entirely different—they come here to fix it themselves rather than seeking out someone else."

First founded by Doug Clarke in 2014 and housed in Lexington's Distillery District, Kre8Now Makerspace will move into its third home at 305 Codell Drive by May's end. The new 8,200-s.f. space is nearly 1,000 s.f. smaller than the current home on Simpson Avenue, but provides a much more open floor plan. The main room features towering windows letting in a sea of sunlight and is overlooked by a mezzanine that also offers co-working space. According to Kreisle, the new Makerspace will also host events once those are again deemed safe and appropriate.

The new Makerspace includes expanded conference and meeting space, a new podcasting studio, an isolated woodshop and seven temperature-controlled licensee spaces for members to operate in and store supplies.

Kre8Now Makerspace offers three membership levels, with a new "co-working" level membership to be announced soon. Present membership levels are: Students – \$45 per month, General – \$75 per month, and Family – \$95 per month.

For more information visit [Kre8Now.com](http://Kre8Now.com).—Matt Wickstrom



One of the laser cutters at Kre8Now Makerspace employed in making personal protective equipment face shields.

# Navigating the Learning Curve

An effort to help friends grows into a full-time tutoring business

UNLOCKING greatness for everyone is the mission of Mind Over Matter Kids, a tutoring, assessment and advocacy service in Fort Mitchell owned by Kayla Steltenkamp.

“Kids are our future,” Steltenkamp said. “The work we do with them and the love we give to them will allow them to become people who have confidence in themselves and the skills to be successful.”

For students who are in preschool through eighth grade, Mind Over Matter Kids offers tutoring in reading, math, writing and executive functioning. Specialized tutoring is available to help students with dyslexia, as well as assessments for dyslexia and advocacy services “to help families work with the school system to get the best education possible for students with all disabilities,” Steltenkamp said. “Mind Over Matter came out of my need and passion to help the community. I had the knowledge and ability to help and that is what I wanted to do.”

Serving students primarily in the Northern Kentucky and Greater Cincinnati area, Mind Over Matter Kids began as a business in spring 2019. A couple of years earlier, when she was finishing her Ph.D.,

Steltenkamp discovered parents whose kids were on waiting lists for months or even years to get an assessment, and she knew she could help them sooner.



Kayla Steltenkamp

“Advocacy started when I would help friends who were struggling to get their students to receive the right instruction or support at school but an advocate or lawyer was too expensive to hire,” she said.

Eventually, she was helping a few friends—and then friends of friends.

“I was getting emails and phone calls to request an advocate or assessment, and I realized it was so removed from ‘friends’ that maybe I should start something official,” Steltenkamp said. She was being asked for tutoring recommendations left and right, but all her referral slots were full. At that point, she was motivated to open her own tutoring center.

“I thought it was crazy that people who needed good tutoring had to wait for months to get help,” she said. “A friend asked me to check out this place and, sure enough, the location was perfect. I decided to jump in with both feet and give it a try. I have a few wonderful tutors who are doing amazing work with students every day.”

She manages the tutoring center in Fort Mitchell and has hired four independent contractors as tutors.

Steltenkamp grew up in the Northern Kentucky community of Edgewood and earned an elementary education degree from Transylvania University, a master’s in special education through Georgetown College and a Ph.D. at Bellarmine University. Her doctorate is in education and social change, and she has a certification for special education from Northern Kentucky University, where she is now an assistant professor teaching undergrad and graduate courses in the special education department.

Steltenkamp is also president of the Kentucky branch of the International Dyslexia Association and has served on the boards for Decoding Dyslexia Kentucky and the Hindman Settlement School.

When the pandemic shut down school systems, two of her tutors moved to online tutoring right away. Steltenkamp doesn’t plan to keep online tutoring as a staple once back in the center, but says it may remain as an option.

“It is a great opportunity to be able to give a personalized service to the community that has given so much to me,” she said of her business.

Steltenkamp is able to work with a child’s parent and teacher to “transform the approach that not only helps this student but will help all students,” she said. “It’s wonderful knowing I can provide a safe, positive, welcoming place to help meet my mission of unlocking greatness for everyone.”—Kathie Stamps

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# Armchair Explorer

Kentucky attractions are welcoming guests via virtual visits

BY KATHERINE TANDY BROWN

IMAGINE my surprise when an email landed in my inbox entitled: “Louisville Zoo Sloth Update.” It turns out that once the zoo can reopen to the public, a sloth exhibit will be one of those featured and will include a meet-and-greet with sloths Sunni and Sebastian, solitary, nocturnal critters that hang upside down to eat, sleep, mate and even give birth. Who knew?

But the times, they are a-changin’ and due to the current health crisis, you can’t go see the sloths just yet. You can, however, check in with them—and other animals—to watch webcam videos, while kids can discover cool things to do on the zoo’s Facebook page every day.

The zoo’s increased online presence is but one example of how Kentucky attractions are currently rising to the occasion of “no visitors.” Creativity is running rampant, and you can visit many of the commonwealth’s intriguing features from your armchair.

Every Kentuckian who sheds a



tear during “My Old Kentucky Home” felt a big gap in the spring calendar when the Kentucky Derby was postponed until September. However, the Kentucky Derby Museum (KDM), held a virtual Derby at Home on the first Saturday in May with a virtual race between Triple Crown winners. Beloved Secretariat bested the lot.

Updated daily, the museum offers “walk-throughs” of its 10,000-item collection, offering virtual peeks of never-before-seen memorabilia. You can also take Derby quizzes, go on walking tours of Churchill Downs, and download activities for kids.

Another equine-centric virtual hotspot is the website for Horse Country, an organization of horse farms, equine medical clinics and equine attractions dedicated to sharing the stories of the four-legged stars of the Bluegrass. Meet the stallions at Claiborne Farm in Paris, once home to Secretariat; take a stroll through the yearling complex



A visit to [visithorsecountry.com](http://visithorsecountry.com) will take you on a virtual tour of some of Kentucky’s most renowned horse farms.

at Taylor Made Farm; or take a tour of Old Friends equine retirement home in Georgetown. Accompany a veterinarian from Lexington’s Hagyard Equine Medical Institute on morning rounds, and watch a foal being born. See a blacksmith work with yearlings at Mill Ridge Farm, and catch a drone’s-eye view of Jonabell Farm.

The Kentucky Department of Tourism recently released an 11-video mini-series of adventures around the state. Tour distilleries and horse farms; cook with celebrity chefs; spelunk in Mammoth Cave; and immerse yourself in African-American history. You’ll discover how a variety of products made in Kentucky are created—from Toyotas to bourbon

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**Explore Kentucky  
on a Virtual Vacation**

**Bowling Green Convention  
and Visitors Bureau**  
visitbgky.com/blog/post/  
virtualexplore/

**Frazier Museum**  
fraziermuseum.org/virtualmuseum

**Horse Country**  
visithorsecountry.com

**Kentucky Derby Museum**  
derbymuseum.org

**Kentucky Department of Tourism**  
kytourism.com

**Lexington Philharmonic**  
lexphil.org/lexphil-living-room

**Louisville Zoo**  
louisvillezoo.org/liftuplou/  
louisvillezoo.org/together; sloth  
twitterfeeds @louzoosloths

**Shaker Village of Pleasant Hill**  
YouTube page: youtube.com/channel/  
UCcIewKweCPyk9CCHj8BerKg/  
videos?view=0&sort=dd&shelf\_id=0



“We are incredibly appreciative that instead of gathering at live concerts, families are inviting us into their homes through our @LexPhilLivingRoom series,” said LexPhil President Colmon Elridge III. “...What we’ve done to connect with our community, out of a new necessity during this crisis, will only expand once our community re-opens.”

Every day, the president and CEO of the Frazier Museum in Louisville sends out a new e-blast letter about what’s going on virtually that day and a video either of a museum feature or one he’s found from another entity, such as My Old Kentucky Home. An exhibit on women’s suffrage was to open March 19th but that didn’t happen, so at the Virtual Frazier you may see suffragette-related vignettes or hear music from a Celebrating the Sounds of Kentucky feature.

The big Frazier project is the Coronavirus Capsule. In partnership with the Jefferson County Public Schools, the museum receives submissions daily from kids and adults alike via the written word, artwork, photos and video on how

The Frazier Museum in Louisville takes virtual visitors through one of its newest exhibits on the women’s suffrage movement.

they are dealing with the COVID-19 crisis. The University of Louisville Library will archive selected entries.

Bowling Green’s Convention and Visitor’s Bureau is also offering fun online options, including the National Corvette Museum’s Vettecademy on the NCM Facebook page weekdays at 10 a.m. On Tuesdays and Thursdays, the museum posts on its website (corvettemuseum.org/learn/about-corvette/fully-vetted/) an adjacent series, Fully Vetted, geared for adults. Holley, a Bowling Green company that produces automotive parts, is also getting in on the virtual action. Check out the results of its online April car show and enter ongoing shows at the Holley website. Or take a virtual train ride at the Historic RailPark & Train Museum’s Facebook Page.

Staying at home doesn’t mean you have to stop exploring! ■

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

barrels to Ale-8-1 soda bottles. Tap your toes to musicians and watch renowned travel photographer Elia Locardi experience and snap pictures of some of the best of the Bluegrass State’s offerings.

Shaker Village of Pleasant Hill’s story is certainly one of those. Home to the third largest Shaker community in the country between 1805 and 1910, the award-winning, vibrant site now spans 3,000 acres and the virtual village comes alive on its new YouTube videos. Take an educational tour of its 200-year-old certified organic garden, orchard, herb garden with medicinal herbs, and livestock; or learn about the preservation process of two dwellings.

Music helps the soul stay healthy, and the Lexington Philharmonic is doing its part to keep viewers engaged and relaxed with a variety of online videos and resources, including educational offerings for young children, videos of musicians for its Season Series audiences, and broadcasts of past concerts on WEKU 88.9 FM. Musicians chat about their instruments and give short individual performances. Viewers can even submit questions for personalized answers.





Brennen Meek, producer at the Mountain Arts Center's recording studio in Prestonsburg, looks on from the control room during a session with Rachel Messer and her band.

## Making Music in the Mountains

Prestonsburg Tourism and WLEX to partner on a new show highlighting city's music scene

BY MATT WICKSTROM

PRESTONSBURG Tourism and Lexington-based NBC affiliate WLEX 18 have announced a partnership that will yield a 30-minute show on the TV station highlighting the Eastern Kentucky community's music scene. Of particular focus will be the Mountain Arts Center, a theater, meeting space, recording studio and art gallery that first opened in October 1996. The show began filming May 6 at MAC's recording studio with engineer Brennen Meek and is expected to air the last week of May on WLEX.

Meek, a native of Paintsville, is a renowned engineer and a 2015 graduate of the Blackbird Academy, a top-tier school for professional audio. Blackbird Academy was launched by John McBride and his wife, country artist Martina McBride, and is based at Blackbird Studios in Nashville. Artists who've recorded at Blackbird include Bruce Springsteen, Tim McGraw, Miley Cyrus, Bon Jovi, Kenny Chesney, Lionel Richie, Sheryl Crow, Dolly Parton, Buddy Guy, Kid Rock and Mariah Carey.

After his time in Nashville, Meek returned to Eastern Kentucky to begin working at MAC. In the time since he's helped bring a bevy of projects to life, including "CMH23," a television show airing Monday nights at 8 p.m. on The Country Network featuring a blend of local and nationally known artists.

Meek has also worked with individual artists on recording projects, including The Wayward Dolls, a group that won the award for Best Americana Song in November 2019 at the X-POZE-ING Music Awards; Prestonsburg native Nicholas Jamerson, who recorded his debut solo album "NJ" at MAC after years performing as half of the acclaimed country duo SUNDY BEST; and Rachel Messer, a West Virginia native and former Kentucky Opry member who appeared on NBC's "The Voice" in 2018.

The collaboration between MAC and WLEX comes at a time when MAC and other performance venues across the country have had to shutter their doors due to COVID-19, resulting in unforeseen revenue and job losses.

According to MAC Executive Director Joe Campbell, the facility has lost \$21,000, mostly from rental revenue. That's not even counting lost ticket fees and sales due to postponing or canceling all MAC events through June 26. Campbell said MAC had to lay off four full-time staff members April 2 and hasn't scheduled shifts for another dozen or so part-time staff since mid-March.

"Right now we have 10 to 12 employees helping with day-to-day operations, and we've already had to lay a few of them off," Campbell said. "I'm afraid that we won't be able to bring some of them back when we're able to open back up."

To stay engaged with the community, Campbell and the MAC team immediately began a deep dive into the venue's archival footage at the onset of the shutdown, searching for old shows to share to their Facebook page. Thus far, rebroadcasted shows have included a 2004 concert from Goose Creek Symphony, a 2003 performance from Billie Jean Osborne's Kentucky Opry and the Kentucky Opry Jr. Pros, and a 2005 show by Illrd Tyme Out. Meanwhile, in-person music lessons offered at the MAC to roughly 150-170 students per semester have been moved to the virtual realm.

While the short-term financial impact from COVID-19 may look bleak, Campbell is hopeful for the future and the return to a new normal due to collaborations like the one with WLEX. There are also future events planned, such as the Appalachian Art & Entertainment Awards, a Grammy-like celebration highlighting the best of the 13 states comprising Appalachia that is scheduled for March 20, 2021.

For more information on the MAC visit [MACarts.com](http://MACarts.com). ■

*Matt Wickstrom is a digital editor and reporter for The Lane Report. He can be reached at [matt@lanereport.com](mailto:matt@lanereport.com).*

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## Is Social Distancing Working?

IN the face of a global pandemic, the world as we know it has changed drastically, beginning with the cancellation of major sporting events and large gatherings and coming to a screeching halt as all but nonessential businesses closed and workers retreated to their homes in an effort to keep the deadly virus from wreaking more havoc.

Weeks of “social distancing” have now turned into months. While some businesses are slowly and cautiously reopening, leaders are imploring the American public to continue practicing social distancing in hopes of preventing a surge in new cases. Is social distancing the answer to gaining control over COVID-19?

According to a study released by the Institute for the Study of Free Enterprise at the University of Kentucky, the answer is yes.

According to the report, confirmed COVID-19 cases in the commonwealth would have reached a staggering 45,000 by April 25 without any state-imposed measures—compared to the actual total of confirmed cases on that date, which was 3,905.

Charles Courtemanche and Aaron Yelowitz, professors in the Gatton College of Business and Economics, along with ISFE faculty affiliates developed a model based on

differences in the scope and timing of policies implemented across the Midwest and the South. The goal was to predict the number of confirmed cases in Kentucky—had the state not imposed restrictions and relied instead on voluntary actions.

According to the model, the state’s measures have prevented more than 90% of confirmed cases. Although the authors did not directly

examine deaths, combining the estimated reduction in cases with the COVID-19 fatality rate in Kentucky suggests approximately 2,000 lives were saved as of the time the study was released in late April.

“Returning to partial restrictions without a broader shelter-in-place directive may not be enough to contain the spread of the virus,” said Courtemanche, director of the ISFE. “However, the public health benefits from strong social distancing restrictions need to continue to be weighed against the massive economic losses that disproportionately affect low-wage sectors of the economy.”

The study concluded that shelter-in-place orders like Kentucky’s “Healthy at Home” initiative were particularly effective at preventing COVID-19 infections.

However, the study found that bans on group gatherings and public-school closures that were *not* accompanied by a shelter-in-place order were not as effective—suggesting that people were engaged in other types of social interaction that continued to spread the virus.

For a closer look at the report, visit <http://isfe.uky.edu>

## How Personality Affects Your Response to Crisis

University of Louisville researcher Michael Cunningham is investigating what factors, including personality, influence individual decisions on whether to take preventative measures that could help stymie the spread of coronavirus.

“We want to know where those attitudes and mindsets come from,” said Cunningham, a professor of communications. “It’s not just whether you’re going to wear a mask, but the personality factors that are influencing your decision to wear or not wear.”

Working with the colleagues at York College of Pennsylvania and assessment and survey company FifthTheory in Chicago, Cunningham has developed a Coronavirus Behavioral Health Mindset survey that measures three key dimensions: a person’s individual sense of responsibility to help prevent the spread of the virus, willingness to engage in protective measures, and willingness to practice social distancing.

The anonymous participants also will answer questions on their personality. From those answers, the researchers will be able to determine where the participant falls on the Big Five, or “OCEAN,” personality measures: Openness to experience, Conscientiousness, Extroversion, Agreeableness and Neuroticism.

The survey, which is available at [bit.ly/3fsWH0p](http://bit.ly/3fsWH0p), is open to anyone wishing to participate.

Participants will be asked to take the survey again a few weeks later, to see if anything has changed.

“Scientists have a lot of experience measuring attitudes about workplace safety and driver safety,” he said. “But how individuals think about 24/7 virus prevention safety is a new frontier.”

Cunningham hopes to complete the survey by late May or early June.

## Recommended Reads

If you're a Kentucky sports fan, the name Jim Host is a familiar one to you. A former baseball pitcher with the University of Kentucky and later with the Chicago White Sox, Host has accumulated a long list of achievements ranging from sports radio, broadcasting and management to real estate and politics.

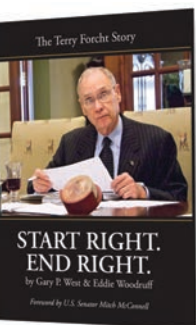
In his new book, **"Changing the Game,"** written with Eric A. Moyen and published by the University Press of Kentucky, Host details his entrepreneurial career.

In 1972, Host founded Host Communications, a marketing and association management firm headquartered in Lexington. Host developed the NCAA radio network and also invented the concept of bundled licensing, encouraging corporate partners to become official sponsors of athletic programs across media formats. Host Communications ran the NCAA radio network for more than 25 years and the company's corporate partner program drew nationally known companies such as Gillette, Valvoline, Coca-Cola and Pizza Hut to promote university athletic programs and the NCAA at-large.

"Changing the Game" is Host's first complete account of his professional life.

Businessman Terry Forcht, who rose from humble beginnings as a youth in Louisville to build a business empire that became the Forcht Group of Kentucky, is the subject of an upcoming biography by Gary P. West and Eddie Woodruff.

**"Start Right, End Right. The Terry Forcht Story"** outlines the life story of a man who built 93 businesses while also providing a blueprint for success for those with the entrepreneurial spirit.



"Terry's persistence and determination, even in the face of adversity, are characteristics which really set him apart," says Forcht Group President Debbie Reynolds. "He never gives up. He keeps going until he has made every possible effort to achieve a goal."

"Start Right. End Right. The Terry Forcht Story" is the 12th book authored by West, a native of Elizabethtown. His works have included travel and dining, sports, a murder mystery and biographies of wrestling legend Hillbilly Jim and basketball hero King Kelly Coleman.

Woodruff, who collaborated with West on the book, is chief marketing and communications officer for the Forcht Group and has worked with Terry Forcht since 2007.



### IN OUR NEXT ISSUE:

## Kentucky is Open for Business

KENTUCKY is reopening for business and next month's *The Lane Report*, our special June-July double issue, will include all the details. Health care, manufacturing, hospitality, education and all of Kentucky's major economic sectors have plans for a safety-conscious return to business activity and end of the COVID-19 pandemic shutdown.

The Lane One-on-One will be with Centre College President John Roush, who is retiring June 30 after 22 years at the helm of the 201-year-old Danville institution that remains one of the best private colleges in the U.S.

We will report on Louisville's efforts to establish itself as one of the key centers of excellence for aging care and wellness in a world whose populations are living longer than ever. And we will bring you the impact in Kentucky of the lowest oil prices in more than a decade.

This must-read issue is a don't-miss opportunity to get your message in front of Kentucky's top business and public policy leaders. Contact [sales@lanereport.com](mailto:sales@lanereport.com) to be part of one of our most important editions ever.

Also coming up is *Greater Louisville Market Review*, an annual publication detailing the business culture and assets of Kentucky's top economic engine. Reserve space by contacting [sales@lanereport.com](mailto:sales@lanereport.com).

## Beware of New Charity Scams

KENTUCKY Attorney General Daniel Cameron is warning Kentuckians to beware of new charity scams that have been popping up related to the COVID-19 crisis.

To profit from the generosity of Kentuckians, scammers may impersonate charities by requesting funds or gift cards to assist victims of the COVID-19 pandemic.

To avoid charity scams, consumers should:

- Deflect attempts of telemarketers to pressure you into donating to any charity or fundraiser.
- Research the charity to verify its legitimacy before making a donation. Visit the Office of the Attorney General's Tips on Charitable Giving ([bit.ly/2WI3O3m](https://bit.ly/2WI3O3m)) for a list of questions to ask when solicited.
- Do not make donations in cash, gift cards or money wires.

Some Kentucky charities are required to register and report donations with the Office of the Attorney General. Visit [ag.ky.gov](http://ag.ky.gov) for a list of registered charities.

Donate to charities you already know and trust and, when possible, donate using the charity's website rather than a social media or crowd-funding page.

**Suspected charity scams related to COVID-19 can be reported to the attorney general's online scam reporting form or by calling the Consumer Protection Hotline at 1-888-432-9257.**

# Meet the Team!

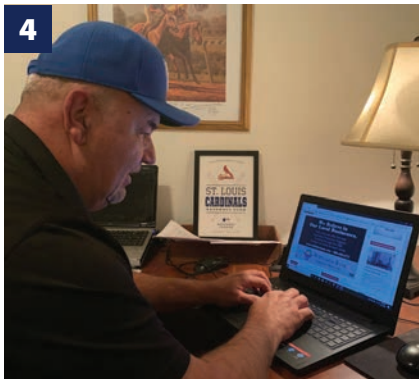
Making it work—from home

TYPICALLY, the Kentucky People section features photos of events taking place throughout the commonwealth. However, the last couple of months have been anything but typical.

Across the Bluegrass State, the nation and the world, the all-too-real threat of COVID-19 has pushed us all into retreat mode, with businesses everywhere sending employees home to work whenever possible and canceling all gatherings in an effort to break the cycle of infection.

Like many of you, *The Lane Report* team has been working from home too. So, with no events to showcase this month, we thought we'd take this opportunity to introduce ourselves and thank you for your readership and support. We consider it a privilege to serve you and are proud to be part of #TeamKentucky!

- 1 Jake Kratzenberg, Chief Operating Officer
- 2 Jessica Merriman, Vice President of Production
- 3 Mark Green, Vice President/Editorial Director
- 4 Hal Moss, Senior Marketing Strategist
- 5 Kevin Stinnett, Owner/Publisher
- 6 Karen Baird, Senior Editor
- 7 Natalie Pitman, Marketing Strategist
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Supporting businesses remains one of our top priorities, especially during these unprecedented times. We're proud to be here for the communities we serve, now more than ever. Visit [lge-ku.com/COVID-19](https://lge-ku.com/COVID-19) to see all the ways we're helping our customers. Our energies go to serving #TeamKentucky.

