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The Opportunity to Make Good Decisions

How Kentucky uses today's resources
can lift the state permanently

BY MARK GREEN

WITH economic growth providing never-before-seen state revenue, Kentucky faces an opportunistic moment to take not just steps to make residents' life better today but to put the state on an upward course for decades.

If state leaders can be brave enough, continue being bold and aspire higher than their predecessors ever have, it can be a permanent positive transformation.

The fruits of the past decade's labors are paying off in more investment and jobs than the commonwealth has ever seen, and that wave will continue, very likely for several years. Public and private leaders have the unique opportunity to consider how best to channel newfound resources so that today's rising tide becomes a sustained virtuous cycle.

State tax revenues are growing in every category, even for income tax, whose rate dropped in January from 5% to 4.5%. Revenue growth "triggered" another half-percentage point rate cut next year, a move the General Assembly made its first legislative action of the 2023 session and Gov. Andy Beshear signed.

Those are strong signals to business decision-makers who are in the process of site selection for what economic developers tell us is a full pipeline of further investment during the current cycle. Other factors improve the state's growth prospects, too.

Demographics foreshadow further tightening in labor markets already at historic lows for unemployment. Companies large and small are investing to improve productivity because there simply are not enough workers. The need to improve supply chain integrity has many industries looking to put more operations in the United States.

Kentucky has geographic advantages, superb logistics

operations, a desirable workforce, lower costs and is providing build-ready sites that meet today's speed-to-market demands by companies making strategic investments.

Sustaining the virtual cycle that is pushing benefits into every region of the commonwealth requires state leaders to look not just at solving the needs of the moment but envisioning the conditions they want in the future.

Kentucky needs to grow its workforce. That means retaining more native residents and attracting others. It means providing more and better and affordable housing. It means improving all elements of our education system, giving it the resources to obtain the faculty needed for technical as well as traditional academic programs. This will include noninstructional supports for families under stress if schools are to succeed in teaching skills.

Health care is crucial too. Kentucky has quality but major imbalances. Like education, health care is vital to workforce development.

Additionally, stewardship of Kentucky's unparalleled natural environment is vital. It attracts and retains residents, tourism dollars and visitors who might become new residents.

In all these important categories—workforce development, education, housing, health care, natural assets—if the state's leaders raise the bar for themselves, aspire to and push for transformation, future Kentuckians will say, "We stand on their shoulders." ■



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

CORRECTION

An article in the February issue of
The Lane Report misidentified Norton
Healthcare surgeon Dr. Benjamin
Tanner as Dr. Benjamin Turner.



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FRANKLIN

TRADER JOE'S TO HIRE 900 FOR \$260M DISTRIBUTION CENTER COMPLEX

CALIFORNIA-based grocery chain **Trader Joe's** is building a 1 million-s.f. distribution and warehousing facility in Franklin that will bring 900 new jobs to the south-central Kentucky community.

The company is investing \$260 million in the project, which will include three buildings located on 160 acres in Franklin's new **Stone-Givens Industrial Park**.

Simpson County officials say the project is the largest economic development project in county history. The facility is expected to open by the end of 2023.

Trader Joe's has three stores in Kentucky (Crestview Hills, Lexington and Louisville) and three in the nearby Nashville area.



Wikimedia photo

CRESTVIEW HILLS

\$5.4M EXPANSION AT WHITEHORSE FREIGHT CREATES 400+ NEW JOBS

WHITEHORSE Freight has invested \$5.4 million to open a new facility that provides more space for the company to meet increased customer demand for its logistics services. As the company expands to meet that demand, plans call for the addition of more than 400 new employees.

Whitehorse Freight provides services for the shipping and carrier trucking industry that specialize in moving full truckloads. Its services include dry freight, flatbed, refrigerated freight, specialty freight, straight truck and warehouse and fulfillment.

Thanks to Northern Kentucky's position along the heavily traveled I-75 corridor and proximity to the **Cincinnati/Northern Kentucky International Airport**, the logistics sector is a significant player in the Northern Kentucky economy. According to figures from the Northern Kentucky Tri-County Economic Development Corp., 78% of the 2,356 new jobs announced in 2022 were in the supply chain management and distribution/logistics industries.



HAZARD

REBUILDING PROJECT INCLUDES 150 HOMES FOR FLOOD VICTIMS

THE state has announced plans to build approximately 150 houses in Hazard to provide housing for those displaced by the devastating floods that wiped out much of Eastern Kentucky last summer.

The 50-acre building site is located five miles from downtown Hazard and is close to schools, shopping and the Hazard ARH Regional Medical Center. The Ison family is donating prime land for the project, which is being partially funded by the **Team Eastern Kentucky Flood Relief Fund** in partnership with local nonprofit builders.

Gov. Andy Beshear also recently announced rebuilding efforts in the Knott County community of Olive Branch. Initial concepts for the Olive Branch community include small, medium and large home lots, senior apartments, park and recreation space and an elementary school.

To date, the Team Eastern Kentucky Flood Relief Fund has raised over \$13.1 million from more than 41,000 donors.

Ben Brennan/FEMA photo



LEXINGTON

UNIVERSITY OF KENTUCKY NAMED AMONG NATION'S TOP 10 LARGE EMPLOYERS BY FORBES



UK photo

THE University of Kentucky has been named on *Forbes'* America's Best Large Employers list, ranking sixth out of 500 total companies, and second in the education category. Other organizations listed in the top 10 include the **Massachusetts Institute of Technology** (MIT), the **Mayo Clinic** and **Fidelity Investments**, placing UK among some of the most prominent companies in the nation.

Forbes and Statista selected America's Best Employers through an independent survey applied to

approximately 45,000 American employees working for companies with more than 1,000 employees in America. The evaluation was based on direct and indirect recommendations from employees, who were asked to rate their willingness to recommend their own employers to friends and family. Employee evaluations also included other employers in their respective industries that stood out either positively or negatively.

LOUISVILLE

NSA AWARDS UNIVERSITY OF LOUISVILLE \$20M TO TRAIN NEW CYBERSECURITY PROFESSIONALS

THE University of Louisville is being awarded \$20 million in federal funding to train cybersecurity professionals.

UofL's cybersecurity workforce certificate was launched in 2020 with \$6.2 million in funding from the **National Security Agency** as a pilot for a national program to train a qualified cybersecurity workforce. Since then, the UofL program has enrolled more than 200 students, emphasizing military training veterans and first responders in health care cybersecurity and logistics.

UofL's cybersecurity certificate program includes online learning, hands-on applied learning labs at all levels, gamification components, and online technology industry badging from **Microsoft**, **IBM** and **Google**. Students gain expertise in artificial intelligence, robotics process automation, blockchain, internet of things (IoT), machine learning and other areas to earn individual badges throughout the certificate's 24 modules.

UofL is partnering with corporations, including logistics companies, health care providers, and other colleges and universities to create a national cybersecurity training coalition.



Rawpixel photo

CENTRAL KENTUCKY

PILOT PROGRAM IS USING VIRTUAL REALITY FOR TRADE CAREER TRAINING

THE Kentucky Career Center—**Bluegrass** has launched a pilot project that enables jobseekers to use virtual reality headsets to explore on-the-job scenarios and even gain job skills.

The six primary sectors available through the VR headsets are manufacturing; skilled trades, such as welding, construction, electrical; warehousing and storage; public safety; hospitality and tourism; and automotive.

Amy Glasscock, director of workforce for the Bluegrass Local Workforce Development Area, said she personally tried a training session and was able to change oil in a car virtually. "I'm excited about the future of training for jobseekers with the use of virtual reality technology," said Glasscock. "There really is no limit."

To date, the **Oculus** headsets have been demonstrated primarily at local job fairs but are now available for use in schools or by local employers and community organizations, under the supervision of Kentucky Career Center – Bluegrass staff. To schedule a demonstration, visit ckycareers.com/vr to see a full list of available trainings.

BUSINESS BRIEFS



BOWLING GREEN

■ **Carter Lumber Co.**, one of the nation's largest lumberyard businesses, is investing over \$8 million to expand its presence in Bowling Green and add 86 new jobs. The new construction is part of the company's rebuilding efforts following the tornadoes that impacted much of western Kentucky in December 2021.

Carter is building a new facility in the **Kentucky Transpark** that will feature state-of-the-art technology and allow for additional manufacturing of roof trusses, floor trusses and wall panels. The new facility is expected to be complete by the end of 2023.

COVINGTON

■ The **Enzweiler Building Institute of the Building Industry Association of Northern Kentucky** has opened a new training facility in Covington, its second in the Northern Kentucky area. The new location features both classrooms and hands-on labs for training in carpentry; electrical; heating, ventilation and air conditioning (HVAC); plumbing; masonry; facilities maintenance; and remodeling. Postsecondary adult courses are offered in the evening, with daytime instruction available to all area high school students. The new location will serve as the future home of the **Covington Academy for Heritage Trades**.



GHENT

■ **North American Stainless**, the nation's largest fully integrated producer of stainless steel, is investing \$244 million to expand its 4.4 million-s.f. facility in Ghent. The expansion will boost NAS' total capacity by 200,000 tons annually—a 20% increase. The company plans to add 70 new jobs to the existing staff of 1,600 employees and 500 on-site service providers.

HARRISON COUNTY

■ **Harrison Memorial Hospital** has acquired the **Brown Ambulance Service**, a family-owned business that has been in operation for more than 50 years. The service is now operating as **Harrison County EMS** but the majority of the Brown Ambulance team remained on staff.



Ankra Cargo photo

HEBRON

■ **Ankra Cargo**, a designer and manufacturer of cargo securement systems, has completed an \$8 million renovation of its headquarters in Hebron that adds manufacturing capabilities to the existing distribution operations. The space consolidates multiple manufacturing and warehousing locations under one roof and expands the company's product development, quality control testing and marketing capabilities. Ankra is adding 50 full-time jobs as part of the expansion, a nearly 50% increase in staffing.

STATE

8 YOUNG KENTUCKY TECHNOLOGY COMPANIES TO KEEP AN EYE ON

KENTUCKY has awarded nearly \$900,000 in state matching grants to eight Kentucky-based startup companies that are using technology to create innovation in their respective fields:

- **1109 Bravo LLC** (Crestwood) has created the **NeuroPak**, a wearable neuromuscular training system that intuitively queues the body to achieve correct postural alignment and stability.

- **Adelphi Technology LLC** (Bowling Green) is creating an integrated monitoring station to meet farmers' current technology-monitoring needs. Sensor information allows farmers to plan times for sowing, protection, harvesting and other field activities to avoid negative weather effects and yield losses.

- **CircCure Corp.** (Lexington) is developing diagnostics and therapies for Alzheimer's disease by targeting circular RNAs.

- **Covert Defenses LLC** (Lexington) is moving from West Lafayette, Ind., to Lexington to further develop the company's **Covert Cognizance (C2)** technology, which focuses on the resilient and unimpeded operation of energy systems in the face of cyberthreats.



- **Lepidext Inc.** (Lexington) is developing a revolutionary biopesticide for the reduction of the harmful pest *Helicoverpa zea* (H. zea), also known as the corn earworm. The company is preparing for the product launch of **InsterusHz™** on a commercial scale.

- **Thermisoln LLC** (Lexington) is developing a new technology that could significantly improve energy efficiency of carbon capture from a coal-fired power plant. This technology could also upcycle gypsum waste into value-added limestone sorbents for flue gas desulfurization applications.

- **vCardio Inc.** (Louisville) is creating a noninvasive, real-time assessment of coronary stenosis for use in the catheterization lab. The application improves patient outcomes, saves money and fits seamlessly into the workflow of the catheterization lab.

- **Wicked Sheets LLC** (Louisville) specializes in bedding and sleep products. Their newest product, the **Wicked Smart Pad**, is a washable, sensed pad that wirelessly transmits data to caregivers. In partnership with the **University of Louisville**, the Wicked Smart Pad will be tested for use in patients who have Alzheimer's and related dementias.

The grants are part of the commonwealth's nationally recognized **Small Business Innovation Research (SBIR)** and **Small Business Technology Transfer (STTR)** matching funds program.

GREENUP COUNTY

ARC TO HIRE 200 FOR GREENUP ADDICTION TREATMENT CENTER



ADDICTION Recovery Care (ARC), a national leader in treatment and recovery, has closed on its purchase agreement with **Bon Secours Mercy Health** for a portion of the former **Our Lady of Bellefonte Hospital** campus in Greenup County and is moving forward with plans to bring a comprehensive, new treatment center to the community.

ARC's nationally recognized Crisis to Career model is a four-phase, year-long program that combines substance-use disorder treatment, primary care, counseling and peer support with life skills, education and job training to set up clients for long-term success.

ARC first announced its plans to develop the campus in December 2021, following the hospital's 2020 closure after nearly 70 years of service.

ARC is working toward a partial opening date in late 2023/early 2024. The treatment facility is expected to create approximately 200 new local jobs, including nurses, counselors, case managers and maintenance workers.

Addiction Recovery Care opened its first treatment center in 2010 and currently operates more than 30 treatment programs in 21 Eastern and Central Kentucky counties.

FRANKLIN

EV BATTERY SUPPLIER TO HIRE 141 FOR \$104M FRANKLIN PLANT

LIOCHEM e-Materials is investing over \$104 million to locate a new plant in Franklin that will support the growing electric-vehicle sector in Kentucky and the surrounding region.

The company plans to hire 141 employees for the new operation, which will be located in a renovated 105,000-s.f. building and will produce and distribute a liquid dispersion of carbon nanotubes that contribute to the production of more durable, high-capacity and higher-output EV batteries. The product will help to improve the performance of lithium-ion batteries that are primarily used in EVs.

LioChem, a subsidiary of Japan-based **Toyo Ink SC Holdings Co.**, has been supplying battery materials at its manufacturing facility in Georgia since 2021. The company is establishing a second plant in response to rapidly growing demand.

BUSINESS BRIEFS

HOPKINSVILLE

■ **White Drive Motors & Steering**, a manufacturer of orbital motors and hydraulic steering units, is investing nearly \$16 million to expand its facility in Hopkinsville. The additional space will accommodate the company's plan to move production of the gearset, known as the heart of the unit, from Germany to Hopkinsville. The company plans to add 25 full-time jobs to support the additional operation.

LA GRANGE

■ **Baptist Health** has partnered with **Parata Systems**, a provider of pharmacy automation solutions, to build a central fill mail-order and specialty pharmacy that will serve Baptist Health's nine-hospital system. The \$40 million **Central Pharmacy Services Center** will be built on the **Baptist Health La Grange** campus and is expected to be complete by the third quarter of 2024. The initial system will be capable of filling up to 8,000 prescriptions per 10-hour production shift and can be scaled to fill up to 14,000 prescriptions per 10-hour day.



LEITCHFIELD

■ **Water Solutions Unlimited Inc.** plans to build a new facility in Leitchfield that will increase the Indiana-based company's capacity to blend and manufacture chemicals used to combat dirty water and corrosion. WSU was founded in 1987 around blended phosphates and became known for its knowledge in helping municipalities meet lead and copper standards. In the 1990s, WSU started blending its own phosphates and in the early 2000s, the company began helping municipalities with EPA-mandated Disinfection by Products limits.

LEXINGTON

■ **Wrigley Media Group**, a Lexington-based company that has produced content for networks that include **HGTV**, **Discovery+** and the **History Channel**, has inked a production agreement with executive producers and content creators Cleve Keller and Dave Noll. Keller and Noll have worked on syndicated and first-run projects for **AMC**, **Bravo**, **CBS**, **HGTV** and numerous other networks. As part of the agreement, Keller and Noll will be pitching new projects on behalf of and producing content through Wrigley. Wrigley is in the final stages of constructing what will be the largest production facility in the state.

Mark Cornelison/UK photo



■ The **University of Kentucky Markey Cancer Center** has received a \$1.6 million gift from the **Telford Foundation** to create an endowed chair in gynecologic oncology. The position will be in honor of Dr. John van Nagell (left), medical director of Markey's ovarian cancer screening program, an ongoing research endeavor

that provides free ovarian cancer screenings to women across Kentucky. Ovarian cancer is the leading cause of gynecologic cancer mortality in the U.S.

BUSINESS BRIEFS

LEXINGTON

■ **Avelo Airlines** has suspended its flight service out of **Blue Grass Airport**, only four months after launching service in October 2022. The low-fare carrier said consumer demand was not meeting the company's expectations.

LOUISVILLE

■ The **International Franchise Association** and the **University of Louisville** have partnered to offer continuing education and certification through the **IFA Certified Franchise Executive Program (CFE)** and the **Yum! Center for Global Franchise Excellence**, part of the UofL College of Business. The CFE program is the highest level of franchise education and the leading resource to help franchise executives, managers and local franchise owners accelerate individual and organizational growth.



ERU photo

RICHMOND

■ **Eastern Kentucky University** will begin offering a degree in manufacturing engineering this fall, becoming the only such program in the state. With recent announcements of the construction of two new electric vehicle battery

manufacturing plants in Kentucky, job growth within the state's manufacturing sector is expected to increase. The number of new manufacturing engineering jobs is expected to reach 32,400 nationally by 2029.

WINCHESTER

■ Since announcing plans in 2020 to open a 50-job production and distribution facility in Clark County, **Wilde Brands Inc.**—which produces high-protein, low-carb snack chips made from chicken, egg whites and bone broth—has seen rapid growth and now employs 100 employees with plans to hire 50 more in the coming months. The Wilde Brands facility has increased in size from 50,000 s.f. to more than 117,000 s.f. over the last two years and has doubled the amount of equipment at the location.



STATE

■ The state reports that the number of **registered apprentices** across Kentucky increased 105% between 2013 and 2021, 17% more than the national rate increase over the same time period. There are currently 4,800 active apprentices earning a paycheck in Kentucky while getting hands-on work experience, an increase of 400 over the last year.



CENTRAL KENTUCKY

COMMUNITY VENTURES AWARDED GRANT TO HELP ENTREPRENEURS

THE **U.S. Small Business Administration** has awarded nearly \$691,663 to Lexington-based **Community Ventures** that will be used to provide training and technical assistance to small-business owners.

Community Ventures offers a variety of services to small businesses, including support through business development specialists who meet with business owners to review business plans, develop marketing strategies, set up point-of-sale systems and more. The entrepreneurs also have access to capital to start or expand their businesses with microloans as low as \$500 and as large as \$50,000.

Community Ventures serves businesses throughout the state, with primary offices in Lexington, Louisville, Millersburg, Campbellsville, Owensboro and Bowling Green.

For more information about the assistance available through CV, contact Lew Whalen, vice president of lending, at (859) 231-0054 or lwhalen@cvkj.org.



Rawpixel photo

LOUISVILLE

HUMANA TO PHASE OUT GROUP HEALTH INSURANCE BUSINESS

LOUISVILLE-based Humana Inc. has announced that it will be exiting the employer group commercial medical products business, which includes all fully insured, self-funded and federal employee health benefit medical plans. The exit will also include associated wellness and rewards programs.

The decision to discontinue the offerings follows a strategic review by the company that determined the employer group commercial medical products business was “no longer positioned to meet the needs of commercial members over the long term or support the company's long-term strategic plans.”

The company plans to phase in the exit over the next 18 to 24 months.

In a statement announcing the decision, Humana said it is committed to the long-term growth of its core insurance lines of business, which include Medicare Advantage, group Medicare, Medicare supplement, Medicare prescription drug plans, Medicaid, and military and specialty plans (dental, vision, life, etc.), as well as its CenterWell health care services business.

WEST VIRGINIA

\$3B CARBON CAPTURE PROJECT PLANNED IN DODDRIDGE COUNTY

COMPETITIVE Power Ventures has selected a site in Doddridge County, W. Va., for a \$3 billion carbon capture generation project. The Shay Energy Center will consist of an ~1,800 MW combined-cycle natural gas power station utilizing carbon capture technology and will serve as one of the cornerstone projects for the Maryland-based company's decarbonization platform.



The project will benefit from the recently passed federal legislation known as the Inflation Reduction Act that expanded the 45Q federal tax credit for carbon capture. Additionally, the state of West Virginia passed key legislation in 2022 to codify how carbon sequestration would work in the state.

Following permitting and construction, which will include up to 2,000 skilled jobs, the project will go into operation later this decade and power nearly 2 million homes and businesses in West Virginia and the region while capturing the vast majority of carbon emissions from the facility.

INDIANA

HILLENBRAND TO SELL BATESVILLE CASKET TO PRIVATE EQUITY FIRM

HILLENBRAND Inc. has announced plans to sell **Batesville Casket Co.**, one of the nation's largest producers of caskets and other burial products, to private equity firm **LongRange Capital** for \$761.5 million.



Batesville Casket photo

The sale of Batesville Casket, which was founded in 1884 as Batesville Coffin Co.

and purchased by John Hillenbrand in 1906, is part of Hillenbrand's strategy to become a purely industrial company with a focus on markets that include plastics, food and recycling.

The transaction is expected to close by March 31, 2023. Both Hillenbrand and Batesville Casket will continue to be headquartered in Batesville, Ind.

BUSINESS BRIEFS



GM photo

INDIANA

■ **General Motors** is investing \$45 million at its Bedford, Ind., aluminum die-casting foundry to expand the facility's production capacity of electric vehicle drive unit castings.

The expansion is being implemented in anticipation of strong demand for the **Chevrolet Silverado EV** and **GMC Sierra EV** full-size pickup trucks. Last year, the 1 million-s.f. site began producing electric drive unit castings that have been used in the 2022 **GMC Hummer EV pickup**.

■ **soulbrain MI**, a tier-one supplier for the electric vehicle industry, is building a 30,000-s.f. manufacturing plant in Kokomo, Ind., that will create 75 new jobs by the end of 2025. The \$75 million facility will allow soulbrain to increase production of high-purity electrolyte for lithium-ion batteries, helping to power **Stellantis'** and **Samsung SDI's** new next-generation electric vehicle battery manufacturing plant being built nearby.

OHIO

■ **Sierra Nevada Corp.** has opened a 100,000-s.f. large aircraft maintenance, repair and overhaul facility (MRO) in Dayton that is capable of supporting some of the largest aviation projects in the world.

Sierra Nevada Corp. photo



The **Aviation Innovation and Technology Center** will create approximately 150 new jobs.

Nokian Tyres photo



TENNESSEE

■ **Nokian Tyres** has launched a \$174 million expansion of its operations in Dayton, Tenn., that will enable the company to double its tire production capabilities. The expansion will add 75 new jobs, bringing the total Dayton workforce to 475.

■ **SK Food Group Inc.** is building a 525,000-s.f. manufacturing facility in Cleveland, Tenn., that will bring 840 new jobs to the southeast Tennessee community by 2030. The \$205 million facility is expected to be operational by 2025 and will utilize automated technology to assist with sandwich assembly and food handling.

WEST VIRGINIA

■ **Omnis Sublimation Recovery Technologies** is building a \$60 million rare earth metal extraction facility in Wyoming County, W. Va., that is expected to create 100 new jobs. OSRT's technology can extract pure metals from coal impoundment mineral waste using ultra-high heat without acids, harmful chemicals or emissions.

BIG MOVES

■ **Kevin Shelley** has been promoted to chief operations officer for the regional architecture/engineering/interior design firm of Schmidt Associates. Shelley joined Schmidt in 1990 and has completed various projects for the firm's K-12, Higher Education and Community studios during his tenure. He succeeds **Ron Fisher**, who will continue as chairman of the board and principal-in-charge.



Kevin Shelley

■ PriceWeber, a Louisville-based marketing, advertising and public relations agency, has elected five new company shareholders:

Steve Kozarovich is a senior account director and lead of PriceWeber's Sweets and Snacks practice. Kozarovich has been with PriceWeber for 11 years.



Steve Kozarovich

Mike Nickerson, PriceWeber's chief marketing officer, has 30 years of marketing and advertising experience and has garnered numerous prestigious advertising awards. Nickerson has been with PriceWeber for nine years.



Mike Nickerson

Donna Lee, PriceWeber's controller, has more than 30 years of accounting experience and has been a certified public accountant since 2005. She has been with PriceWeber for seven years.



Donna Lee

Michelle Stevens is an account director and co-lead of PriceWeber's health care and nonprofit practices. She has been with PriceWeber for seven years.



Michelle Stevens

Tamara Davis is PriceWeber's director of public relations and social media and co-lead of the firm's health care and nonprofit practices. Prior to going into public relations, Davis spent nearly 12 years in broadcast journalism, working as an anchor/reporter in Louisville, Lexington and Bowling Green.



Tamara Davis

■ **John Norton Williams Jr.** has been named executive director for the Bingham Program for Excellence in Teaching at Transylvania University. Williams is a 1974 graduate of Transylvania and has served the university in several capacities, including as a member of the board of trustees, a former member of the Bingham Trust board and, most recently, as the 27th president of the institution.



John Norton Williams Jr.

■ **Allen Johnson** has joined Peoples Exchange Bank in Winchester as senior vice president of commercial lending. Johnson has nearly 20 years of experience in banking, including commercial, residential and consumer lending.



Allen Johnson

■ Dentons has added **Anthony J. Cieri** as a partner in the law firm's corporate group. Cieri, who has 20 years of experience in mergers and acquisitions and corporate law, practices in the firm's Lexington office. Prior to joining Dentons, Cieri served as assistant general counsel and chief mergers and acquisitions counsel for a global manufacturer in the automotive industry.



Anthony J. Cieri

■ **Bo Neely** has been named a trust officer for Independence Bank's Trust and Investment Department, serving clients in several Western Kentucky communities, including Paducah, Murray and Mayfield. Neely most recently worked as a partner and attorney for his family-founded law firm.



Bo Neely

ACCOUNTING

■ **Melanie Smart** and **John Wood** have been named shareholders with the Fort Wright firm of Rudler PSC.

BANKING

■ **Rolandas Byrd** has joined Republic Bank & Trust Co. as senior vice president, director of community and multicultural banking.

CONSTRUCTION

■ **Andrew Worrell** has been named general counsel and corporate secretary for Erlanger-based The Fischer Group.

ECONOMIC DEVELOPMENT

■ **Kate McIndoo** has been named director of marketing and communications for Henderson Economic Development.

■ **Kim Spreder** has joined the Northern Kentucky Tri-County Economic Development Corp. as workforce development manager. **Mark Grauwelman** has joined the organization as real estate and project manager.

EDUCATION

■ **Zac Strobl** has been named director of the Northern Kentucky University Center for Innovation and Entrepreneurship (CIE). Strobl succeeds **David Schneider**, who is stepping down from the position to serve as entrepreneur-in-residence at the CIE and will continue to be a professor of practice in the Haile College of Business.

■ **Scott Tracy** has been named assistant vice president of philanthropy for the Kentucky Community and Technical College System and the executive director of the Kentucky Community and Technical System Foundation.

■ **Stuart Jones** has been named vice president of enrollment management at Kentucky Wesleyan College.

■ **Bill Dawson** and **Chris Bailey** have joined the University of Louisville Office of Research and Innovation as entrepreneurs-in-residence.

■ **Pam Baughman** has been named vice president for student success at Centre College. **Chad Spencer** has been named vice president for enrollment management at Centre.

■ **Korey Bruck** has been named director of Somerset Community College's University Center of Southern Kentucky.

■ **Bonita Brown** has been appointed interim president of Northern Kentucky University.

■ **Rick W. Smith Sr.** has been named vice president of external affairs and economic partnerships for the Kentucky Council on Postsecondary Education.

EQUINE

■ **Will Glasscock** has been promoted to executive director of the Kentucky Equine Education Project. Glasscock succeeds **Elisabeth Jensen**, who has stepped down from the position but will remain as a consultant.

■ Revolutionary Racing Kentucky has announced the following appointments: **John Marshall**, president; **Conor Lucas**, vice president-government relations and development; **Terry Oliver**, racing and equestrian manager; and **Mike Anifantis**, racing secretary.

■ **Adam Koenig** has been named executive director of the Kentucky Quarter Horse Racing Association.

GOVERNMENT

■ **Larry E. Thompson** has been sworn in as the chief judge of the Kentucky Court of Appeals.

■ **Samuel Thorner** has joined the Kentucky Housing Corp. as general counsel and deputy executive director. **David Starck** succeeds Thorner as managing director of KHC's multifamily programs.

■ **Mary Elizabeth Bailey** has been named deputy secretary of the Kentucky Personnel Cabinet.

■ **Taylor Payne** has been named chief deputy general counsel for the Governor's Office.

■ **Mona Juett** has been named chief of staff in the Tourism Arts and Heritage Cabinet.

HEALTH CARE

■ **Mike Brunet** has been named director of clinical research at St. Claire HealthCare in Morehead.

■ **Barbara Kinder** has been named chief nursing officer for Georgetown Community Hospital and Bluegrass Community Hospital.

■ **Nicholas Spoonmore** has joined Ephraim McDowell Health as vice president of strategic initiatives.

■ **John Yanes** has been named president for Saint Joseph Mount Sterling. Yanes succeeds **Jennifer Nolan**, who is taking on a ministry role with CHI Saint Joseph Health in addition to her role as president of Flaget Memorial Hospital.

■ **Crystal Kincaid** has been appointed chief medical officer for Clark Regional Medical Center.

INSURANCE

■ Dr. **Sanjay Shetty** has joined Louisville-based Humana Inc. as president of CenterWell, Humana's health care services business. Humana has promoted **George Renaudin** to president of Medicare and Medicaid.

■ **Michael Titus** has joined Louisville-based DPL Financial Partners as senior vice president, distribution.

LEGAL

■ **Logan Mayfield** has been elected as a member of Dickinson Wright's Lexington office.

■ **Robert H. Eichenberger**, **James E. Cole** and **Alexander P. Brackett** have joined Dinsmore & Shohl's Louisville office as partners. **Joshua Beam**, of the firm's Lexington office, has also been elected partner.

NONPROFIT

■ **Adam Haley** has joined Goodwill Industries as director of policy and strategy.

■ **Carrie Truitt** has been named executive director of Camp Horsin' Around.

■ **Nate Cox** has joined Baptist Health Foundation Hardin as director of philanthropy.

TECHNOLOGY

■ **Bryan Cobb** has been named vice president/virtual chief information officer for C-Forward, a Covington information technology service provider.

TOURISM

■ VisitLEX has announced the following appointments and promotions: **Marina Barksdale**—director of communications; **Jenna Erickson**—destination services manager; **Leslie Miller**—vice president, marketing; **Mary Jane Speer**—marketing content manager; **Sarah Ritter**—executive assistant; **Erin Hilton**—director of tourism; and **Julie Schickel**—director of visitor services. **Stephen Barnett**, **Sandy Johnson**, **Roseanne Mingo** and **Becca Rogers** have been promoted to directors of destination sales.

DEPARTURES

■ **Paul Czarapata** has stepped down as president of the Kentucky Community and Technical College System to return to work in the technology field. Larry Ferguson, president and CEO of Ashland Community and Technical College, has been named acting president of KCTCS while a national search for a new president is conducted.

■ **Larry Gray** has announced plans to retire as president of Baptist Health Louisville later this year. He will remain in the position while a national search for his replacement is conducted.

■ **Betina Gardner** has retired as vice president for development and alumni engagement at Eastern Kentucky University.

AMERICAN BAR ASSOCIATION

■ **Vickie Yates Glisson** has been appointed vice chair of the American Bar Association's Health Law Section Public Policy Committee. Glisson is president of VYBG Consulting PLLC.

CHAMBER OF ST. MATTHEWS

■ The Chamber of St. Matthews has announced its executive team and board of directors for 2023: President—**Shelly Gardner**, Keller Williams Louisville East; Vice President—**Amber Clark**, Amber Clark LLC; Secretary—**Sara Aschbacher**, Lincoln Insurance Agency; Treasurer—**Dallas Montgomery**, Montgomery Farm; Past President—**Steve Hoak**, Hoak Insurance Services. Board members: **Jonathan Braden**, New York Life; **Jason Davis**, NerdBrand; **Megan Jones**, Rivers Edge Events; **Maria Mears**, Stroll NoCo; **Marisa Neal**, MMN Consulting; **Christy Smallwood**, Eagle Eye Strategies; and **Jackson Thompson**, Independence Bank.

COMMERCE LEXINGTON

■ Commerce Lexington has announced its 2023 executive board and officers: Chair—**Cassidy Rosenthal**, Stites & Harbison; City Representative—**Kevin Atkins**, City of Lexington; Vice Chair - Business & Education Network—**Tucker Ballinger**, Forcht Bank; Vice Chair - Public Policy & Regional Engagement—**Carla Blanton**, Carla Blanton Consulting; At-Large Members—**Keeana Boorman**, McBrayer PLLC; **Daryl Smith**, LG&E and KU Energy; and **Jonathan Caldwell**, Valvoline; Chair-Elect—**Steve Byars**, Moneywatch Advisors Inc.; Vice Chair - Membership & Engagement—**Kimra Cole**, Columbia Gas of Kentucky; Vice Chair - Economic Development—**Luther Deaton**, Central Bank & Trust; Vice Chair - Community & Minority Business Development—**Larry Forester**, Forcht Bank; Immediate Past Chair—**John Gohmann**, PNC Bank; Vice Chair - Leadership Development—**Toa Green**, Crank & Boom Craft Ice Cream; General Counsel—**Branden Gross**, Dentons Bingham Greenebaum; Regional Representative—**John Mahan**, Sodworks; Vice Chair - Communications—**Danny Murphy**, UK College of Law; Secretary—**Bob Quick**, Commerce Lexington Inc.; and Treasurer—**Debbie Smith**, MCM CPAs & Advisors.

COMMONWEALTH COUNCIL ON DEVELOPMENTAL DISABILITIES

■ **Leigh Van Hooser** and **Darrell Mattingly** have been named as members of the Commonwealth Council on Developmental Disabilities. Van Hooser, of Simpsonville,

is executive assistant to the Office of the Governor. Mattingly, of Lexington, is a web designer at the University of Kentucky.

EDUCATION PROFESSIONAL STANDARDS BOARD

■ **John Fryer** and **Priscilla Keller** have been appointed as members of the Education Professional Standards Board. Fryer, of Independence, is a teacher at Beechwood Independent Schools. Keller, of Paducah, is a teacher at Livingston County Schools.

FEDERAL RESERVE BANK OF CLEVELAND

■ **Holly Wiedemann** has been elected to the board of directors of the Federal Reserve Bank of Cleveland. Wiedemann is founder of Lexington-based AU Associates Inc.

FEDERAL RESERVE BANK OF ST. LOUIS

■ **James "Ja" Hillebrand** and **David E. Tatman** have been named to serve on the board of directors of the Federal Reserve Bank of St. Louis. Hillebrand is chairman and CEO of Louisville-based Stock Yards Bank & Trust. Tatman is assistant plant manager and director of engineering at Bendix Commercial Vehicle Systems in Bowling Green. Other Kentuckians serving on the board are **Dave W. Christopher Sr.**, executive director of AMPED Louisville, and **Blake B. Willoughby**, president and chairman of First Breckinridge Bancshares Inc., Irvington, Ky.

GIRL SCOUTS OF KENTUCKY

■ **Liz Wurtenberger**, **Julie Hostrander** and **Jess Bell** have been named to the board of directors for the Girl Scouts of Kentucky—Wilderness Road. Wurtenberger, of Crescent Springs, is tax director at PricewaterhouseCoopers. Hostrander, of Lexington, is a CIP compliance/controls specialist for LG&E and KU Energy in Louisville. Bell, of Alexandria, is a member of the organization's Teen Advisory Committee.

GLENVIEW TRUST CO.

■ **Ryan Bridgeman** has been appointed to serve on the Glenview Trust Co. board of directors. Bridgeman is president of Manna Inc., a Louisville-based business that operates restaurants throughout the U.S.

KENTUCKY BOARD OF HOME INSPECTORS

■ **Joshua Crepps** has been appointed to the Kentucky Board of Home Inspectors. Crepps, of Coxs Creek, is a home inspector at Crepps Home Inspection.

**KENTUCKY BOARD OF INTERPRETERS FOR THE DEAF AND HARD OF HEARING**

■ **Edie Ryan** has been named to the Kentucky Board of Interpreters for the Deaf and Hard of Hearing. Ryan is a sign language interpreter at Muhlenberg County Schools.

KENTUCKY BOARD OF SOCIAL WORK

■ **Laura Guffey** has been appointed to the Kentucky Board of Social Work. Guffey, of Edgewood, is a licensed social worker at St. Elizabeth Physicians.

KENTUCKY COMMISSION ON MILITARY AFFAIRS

■ **Heather French Henry** has been appointed as a member of the Kentucky Commission on Military Affairs. Henry is vice president of media training at Brielle Cotterman Media Group.

KENTUCKY COUNCIL ON POSTSECONDARY EDUCATION

■ **Jennifer Collins**, **Meredith Figg** and **LaDonna Rogers** have been appointed to the board of directors for the Kentucky Council on Postsecondary Education. Collins, of London, is a retired teacher. Figg, of Beaver Dam, is a pharmacist at Rice's Pharmacy. Rogers, of Glasgow, is executive vice president of engagement and culture at T. J. Samson Community Hospital.

KENTUCKY HERITAGE COUNCIL

■ **Robin Stratton** and **Nicholas LaFerriere** have been appointed to serve on the Kentucky Heritage Council. Stratton, of Louisville, is retired. LaFerriere, also of Louisville, is an enterprise transformation lead at Humana.



KENTUCKY HISTORIC PRESERVATION REVIEW BOARD

■ **Melissa Howard, Madeleine Plummer, Emily Dudley** and **Katherine Mueller-White** have been appointed members of the Kentucky Historic Preservation Review Board. Howard, of Jackson, is an attorney at Howard & Howard PLLC. Plummer, of Fort Wright, is an attorney at Michael E. Plummer and Associates. Dudley, of Pendleton, is the donor development manager at March of Dimes. Mueller-White, of Lexington, is a communications coordinator at KET.

KENTUCKY HOUSING CORP.

■ **Bruce Brown** has been appointed to the board of directors of the Kentucky Housing Corp.

KENTUCKY INFRASTRUCTURE AUTHORITY

■ **Shelley Porter** and **Michael Shaun Youravich** have been appointed to serve on the Kentucky Infrastructure Authority. Porter, of Lexington, is director of engineering at Kentucky American Water. Youravich, of Elizabethtown, is general manager for Hardin County Water District 2.

KENTUCKY LAND TITLE ASSOCIATION

■ **Brett Reynolds** has been named as the 2023 president of the Kentucky Land Title Association board of directors. Reynolds is an attorney with the Bowling Green firm of English, Lucas, Priest & Owsley.

KENTUCKY PERSONNEL BOARD

■ **Mitchel Denham** has been appointed to serve as a member of the Kentucky Personnel Board. Denham, of Louisville, is an attorney at DBL Law.

KENTUCKY STATE BOARD ON ELECTRIC GENERATION AND TRANSMISSION SITING

■ **John Price** and **Avery Matney** have been named to serve on the Kentucky State Board on Electric Generation and Transmission Siting. Price, of Flemingsburg, is an attorney at Suit, Price, Price & Ruark. Matney, of Center, is a banker at The Cecilian Bank.

MURRAY STATE UNIVERSITY

■ **Brandon Edmiston** has been appointed to the Murray State University board of regents. Edmiston is the owner of Edmiston Holdings LLC.

NATIONAL CORVETTE MUSEUM

■ Warren County Judge-Executive **Mike Buchanon** has been appointed to the board of directors of the National Corvette Museum.

NATIONAL TOXICOLOGY PROGRAM

■ **Erin Haynes** has been appointed to serve on the National Toxicology Program Board of Scientific Counselors. Haynes is chair of the Department of Epidemiology and Environmental Health in the UK College of Public Health.

PUBLIC RELATIONS SOCIETY OF AMERICA

■ The Public Relations Society of America's Bluegrass Chapter has announced its board members for 2023: President—**Jonathan Wahl**, Atria Senior Living; Immediate Past President—**Tracy Green**, Estes Public Relations; President-Elect—**Tamara Davis**, PriceWeber; Secretary/Treasurer—**Alexus Richardson**, Dare to Care Food Bank; Communications Chair—**Becca Hunnicutt**,

UPS; Communications Chair—**Tristin Schifferdecker**, PriceWeber; Membership Chair—**Ameerah Palacios**, HDR, Inc.; Ethics Chair—**Chris Nation**, RunSwitch PR; Landmarks of Excellence Chair—**Berry Craig**, Parsons; Landmarks of Excellence Chair—**Jody Hamilton**, Louisville Forward; At-Large Director—**Kaitlynn West**, Heaven Hill Brands; and Chapter Administrator—**Andy Ahern**, AJA Financial Services.

REAL ESTATE APPRAISERS BOARD

■ **Matthews Walters** has been appointed to serve on the board of the Kentucky Real Estate Appraisers. Walters, of Frankfort, is a loan originator at Old National Bank.

SHELBY COUNTY TOURISM COMMISSION

■ **Jeanette Aumon, Matt Burgin** and **Tom McGinnis** have been named to the board of directors for the Shelby County Tourism Commission. Aumon is the owner and operator of Cerulean Farm Bed & Breakfast in Shelby County. Burgin is vice president, loan officer at Independence Bank in Shelbyville. McGinnis is the owner of Heritage Assets.

TENNESSEE VALLEY AUTHORITY

■ Former Lyon County Judge-Executive **Wade White** has been named to the Tennessee Valley Authority board of directors.

UNIVERSITY OF LOUISVILLE

■ **Brian Lavin** has been appointed to the University of Louisville board of trustees. Lavin, of Prospect, is president and CEO of NTS Development Co.

URBAN LEAGUE OF LEXINGTON-FAYETTE COUNTY

■ The Urban League of Lexington-Fayette County has announced its 2023 board of directors: Chair—**Raymond Daniels**, Equity Solutions Group; First Vice Chair—**Abdul Muhammad**, WesBanco; Second Vice Chair—**Laura Klumb**, Bluegrass Care Navigators; Treasurer—**Todd Ziegler**, Republic Bank; Secretary—**Yajaira West**, PNC. Newly elected board members include: **Rodney Wesley**, WealthSouth; **Tony Walker**, Toyota Motor Manufacturing Kentucky; and **Myron Thompson**, Fayette County Public Schools.

BOURBON BRIEFS

BARDSTOWN BOURBON CO.

■ Six years after their first whiskey was distilled, Bardstown Bourbon Co. has released its first estate-distilled collection of whiskeys. The Origin Series—“the first expression that is 100% our whiskey,” according to Vice President of Product Development Dan Callaway—includes straight bourbon, bottled-in-bond and rye whiskeys.



Bardstown Bourbon Co. photo



Blue Run Spirits photo

BLUE RUN SPIRITS

■ Trey Wade has joined Georgetown-based **Blue Run Spirits** as chief experience curator for the distillery’s private barrel program. He will also oversee Blue Run’s corporate partnerships and culinary alignment. Wade previously served as vice president of national partnerships for the **Black Bourbon Society** for three years.

HEAVEN HILL

■ Josh Hollifield has been named general manager of the **Heaven Hill Bourbon Experience**. Hollifield has previously served as the Homeplace manager for Maker’s Mark Distillery and the visitor center manager for Barton 1792 Distillery.



Wilderness Trail photo

WILDERNESS TRAIL

■ **Wilderness Trail Distillery** has upgraded the bottling machinery at its Danville facility, allowing the distillery to double its production rate. WTD’s inventory of aged, ready-to-bottle bourbon and rye whiskey is doubling from 2022 to 2023 and is expected to double again in 2024.

WOODFORD RESERVE

■ Elizabeth McCall has been named master distiller for **Woodford Reserve**, succeeding Chris Morris, who will assume the role of master distiller emeritus. Morris began mentoring McCall to take the master distiller role in 2015, when she became master taster.



Woodford Reserve photo

KENTUCKY BOURBON TRAIL ATTENDANCE TOPS 2 MILLION

THE fascination with all things bourbon just continues to grow and here’s even more proof: Last year, the number of visitors on the **Kentucky Bourbon Trail** surged past 2 million for the first time ever.

The 2,135,555 total visits for 2022 easily shattered the previous record of 1.7 million visits in 2019, a 38% increase. In the last 10 years, the Kentucky Bourbon Trail has seen its attendance skyrocket by 370%.

The KBT was created in 1999 to give visitors an intimate, educational look behind the state’s most historic distilleries. In 2012, the **Kentucky Bourbon Trail Craft Tour** was launched to showcase smaller distilleries.

The KBT and KBTCT experiences have become an integral part of local and state tourism efforts: Research shows bourbon tourists trend younger, spend between \$400 and \$1,200 on their trip, travel in large groups and stay longer than the average visitor to Kentucky. More than 70% of visitors are from outside Kentucky and nearly half have household incomes over \$100,000.

Those visitors have helped push the bourbon industry into a \$9 billion economic and tourism driver for the commonwealth that supports more than 22,500 jobs.



Kentucky Dept. of Tourism photo

BUFFALO TRACE UNVEILS NEW STILLHOUSE, EXPANDED TOURS

Buffalo Trace photo



BUFFALO Trace Distillery has unveiled its new 40-foot-tall still house that can produce 60,000 gallons a day. The new still house is a duplicate of Buffalo Trace’s existing still, allowing the distillery to double production on products that include **Eagle Rare, Weller, Blanton’s** and **E.H. Taylor Jr.**

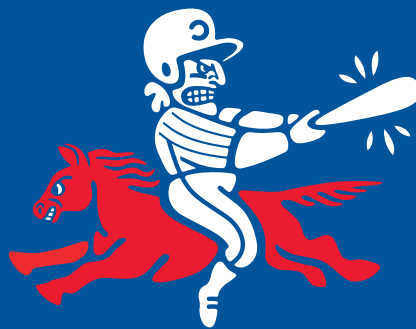
Visitors will be able to see the new stillhouse when they take the new Hard Hat tour, which has been expanded with a new tour route and new sites. The Hard Hat tour has always been popular but due to construction of the new still house and other additions that are part of a \$1.2 billion expansion, the tour has been unavailable since 2019.

The distillery’s Trace Tour has also been expanded and now includes more insight into the bourbon process. All tours and tastings are free of charge.



LEXINGTON LEADS THE WAY

The Lexington Legends are now the Lexington Counter Clocks. Join us April 28 for the Atlantic League's Opening Day.



Get tickets and more at lexingtoncounterclocks.com





Tom Leach has been JMI Sport's University of Kentucky radio play-by-play voice since 1997. He joined the UK Radio Network in 1989 as host of the postgame scoreboard and call-in shows. He is also CEO of Tom Leach Productions, hosting "The Leach Report," a daily radio show covering UK sports, and producing "Sunday Morning Sportstalk" on WLAP in Lexington. Leach has held jobs with WBGR in Paris, Ky.; WMST in Mt. Sterling, Ky.; and WVLK and WLAP in Lexington. He authored "Rich Tradition" about coach Rich Brooks' revival of the UK football program and "Two Decades Behind the Scenes" with Mike Pratt about their 20-year run of calling UK games. Leach is a native of Bourbon County, Ky., and a resident of Lexington. He and his wife, Robyn Rabbeth, have two adult children.

Still in the Game

UK and UofL broadcasters Tom Leach and Paul Rogers say their dream jobs remain as fun as ever

Mark Green: You guys made being the play-by-play announcer for our two major universities your goal at early ages and achieved it! Paul, you began in 1992 and Tom, you in 1997. Is it still fun?

Paul Rogers: Very much so. Anybody who does this job as long as we have is having fun or we would have given up long ago. It has its challenges, its good years and bad years. The bottom line is I enjoy going to basketball games and football games, and I enjoy describing them.

Tom Leach: Same for me. The games, even the preparing for them, it's just as fun as it always was. Paul and I are both nearing the age people think about retiring. There are things in my work life I would be glad to reduce

or step away from, but games and preparing for them is not one of those. It's fun to be there.

MG: What were the steps you took to achieve your goal?

PR: I wanted to do this as far back as junior high school. I enjoyed sports and enjoyed talking, and when I realized I wasn't going to be good enough to be a professional athlete, I thought maybe I could talk about it. I began practicing speaking and went to the University of Kentucky, majoring in telecommunications. I was able to get good experience at the student radio station and got to know Cawood Ledford; not intimately but he knew who I was and what my goals were.

Just as I got out of college, WHAS (the Louisville based 50,000-watt AM radio station) decided to expand their sports department; they needed someone to do University of Louisville games on their FM station as well as some other things. I interviewed with Cawood and had a good meeting. He called me the next day and said, 'You got the job.' I was just about turning cartwheels through the house!

TL: A teacher started a closed-circuit newscast at our Bourbon County Junior High and I thought that would be a cool thing to be a part of. I got to do a sports report on the daily student newscast and started thinking I wanted to get onto this path. I grew up listening to Cawood and Ralph Hacker on the Kentucky games and Al

Paul Rogers has been University of Louisville's radio play-by-play announcer since 1992, a position he first held during the 1973-74 season. He became a sportscaster for WHAS radio and television in 1973 and in 1981 transitioned to primarily radio, where he worked until his retirement from full-time duties in 2020. Rogers also covered Thoroughbred racing and provided the local radio call of 30 consecutive Kentucky Derby races between 1984 and 2013, the most called by anyone. He has been Kentucky's Sportscaster of the Year four times, is a multiple winner of the Associated Press' Best Sportscast award and in 2014 was inducted into the Kentucky Sports Hall of Fame. A Louisville native and resident, Rogers is married with two sons and six grandchildren.



and Still Loving It

Michaels and Marty Brennaman and Joe Nuxhall on the Cincinnati Reds games, so I was blessed by who I grew up listening to. When I was 16, I got a job at my local radio station working on the high school football broadcast, keeping stats and getting to go on the air and do a report. By the second year I was getting to do some play-by-play.

I did that through college then got a full-time job. I was a DJ and news person, but I got to do play-by-play about 40 games in the season and that helped hone some skills. Just doing games has never paid enough to pay the bills. When you're trying to break in, you're just trying to get on the right team where you can try to get to the next job.

I started working in 1977 then in 1984 went to the UK flagship station, which was WVLK, and got to work on the UK network in 1989 doing some post-game things, scoreboard shows etc. I got a chance to do football in 1997 and basketball four years later.

I did not appreciate how narrow my target was, aiming at being the play-by-play guy for one particular school. There aren't an abundance of play-by-play jobs anyway, and to target one particular school was a pretty narrow target. The smartest thing I did was, I thought if I got on the flagship station, WVLK, I was "on the team" or close to it, working with the people who are on the team. Ralph Hacker was the biggest influence for me in terms of becoming a better broadcaster and being a champion for me when the time came for him to step down.

MG: Game broadcasting requires energy and emotion and focus because your audience is fans who care about the team. How do you maintain that?

PR: It comes about naturally. There's a festive atmosphere, some games more than others depending on what's at stake. I truly enjoy the

games and the excitement. Even in a 3-20 season (UofL's basketball record at the time of this interview), I've gotten excited this year. When you get totally immersed in the game, it doesn't matter how good or bad your team is, you want them to win, and that's exciting to be part of.

ML: I'm exactly the same way. I did some (high school basketball state tournament) Sweet 16 games and you might have no connection to either school, but if it's an exciting game, being a fan naturally comes out in the broadcast. You are excited to be there, just like the people watching it. It doesn't have to be the team that you root for. It's just that you enjoy the games.

MG: Fans get upset with bad plays and calls. What about you? How do you handle that when you're broadcasting a game?

PR: It's natural to show disappointment and sometimes a

Bob Valvano, Tom Leach, Paul Rogers, Mike Pratt at the 2012 Final Four in New Orleans. Valvano is the expert basketball “color” announcer with Rogers, and Pratt was with Leach until he passed away in 2022.



little aggravation, but I’ve always tried to not call out players. I don’t feel like that’s my role. They are college students playing a game for our entertainment. I’ll say, ‘He just threw a bad pass, he made a mistake,’ but I’m not going to say the guy did it on purpose or is ruining the game.

TL: I look at the play-by-play guy like the beat writer for the newspaper, where you’re reporting on what you see as opposed to the columnist who’s doing commentary. If he threw it over his head or made a bad decision, those are facts as opposed to any kind of ‘He just doesn’t care anymore, he’s quit or he doesn’t want it badly enough.’ You don’t know any of those things. You just stick with the facts that everybody ought to be able to agree on.

MG: Do you ever have to put a lid on the excitement?

PR: The thing I most liked about Cawood Ledford—and I try to emulate, although I have not done it as well—is he was not a screamer. He



Cawood Ledford was a revered radio play-by-play announcer for the University of Kentucky basketball and football teams from 1952 to 1992.

had this way of showing tenseness in the timbre of his voice. You could sense this excitement and tension without screaming. I never liked announcers who did; with a color guy screaming in the background, there’s so much confusion a listener has a hard time knowing what’s going on. While I convey excitement, and at times have gone a little above what I would like, I try to keep it under control so people listening can tell what’s happening.

ML: When I was first getting started, one of the teams I covered won the regional championship to go to the state tournament. If you listen to the broadcast, it’s hard to understand what’s happening. That’s bad if you’re not able to know what’s happening because that’s our job. You can use your voice as an instrument to convey excitement and not do anything that makes it harder for the listener to know what’s going on. You can say, ‘Wow, what a great play!’ But that doesn’t tell me what happened if I’m not there. Be excited but do the job you’re there for and just describe it. Then you are painting the full picture for the listener.

MG: How important is it to maintain that audience trust?

PR: You want to paint an accurate picture. Right now, University of Louisville basketball is in a rough spot. If you go along telling everybody how great things are, you

have no credibility. On the other hand, you’re not going to dwell on how awful everything is. You pick up on the good things that happen, but the overall theme is this is not a good season. I lean toward being optimistic, but I’m realistic as well.

TL: It’s more fun when they win, but you have to be accurate and honest in what you’re seeing and describing. And that goes with the officiating; every call that goes against your team is not a bad call. You know this just like players and coaches do, and you try to be honest. A play happened in a recent game that looked like a bad call and you see the replay—which we have these days—and it turns out I was wrong. That’s part of being honest, too.

MG: What kind of a challenge does a bad game or season present for keeping yourself engaged and the fans interested?

PR: If you’re getting blown out night after night, there’s nothing you can do to get the fans interested. But you’re there and you describe what you’re seeing. You never just complain all the way through a bad game; nobody wants to listen to that. You just describe the action; if it’s bad play, it’s bad play. You have to stay engaged; you can’t get up and leave. Fans can do that whenever they want.

TL: Once after a bad loss, a friend of mine said, ‘I used to think you had the best job in the world but last night I was able to turn it off and leave, and I



Julie Nelson Harris



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 somersetkyleads.com

Title/company: Communications Director, City of Somerset; Founder/CEO, Triple Edge Creative, serving as a communications and marketing consultant for the Somerset-Pulaski Economic Development Authority (SPEDA), Alan Keck for Governor, and Lake Cumberland Tourism.

Previous jobs/positions: Creative Director, P&P Branding and Web Design; Designer/Copywriter, KSD Kinetic Strategic Design; Assistant Director for Marketing and Public Relations, the Kentucky Humanities Council; 10-year journalism career with editorial positions at five central Kentucky newspapers, including editor and general manager of The Oldham Era.

Education: Bachelor of Science, Print Editorial Journalism—University of Kentucky (2001).

SOMERSET-PULASKI ECONOMIC DEVELOPMENT AUTHORITY

QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

You are what you do, not what you say you'll do. You will build a great team, and be a great teammate, if you are committed to integrity and authenticity.

Always be bold and ask questions, and always be willing to put yourself in a room where you are not the smartest. Readily admitting you don't know the answer and putting in the work to learn builds invaluable trust and respect with your colleagues.

Setting boundaries is crucial to maintaining balance in your life. Practice saying no to things that are not a valuable use of your time and instead put your energy into those things that inspire you and help make you a better person, professional and community member.

What advice would you give your younger self?

Ralph Waldo Emerson said it best. "Finish each day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day. You shall begin it serenely and with too high a spirit to be encumbered with your old nonsense."

What do you view as the key to your success?

If I have achieved any success, it is purely because of hard work — something I learned by watching my parents. They taught me that while hard work may be exhausting and

depleting, the adrenaline and pride that come from your accomplishment make it worth the effort. And they were so right. I am grateful to have a career doing something I love that often doesn't feel like work at all.

I'm inspired/driven or rejuvenated by:

Creativity. I love taking in the work of other writers, designers, painters, musicians, etc., to inspire and inform my work to tell others' stories. I get such energy from seeing how others create.

Something I love doing outside my job is:

Serving as president of the Master Musicians Festival board of directors. MMF is a nonprofit, two-day festival in Somerset, Kentucky, that is in its 30th year of bringing music excellence to rural Kentucky for an affordable price. I absolutely love listening to music of all kinds, but I love sharing it with my community more.

Are you more productive working at home or the office?

I've found that when I'm able to blend the two, I'm at my best. While I enjoy the quietness of the house and can get my best writing done in that environment, I get a lot of energy from being with my teammates in the office and have some of my best ideas in that space. I'm grateful for the ability to have the best of both worlds.

Partner Content



Paul Rogers conducts an on-air interview with former UofL football coach Scott Satterfield.

realized you couldn't. There are good days and bad days in every job. You do what you're hired to do. We have great jobs. A lot of people would love to go to these games and have great seats. Nobody wants to hear you complain that it's not as much fun today as usual. It's still better than most other things. I enjoy it. And every time you go might be "the day"—even in a bad season, a great game or memorable moment happens.

MG: Do broadcasters ever have a bad game?

PR and TL: Oh, yes!

PR: I go back and listen to every game. I pick things I like and things I don't like. We all make mistakes. I tell myself, 'Why did you say that? You should have pointed this out or said it a different way.'

TL: It's important to go back and listen to your work. Once in a while I'll ask somebody else to listen in case I'm missing something. In basketball, the ball's going to be shot into the basket a bunch of times, and you can fall into saying the same thing every time. It gets monotonous. It's important to listen and find ways you can improve.

MG: When you started, not many games were on television. Now every game is. Has that changed how you approach radio broadcasting?

PR: When games were first starting to be televised, the radio broadcast would not acknowledge it was on TV. You didn't want to chase off your audience.

Now when virtually every game is televised, I've had the TV announcers on for pre-game interviews. I think people like to hear their perspective on things. We watch the replays ourselves from the monitor. You can see things on TV (replay) you can't always see with the naked eye, so we use that to help our broadcast.

TL: There are always going to be people who for whatever reason can't watch. And some folks listen to the radio broadcast because they like to hear that perspective from somebody who likes to see the team win like they do, whereas that's not the case in the national broadcast. Some fans find a way to sync (our play-by-play) and more people would do it if there was an easier way.

MG: You both have had the announcers positions for longer than any coach has been with the team. How do you approach having a professional relationship with coaches and players?

PR: It's different with different coaches. I've always tried to maintain a very professional relationship and left the door open to that coach as to how he wants to make it. Denny Crum was such a normal person. I went to his house and played cards, did things like that. Things are not that informal anymore. I've had very friendly working relationships with the coaches, but it's not like we go out to dinner, hang out together. You need to keep a little separation.

TL: The coach understands we have jobs to do if the team's playing poorly

that night. Everything's professional. You develop a trust from the coaches and players you're working with. Everybody's just doing their job and you don't have any agenda, you're not trying to ambush them. Hopefully they get to a point where they trust you. As an example, if there's an injury, the coaches may not want to talk about it to disclose any competitive advantage. By the time you get 20 minutes before tip-off or kick-off and there's no time to make major changes in a game plan, if you have trust with the coach, then in the pre-game interview he or she may tell you so-and-so is not playing today. You are able to give that information to your audience and don't have to wait until the game starts to see they're not playing. You get access to practice; it's not like either of us understand as much as coaches do, but you understand what they may want to emphasize in a given game and you can share with the audience. You want to have that relationship so you can get information and access that helps you be a better storyteller to your audience.

PR: In football, our pregame interview is actually Friday afternoon before the Saturday game. If the coach knows a guy is not going to play, he will go ahead and say it, assuming I will hold it until the pregame broadcast.

TL: I have the same kind of deals with coaches. I might ask an especially sensitive thing like, "What quarterback is going to start today?" We understand this won't air until 20 minutes before kickoff.

MG: In addition to play-by-play, Tom, you have a radio show, podcast, website and speaking engagements, and Paul, you have other regular sports duties. Do team or conference intellectual property contracts come into play for that?

PR: Any Louisville game broadcast is the property of Learfield, a company

Superstar Women in Business



Natalie Ciresi Chaudoin

Title/company: Director of Public Relations since 2016 and previously served as Public Relations Manager from 2011-2016 for the Louisville Regional Airport Authority that includes Louisville Muhammad Ali International Airport (SDF) and Bowman Field (LOU).

Previous jobs/positions: Public Information Officer II for the Kentucky State Fair Board that includes the Kentucky Exposition Center, Kentucky International Convention Center and at the time, KFC Yum! Center. Community Development Coordinator for Girl Scouts of Kentuckiana.

Education: Earned a Bachelor of Arts in English (emphasis in Journalism) and History from Lindsey Wilson College in Columbia, KY in 2004.

Questions & Answers

What advice do you offer women entering or early in their career today?

Be kind, genuine and ready to learn from your colleagues. Understand your role and know how you can impact the big picture. I always try to observe and note how my position fits into an organization's mission and goals. This proved helpful early in my career and gave me insight into new and different ways to influence my responsibilities – whether it was engaging with the community about the mission of the Girl Scouts or using a very grassroots approach to hype the grand opening of the KFC Yum! Center more than a decade ago. With a strong understanding of the organizations I worked for, and not just the tasks of my position, I knew I could use my voice to be more confident while bringing valuable contributions toward the company's goals.

What advice would you give your younger self? Don't be afraid to fail. Sometimes I think society gets caught-up in the concept of "success" that we miss all the little successes and lessons that help us grow along the way. With each failure, I learned something to take on to the next task, the next project, the next job – even though at the time it was not always obvious to me. It took me a bit to grasp that I had to accept that failure was part of the process and my personal growth.

Eleanor Roosevelt said, "You have to accept whatever comes, and the only important thing is that you meet it with the best you have to give." And that is really what became important to me – I tried, I adapted and if I failed, I continued moving forward at the end of the day.

What do you view as the key to your success? Hard work and a constant curiosity. I was blessed to grow up with a strong female figure in my mother who was never afraid of hard work. She encouraged me to follow my interests but be willing to put in the work and this is something I still stay true to. I also have a natural curiosity. I routinely want to know more about a project I'm highlighting and how can we really celebrate it. I want to know how it works, fits into the purpose for the organization and the best medium to use to tell this story.

As the concept of mass communication has evolved, and continues to do so, the curiosity of understanding how people absorb information and communicate with one another has been to my benefit. From my professional perspective, it is crucial that

I'm knowledgeable about the ever-evolving platforms and methods of information intake to ensure we are effectively using our voice to tell our story.

I'm inspired/driven or rejuvenated by: I'm inspired daily by the people I work with at SDF and Bowman Field – the airport team is filled with such talented, skilled and smart individuals. I love that in my role in Public Relations, I get to work with a variety of people on a variety of activities each day. I may be planning an event to celebrate a new flight for Louisville, talking about stats for our geothermal project and how it will be the largest of any airport in the U.S., or engaging with volunteer Airport Ambassadors about their interactions with travelers arriving in Louisville. I love the variety that these incredible people bring to my job each day.

When it comes to working with my colleagues, I appreciate that I'm not the subject-matter expert, but I'm lucky enough to engage and connect with these accomplished professionals. I get to help craft the stories celebrating the successes of their work and vision. It's always satisfying when I have an opportunity to bring these stories to life and share them with the masses.

My favorite timesaving or organizing hack (at home or work): My favorite organizing hack is pretty simple: I love (and live by) my calendar and to-do list, both at home and work. With a constant rotation of daily tasks, I highlight items with a high priority or tight deadline to stay on track. To give myself some grace, I aim to only cross off two or three items each day. Reason being, you never know what the day has planned for you and in most cases, this is true for me. My day rarely goes as planned, so I give myself permission to know that it's not realistic to complete every task, every day when there are multiple events in the planning stage or other projects on-going.



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based out of Jefferson City, Missouri; they own the rights to about 90% of the universities around the country. I am free to do other things. For years I worked for WHAS radio and that was totally separate. I do go to the station here in town that airs the games on Monday morning to talk about the game and the week coming up and I do a Friday afternoon thing on the local ESPN station that's on our own. The games themselves are completely the controlled property of Learfield.

TL: Kentucky is partnered with JMI Sports (for broadcast rights) with the same kind of parameters Paul has with Learfield. Where mine differs is my daily radio show is a deal where I purchase the time on the radio station to put a program on and then I sell the advertising. I own that show. I don't work for the radio station. That's my baby because I purchase the time every day. I have 100% control over who's on or if I'm not hosting, who is; those things. I have a lot more control over something like that but not over the game because somebody has paid for the rights to broadcast those. Anything you put out there on social media or a radio show, you're ultimately accountable for it.

MG: What is the biggest game you called?

PR: For me it would have to be the (2013 basketball) national championship game. Every time I think of that game, I think of all the great games that got them there. In the Big East (Conference) championship game against Syracuse they had a huge comeback, the game (in which) they bounced back after Kevin Ware got hurt in the regional final against Duke. In football, it would be the (2007) Orange Bowl certainly and the (2013) Sugar Bowl.

TL: For me it would be the 2012 national championship the basketball team won in New Orleans. You love those last-second finishes; you don't get a lot of those and your team doesn't always win. In 2014 Kentucky won four consecutive games in the NCAA tournament where the outcome was in doubt in the final shot. That was thrilling. In football, the Citrus Bowl

win after the 2018 season where Kentucky won 10 games for the first time since 1977 was a cool moment. That hadn't happened since the '50s, and Benny Snell set a school career rushing record in that game. When coach Rich Brooks was here, they beat the No. 1 team in the country in triple overtime—that was another memorable one.



Paul Rogers and Tom Leach, shown here at Keeneland Race Course, each have extensive history doing Thoroughbred racing broadcasts.

MG: Sports is big business. NIL (name/image/likeness) deals involve money and financial considerations can impact transfer portal activity. How do finances affect the teams, coaches and players?

PR: Those things have all had a great effect because you can reshape and completely redo your team from year to year. With high-stakes money, there are a lot of things involved that aren't what we all thought we were getting into with amateur athletics. But no matter what goes on, no matter how aggravated I get with it, to me it doesn't affect the game itself. The broadcast, the competition, the game, the excitement, all that falls in the background when guys are playing the game. Hopefully it will remain that way. We haven't seen a player yet say,

'I'm out, I'm quitting because I'm not getting my money.' That stuff goes on peripherally, but I don't see it affecting basketball or football when the game is being played.

TL: I feel the same. It is a big business; the way all that's handled will continue to evolve. But as long as there are still games being played, we'll be there to describe what's happening. They'll still have five guys out there in basketball, 11 in football. How they get to that point is certainly changing.

MG: Is the role major college sports and your broadcasts play in creating bonds statewide a consideration or do you just stay focused on what's happening on the court and playing field?

PR: We're focused on what we're seeing and saying, but we would be ignorant to ignore how meaningful it is to this state, particularly in Tom's case with UK truly a border-to-border team. Louisville has a very active fan base within Jefferson County but outside the county it's only sprinkled amongst the Kentucky fans who blanket the state. It's a big part of people's lives. A great example is hearing how miserable a lot of people are at the bad basketball season Louisville is having. They're sad or upset, almost to an unhealthy level. Not everybody obviously, but for some people it affects their whole demeanor. You love the passion, but you like people to be a little more realistic about life, too. I enjoy sports—it is my livelihood—but it's more for enjoyment and entertainment.

TL: I agree. What we're doing is not curing a disease, but hopefully it is making somebody's life better. Even if they're frustrated at how their team is doing, they still enjoy being engaged with other fans. Hopefully while we are doing something we really enjoy, we're serving some kind of purpose too.

It affects the economy too. Not as many people go out to eat or to watch a game or stay in hotels and all those things if the seasons aren't going well. Fans are heavily invested. They care a lot and that's good. ■

**Congratulations Governor Collins
for a job well done and thank you
for bringing Toyota to Georgetown**



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A Groundbreaking Governor



Martha Layne Collins' efforts to bring Toyota to the Bluegrass State continue to reap rewards for the commonwealth

BY MARK GREEN

It was a bold and unlikely gamble, but Gov. Martha Layne Collins' decision in 1984 to inject Kentucky into Japanese carmaker Toyota's search for its first stand-alone site in the United States paid off beyond anyone's expectations. The commonwealth hit the jackpot, one whose rewards continue growing with no end in sight.

That project alone makes Collins' administration perhaps the most impactful in state history. Toyota and the network of suppliers that followed took root and grew, resulting in well-paying jobs, industry, investment and wealth generation, tax revenue and life-changing opportunities across most of the commonwealth's 120 counties.

Collins, a former teacher, also spent political energy on improving

Gov. Martha Layne Collins was joined by Toyota executives and Kentucky state and local officials to break ground on Toyota's new manufacturing plant in Georgetown in May 1986. The first cars rolled off the plant's assembly line two years later.

education. She was the first and still the only woman elected governor of the commonwealth. As such, she has been an inspirational role model for Kentucky women and girls for more than a generation.

"You always want to feel like you've made things better in some way," Collins said in February, talking about her legacy. "It's made a big difference in Kentucky in many ways, not just in attitude but in accomplishments for a lot of people."



Toyota honors the legacy of Governor Martha Layne Collins

Governor Collins, you continue to make a lasting and positive impact on the Commonwealth of Kentucky. Thank you for your visionary leadership, from all of us at Toyota Kentucky.



Collins tells the story of being out shopping and a woman coming up to her to say, “Thank you.”

“I said, ‘Why thank you to me?’” Collins recalls. “She said, ‘Well, my husband works at Toyota and we can send our girls to college.’ All kinds of things like that happened. Also, I think it enriched our state in other ways.”

Kentucky residents, communities, organizations and institutions welcomed and embraced the people who arrived with Toyota and the Japanese companies that followed to create the supply chain for an operation unlike any they’d known previously.

“Having the Japanese plant here and the adjustments that were made and the acceptances that were made...I was always very proud of that,” Collins said.

Traditional route, modern success

She won the governor’s office by old-fashioned politicking through every county in the state, working in campaigns, gaining the post of the state Democratic Party secretary and being elected Kentucky Court of Appeals (later Kentucky Supreme Court) clerk and then lieutenant governor. Winning Toyota was achieved less traditionally, coming about as a result of Collins very intentionally learning the finer points of the Japanese etiquette and a business culture that was male dominated.

The transformation of Kentucky’s business culture that was launched in the late 1980s occurred, in part, because Collins realized that the other finalist state, Tennessee, committed a disrespectful blunder. Punctuality is very important in Japan, but Tennessee kept the Toyota delegation longer than scheduled, causing them to be embarrassingly late for their next appointment—in Frankfort.

The Kentuckians carefully allowed the Japanese to save face as they were greeted, then showed proper business respect by having every detail of their visit highly organized and crafted to impress. Top state officials and private-sector executives were

present to answer the delegation’s questions on the spot. The menu was catered to Japanese tastes, dinner seating matched individual hosts with specific tablemates for whom they’d prepared conversation points, the entertainment was chosen to please the visitors, and goodbyes were said as fireworks burst over the nearby Capitol building.



“ I don’t consider myself a women’s leader. I just want to be a leader. I want to be somebody who opens doors and encourages people to walk through them. ”

When a member of the Toyota delegation developed a toothache, Collins had UK President Otis Singletary summon an expert faculty dentist to treat him.

There was a lot of preliminary work, much of which had never occurred before and was invented along the way, but Kentucky closed the deal.

Today some 50 Japanese companies and about 100 local entities are members of the Japanese/American

Society of Kentucky that sustains favorable business and community relationships.

Groundbreaking territory

Collins decided early in her term to pursue Toyota, which had entered U.S. operations a few years earlier in a joint venture with Mazda in California. Having announced it wanted to create an independent, fully controlled U.S. manufacturing site, Toyota’s search had advanced to a point of working with four or five states. Kentucky was not one of them.

Pursuing Toyota was criticized. The governor and her team made a trade visit to Japan and got Toyota officials to consider Kentucky as a candidate. A flurry of trips followed. Collins went, several times. She sent her cabinet secretary and budget director Larry Hayes. She sent her longtime loyal staffer, Crit Luallen. As the state gained traction in Japan, the governor sent legislative leaders, too, to express the support the company could expect long term.

Toyota’s CEO Shoichiro Toyoda let the Kentuckians know what the company sought in a first permanent U.S. manufacturing site: a flat 1,500-acre site with railroad access that adjoined a major interstate highway was primary.

State officials committed to Toyoda that they had what did not yet exist—but they had a good idea where they might stitch together such a site. Former Gov. Ned Breathitt was enlisted to gather options to buy properties in Scott County that are now the site of Toyota’s sprawling complex near Georgetown.

Kentucky’s modern economic development incentives were born from the efforts of Collins and her administration to provide the support and assistance Toyota wanted. To address concerns that it was illegal to spend state funds to benefit a private company, the administration successfully used the strategy of having Hayes sue Gov. Collins in a case that made the planned incentives its central issue. The Kentucky Supreme Court ruled 4-3 for Hayes and the incentives.

Thanks to you,
Martha Layne Collins,
for your visionary
leadership and
competitive spirit
that's led to Kentucky's
dominant position in the
automotive industry.

**We're grateful to you and
proud of our home state.**



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“Many of the economic development tools that are used today were created or refined for the Toyota deal,” said Gov. Andy Beshear. “So much of what we do today in terms of providing an incentive package to a company was the innovation in the Collins administration of getting done what needed to be done to draw Toyota to Kentucky.”

The current governor knows Collins well. As a boy during her administration, he lived in Frankfort in the state lieutenant governor’s mansion due to the office his father, Steve Beshear, held.

“Gov. Collins was a phenomenal governor of Kentucky, landing at that time what was the most significant economic development project in our history,” Andy Beshear said. “That helped lay the groundwork for ones we’ve announced since that are even larger. A legacy that everybody wants to leave is a foundation that you can build upon, and always wanting someone to be able to come in to the future with that next incredibly exciting announcement that takes us into the next generation. In many ways, I think that Toyota set the tone for decades.”

“All issues are women’s issues”

Conditions were different when Collins won election and took office in late 1983. There was rising sentiment to empower women. The Equal Rights Amendment to the Constitution that Congress approved in 1982 quickly gained approval



from more than two dozen states. Kentucky’s governor was considered to be highest-ranking female elected officeholder in the nation.

But she came to prominence by conventional political hard work and not as a crusader for women’s rights. And she governed as the somewhat conservative Kentucky Democrat that she was. Collins never sought to be at the forefront of women’s rights.

“I’m just interested in women being involved,” she said in discussing her impact. “Sometimes you feel like you need to stay home with the kids and whatever. But for women to be involved and working on things, it enriches your life so much that you’re really a better mom after.”

She still does not want to be pigeonholed.

“I don’t consider myself a women’s leader. I just want to be a leader. I want to be somebody who opens doors and encourages people

As governor, Martha Layne Collins made numerous trips to Japan to woo Toyota to the Bluegrass State.

to walk through them,” Collins said. “I think all issues are women’s issues. Whether it is education or transportation or whatever, it’s an issue that affects women.

“We all have goals, have opportunities whether you’re male, female. It’s taking advantage of something that you’re interested in, that you feel you can contribute to, and try to make this a better place, wherever it is and whatever the issue is.”

Broader horizons for students and business

After leaving office—Kentucky governors were limited to one term through 1992—Collins was executive-in-residence at several universities and colleges, headed the Kentucky World Trade Center and was active in foreign trade initiatives. In those roles, she advocated for the benefit of looking at life globally, especially to students.

“If I had enough money, I would like to get every senior a passport,” she said. “Everybody’s proud of the county they come from and that’s what they’re interested in and talk about.”

Collins urged students “to widen their horizons and to get them to



Toyota’s Georgetown plant began producing the Camry sedan in May 1988. Since then, more than 13 million vehicles have rolled off the plant’s assembly lines.



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Professional: Managing Director, Mariner Wealth Advisors, overseeing Kentucky and Southern Indiana market; previously partner in Cincinnati office of Mariner's predecessor firm; earlier career roles were with Fifth Third Bank and Commerce Bank in St. Louis, including commercial banking, corporate finance, mergers and acquisitions, before moving into investments and wealth management.

Community: Currently trustee on the boards of Frazier History Museum (treasurer), Louisville Ballet (vice president) and Kentucky Retirement System (governor appointee); also serve on Tocqueville Advisory Board for Metro United Way in Louisville; previously trustee on the boards of the Cincinnati Symphony Orchestra, Cincinnati Ballet and Cincinnati Ballet Foundation.

Education: Washington University in St. Louis – Bachelor of Science in Business Administration with minor in Japanese Studies (1992); University of Missouri–St. Louis – Master of Business Administration (1998).

MARINER WEALTH ADVISORS

QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

Keep an open mind. You will find along the way things you do and don't like about what you are doing, but they can all be good building blocks that add to the "career wisdom" you accumulate over time. Before moving on to the next thing, take a good look around you and make an effort to soak up as much knowledge as possible to leverage your current experience.

What advice would you give your younger self?

Take more risks and be true to yourself. Be proactive in pushing your career forward and seeking out the next challenge without waiting to be invited to take the next step. Don't be afraid of the possible rejection that comes from being bolder...our mistakes and "failures" are some of the best learning experiences we will have, and there will always be another opportunity.

Are you more productive working at home or the office?

It depends on what I am doing and how long I've been there! Teambuilding, mentoring colleagues and getting high-thought, analytical work done is best in the office,

when the rest of the team is there. I also like a change of scenery, and can find myself being more creative and sometimes even thinking more clearly working from home for a change of pace. I feel very fortunate that I am able to do both pretty seamlessly.

What do you view as the key to your success?

I love to learn and am open to taking on and adapting to new circumstances – working well under pressure and keeping a cool head in times of crisis. This has enabled me to embrace new challenges and to ebb and flow more naturally through the many ups and downs that have come along over the three decades of my career thus far.

I'm inspired/driven or rejuvenated by:

Seeing my children continue to grow and carve their own paths in life. In their early 20s and finishing college, they have so much ahead of them. I feel blessed every time they reach out and seek my advice on a decision they are contemplating. I cannot think of a more satisfying role I could have than that as their mother and trusted life coach.

Partner Content

understand (the broader world), to read and to plant foundations, to learn from other countries and, as a citizen of Kentucky, be welcoming to people from other countries.”

Foreign trade brings similar benefits.

“It’s important for Kentucky. Even today,” Collins said. “It’s the technology. It’s the creation of jobs. It helps us as a state to understand different nationalities and opportunities and what the future is going to bring.”

An advanced manufacturing leader

Nearly 40 years later, an initial \$800 million investment in 1985 has grown into a multibillion-dollar relationship responsible for 9,300 jobs in Georgetown and many thousands more at dozens of suppliers around Kentucky.

Kentucky is home to subsidiaries of companies that are part of Toyota Group, such as vehicle interiors and filter-maker Toyota Boshoku in Erlanger and supply chain, logistics, recycling and social responsibility innovator Toyota Tsusho America in Florence and Georgetown.

Toyota’s presence made Central Kentucky an early adopter of “lean systems” and efficient just-in-time supply chains and logistics—an approach sometimes referred to as “The Toyota Way.”

It’s helped make Kentucky a world center of advanced manufacturing. At the company’s instigation, the Kentucky Community and Technical College System created successful manufacturing technology training programs that have spread to many other states.

Today Kentucky is the No. 2 auto manufacturing state by volume and No. 1 per capita.

Home to many firsts, Toyota Motor Manufacturing Kentucky (TMMK) was the first wholly owned plant in the U.S., the first to assemble the Toyota Camry, and will soon become the first to assemble hydrogen fuel cell modules for use in heavy-duty commercial trucks. Since starting production 35 years ago, TMMK has built more than 13 million vehicles and

nearly 14 million powertrain units.

The TMMK website today reports it has 9,203 direct jobs and 3,513 indirect jobs in Kentucky. Its Service Parts and Accessories Operations, in Hebron, manages a parts center, supplying all North American Toyota distributor and other international distributors as well as U.S. Toyota and Lexus dealers.

The North American Production Support Center in Georgetown, Ky., is one of three regional production support centers globally that provides fundamental skills training to

more than 564 automotive-related companies that employ over 103,000 as of May 2022. The state’s automotive exports were \$4.8 billion in 2019. The state’s four production facilities rolled out more than 5.8 million vehicles from 2017 through 2021.

The company also played a role in the state’s ability in 2021 and 2022 to win nearly \$9 billion in projects related to electric-vehicle battery production.

“The Collins administration showed Kentucky can get the job done, landing the first Toyota facility in the United



Kentucky State Archives photo

instructors who eventually train team members at manufacturing plants across North America. They also provide training to supervisors in daily operations management and team member support and development.

Toyota has made direct investments of \$8.9 billion and another \$343 million in indirect investment. In the five-year period between 2016 and 2021, Toyota invested \$2.1 billion.

The company’s philanthropic activity has topped \$147 million in Kentucky, including that from its 20 dealerships around the state.

The Toyota system is a major element of Kentucky’s massive vehicle-manufacturing sector. Including suppliers for TMMK, two Ford production facilities in Louisville and General Motors’ Corvette plant in Bowling Green, Kentucky’s Cabinet for Economic Development reports

Gov. Martha Layne Collins explains the benefits of education reforms her administration enacted during a legislative special session.

States, how successful it has been in the decades since, our ability to welcome the Japanese culture and build lasting relationships that have grown,” Beshear said. “Today, when we talk to a Ford or an Envision or a major manufacturer, we can point to Toyota and show how we got the job done. When we are talking to a foreign-owned company, we can talk about how Kentucky is a welcoming place in many ways because of the example that the Collins administration set.” ■

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QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

I would offer this advice to young women early in their careers. Know what your values are and stick with them. You don't have to compromise those values to be successful. My line of work has typically been male dominated and I was very fortunate to not be treated any differently than one of the guys. I did not stray from my values and I was respected for it. Display your confidence without hesitation, being careful to not appear as a know-it-all. Confident people get noticed and it's all about being noticed.

What advice would you give your younger self?

The No. 1 advice I would give my younger self is to have more confidence and don't be afraid to speak up. I was always afraid of being wrong or embarrassing myself and I spent a lot of wasted time on this instead of building my confidence. You have to go outside your comfort zone to grow and that gets much easier with age but I really wish I had realized this when I was in my twenties and thirties.

What do you view as the key to your success?

I grew up on farm where hard work was a necessity. My parents instilled a very strong work ethic in all of their kids. Things were not given freely; you had to earn them. I think

that is a big problem with what I see in the world today; many people don't want to work for what they have, they just want it given. I always had a thirst for knowledge and I would have to say some of my success was just being in the right place at the right time. I was mentored by a handful of people who saw my potential and were patient with me until I could see it myself.

I'm inspired/driven or rejuvenated by:

I think the thing that moves me the most is watching the next generation grow and be excited about what they are doing. It really breathes new life into what could become stale and mundane. I have watched some very talented young people grow into outstanding bankers. It is a great joy of mine to contribute to that. I certainly had many mentors help me get to where I am and I'm very thankful for that.

Something I love doing outside my job is:

Traveling with my husband of 32 years. We enjoy going out West where there is such beautiful scenery. I also enjoy spending time with my three grandchildren. There is really nothing like being a grandparent.

Partner Content



Anne-Tyler Morgan



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Anne-Tyler Morgan is a member of McBrayer PLLC in the firm’s Lexington office, where she practices in the areas of health care law; politics, elections and campaign finance; and economic development. Before joining McBrayer, Morgan led the compliance department of a Fortune 500 managed care organization and she has served the Commonwealth of Kentucky in a number of leadership roles for the Kentucky House of Representatives, Kentucky Department for Medicaid Services, and the Kentucky Cabinet for Health and Family Services.

Morgan attended Transylvania University, graduating in 2008 with dual bachelor’s degrees in Political Science and French. She received her juris doctor from DePaul University College of Law in Chicago in 2010.

McBRAYER LAW FIRM

QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

Brainstorm and journal about the skills that make you unique – is it your imagination? Your communication skills? Your ability to make friends easily in new environments? Use that informal personality map to creatively map a career lane for yourself (and don’t be afraid to do it just a bit differently than those who have gone before you!)

I’m inspired/driven or rejuvenated by:

Connecting with and giving back to my community.

My favorite timesaving or organizing hack (at home or work):

Each Sunday, I like to map out my ‘to-do’ list for the week ahead in all areas of life (in no particular order) – my career, relationships, spirituality, mental and emotional wellness, physical health, and finances. This practice helps me to stay both on track and well-balanced.

Are you more productive working at home or the office?

I’m productive in both environments, but I prefer the office by a longshot. Nothing beats the in-person camaraderie and collaboration of my colleagues, whose experience and support are invaluable.

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Since 1963, the McBrayer law firm has provided successful representation to businesses and professionals throughout Kentucky, surrounding states and nationwide. The McBrayer law firm is proud of its strong growth and ability to attract the best and brightest lawyers in the community with its offices in Lexington and Louisville, Kentucky, and its government relations affiliate, MML&K Government Solutions, in Frankfort, Kentucky. The firm’s diverse, full-service practice includes employment, corporate, real estate, estate planning, health care, professional malpractice defense, intellectual property, family law, litigation, hospitality, government relations, and more. Find out more at mcbrayerfirm.com.

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Boarman attended Duke University, graduating in 2003 with a bachelor’s degree in Economics. She received her juris doctor from the University of Kentucky College of Law in 2008.

McBRAYER LAW FIRM

QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

Find your release – whether it’s running, reading, travel or something else. Work, family and life can be stressful, and you’ll need something to balance that to be your best you.

What advice would you give your younger self?

Use your own approach; you don’t have to follow someone else’s way of doing things. When I was a new associate, I tried to mirror the negotiation style of a more experienced attorney, but quickly realized it didn’t work for me. I became more confident and successful when I approached things my way.

Something I love doing outside my job is:

Playing tennis. It’s social, competitive and great exercise.

My favorite timesaving or organizing hack (at home or work):

Outsource and delegate whatever you can. There’s always going to be a temptation to do everything yourself, but that will only create problems down the road. If you have the ability to let someone else shoulder some of the load, you’ll get better results from teamwork.

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Eckert attended the University of Kentucky, graduating magna cum laude in 2007 with dual bachelor’s degrees in Psychology and English. She received her juris doctor from the University of Kentucky College of Law in 2012.

McBRAYER LAW FIRM

QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

Find a female mentor in your field who is not only successful but also a champion of other women and willing to invest in those around her – then stick close to her and learn as much as you can from her. This will pay dividends as you start your career. When your time comes, do the same for other women.

What advice would you give your younger self?

Make sure that you do something that you love every single day, no matter how small. Always be thankful.

I’m inspired/driven or rejuvenated by:

My work with McBrayer’s summer associate program, as well as McBrayer’s Visitor and Fellow programs with the University of Kentucky J. David Rosenberg College of Law. These students’ excitement about becoming lawyers is contagious and reminds me why I love being an attorney.

My favorite timesaving or organizing hack (at home or work):

I love a good to-do list, especially in a nice weekly planner. Checking items off is extremely satisfying and keeps me on task throughout the day.

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Cynthia L. Effinger is a member of McBrayer PLLC and is co-managing member of the firm’s Louisville office. She concentrates her practice in the areas of employment law, human resources policy and litigation. Prior to joining McBrayer, she practiced with Seiller Waterman in Louisville.

Effinger attended the University of Georgia in Athens, graduating in 1994 with a bachelor’s degree in history. She earned her juris doctor from the University of Louisville Brandeis School of Law in 1998.

McBRAYER LAW FIRM

QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

Work with people you like and respect. Success in this profession requires collaboration and teamwork. When you spend nearly as much time with your colleagues as your families, you need to be surrounded by people who support you both personally and professionally (and vice versa).

What advice would you give your younger self?

I would encourage my younger self to take advantage of any marketing opportunity to build relationships that could lead to new clients and new work.

What do you view as the key to your success?

Having good mentors along the way. I had (and have) the good fortune of working with some incredible lawyers who were not only smart, but also practical in their approach to clients and work. I credit them for teaching me how to be an effective advocate and helping me develop skills that have helped me succeed.

Are you more productive working at home or the office?

In the office. The energy in our office is motivating. Working in the office allows for the collaboration that I

need to help our clients and provides a social outlet as a break to help me refocus.

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Partner Content

Winchester Reawakens

Shuttered downtown
revives as new
landlords put some
skin in the game

BY TOM MUSGRAVE

ALTHOUGH he lives in Lexington, Chad Walker's heart is in downtown Winchester. He and his wife, Jill, own Engine House Pub & Pizza Parlour on West Lexington Avenue, not far from Main Street.

"We joke and call it Winchester's living room," he said of the late 19th-century building that originally housed Winchester's fire station on the first floor and mayor's office on the second.

The pub itself opened in 1984, and the Walkers purchased it in January 2020 as an homage to nostalgia.

"My wife worked here in high school and college, and we were big fans of the place," Walker said.

A few months after the Walkers purchased the restaurant, the global coronavirus pandemic landed in



Mikaela Bush welcomes customers to Cheesecake & Company, a bakery that she opened in downtown Winchester in June 2022.

Kentucky, precipitating shutdowns of businesses across the state.

"Best time in the world to own a restaurant," Walker chuckled.

The Walkers navigated the pub successfully through shutdowns and adapting to carryout-only until restaurants reopened to dine-in customers. Through it all, Walker said, Winchester residents were

supportive of his and other local businesses.

"They did everything they could to keep us up and running and going during that time period," he said. "They were absolutely wonderful."

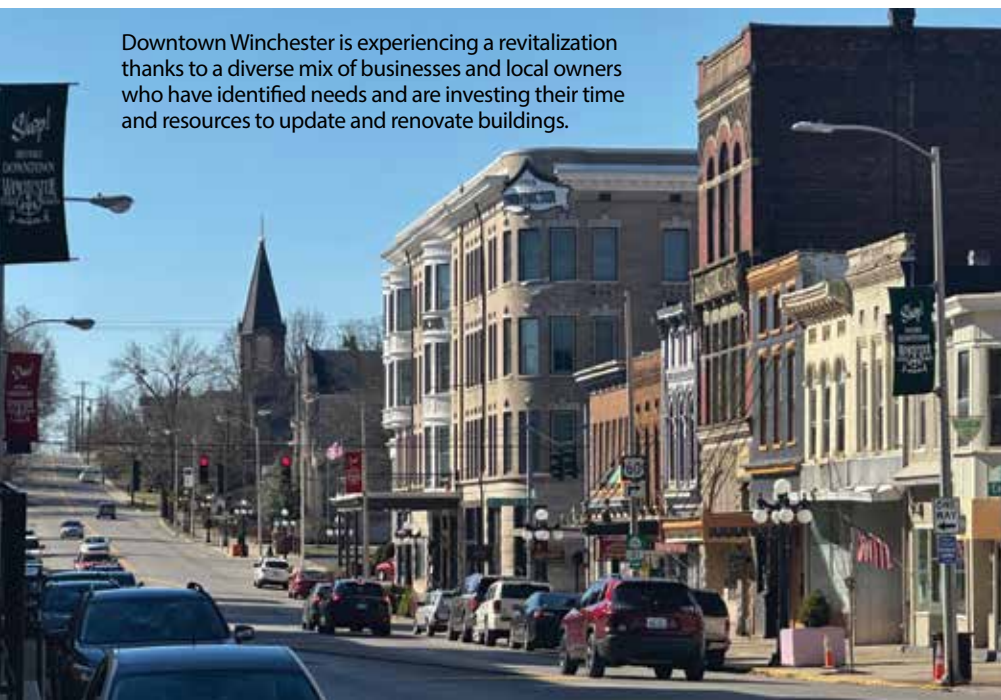
As a way of giving back to Winchester and the business community, Walker wanted to help reinvigorate the downtown district, which had grown stagnant in recent decades.

Appearances matter

Current Winchester Mayor JoEllen Reed has been a longtime observer of downtown, having seen an ebb and flow among businesses.

"I've watched the downtown change over the years," said Reed, a retired elementary school teacher who became Winchester's first female mayor in January after a 16-year career in city and county politics.

Downtown Winchester is experiencing a revitalization thanks to a diverse mix of businesses and local owners who have identified needs and are investing their time and resources to update and renovate buildings.





Mason's on Main



The Engine House
pub and pizza parlor

The "Cool" Corner Winchester Kentucky



Loma's



Eklektic Alchemy



Eklectic Alchemy owner Ronn Conboy-Holden describes his downtown Winchester shop as a 20th-century vintage and antique store specializing in art deco, industrial and mid-century modern and décor, with a mix of art ranging from traditional to funky.

“When I was growing up, we had Belk (department store) and J.C. Penney. Those were long-ago days and we had a very active downtown. Then after a while, in my college years, there wasn’t a lot of activity.”

Vanessa Ziembrocki and her husband, Edward are co-owners of Loma’s at the Opera House restaurant on Winchester’s Main Street. They have owned the space since 1999, when they opened a construction design center there. The Ziembrockis converted it to a fine dining restaurant in 2018.

When they opened the design center, downtown was “very different than it is now,” she said.

“There were so many shuttered businesses, and the businesses that were here were tenants, for the most part, not owners,” Ziembrocki said. “People didn’t want to put effort into the interior spaces and having things look professional. It was a lot of little shops that, I felt, were not sustainable, or they weren’t drawing people to them because of the way (the businesses) appeared.”

In recent years, though, downtown Winchester has seen a period of revitalization, Ziembrocki said.

“When people started really investing in the buildings downtown and putting their businesses in them,” she said, “that’s when I just saw this total change in what was going on here.”

Walker agrees, saying that absentee landlords contributed to the stagnation.

“There were quite a few businesses or building owners that came in,

bought a property and didn’t fix it up; didn’t do anything with it,” he said. “I think you’ve got to hold their feet to the fire.”

Getting landlords engaged

Walker was alerted to another issue when he researched deeds to downtown properties. As he started looking at the legal documents, he realized that three or four people owned the majority of downtown properties.

“If you pull deeds now,” he said, “there’s a lot more diversity in ownership. There are a lot more people who have a stake in the game. The new owners are coming in and kicking in their own money and making things better.”

Along with Walker, one of the catalysts of that change was Adam Kidd, a project administrator and partner in DAM Holdings, which he describes as “an eccentric bunch of young guys doing development work.”

“For almost four years, I personally have led the charge for the company in Winchester, and we’ve done everything from new construction to restoration and renovation in the downtown area,” Kidd said.

DAM Holdings purchased the historic five-story McEldowney Building on Cleveland Avenue, where it maintains its offices along with 22 commercial tenants, Kidd said. DAM’s total investment was about \$2 million.

“We’re right next to the (Clark County) courthouse. We bought that office building because we wanted to try to bring commerce and foot traffic back downtown,” he said. “We found



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a need, which was professional office space, and that building has taken off.”

Tenants include state and local government administrative offices, information technology services, construction companies, an architecture firm, labor unions and a collectibles shop, Kidd said.

“We have a conglomerate of every facet of professional offices,” he said. “The most unique repurposing was that collectible shop. It’s been a really fun project, and they are thriving. I was in there recently and it was full of people shopping. We’re really happy for them.”

Investors win when city wins

Kidd moved to Winchester from Lexington about two years ago. In that short amount of time, he and his partners came to an important realization.

“Our success is tied to Winchester’s success,” he said. “We can build all the buildings, we can remodel, we

can renovate, but unless we stand behind and support the community, those buildings will sit empty. So, we positioned ourselves to help in several different ways. We opened our own gallery space to give young artists an opportunity to display and sell their work. And those artists are from right here in Winchester.

“We hosted a music festival last year and we’re going to do that again for the community this year,” Kidd added. “It was right in the middle of downtown, and we got about a thousand in attendance.”

That sense of symbiosis is something Walker has promoted as a downtown business owner and key figure in downtown Winchester’s revitalization.

“There’s a new energy. It feels like there’s a kind of optimism for downtown and most of the businesses have rallied together and come up with a common direction,” Walker said. “That’s nice because



After the Leeds Theatre in downtown Winchester closed its doors in 1986, the Winchester Council for the Arts restored it to its original appearance and reopened it in 1990. The theater, which now presents live music and drama performances in addition to films, underwent another extensive renovation in 2017.

normally that doesn’t happen when you have so many different building and business owners.

“We’re all quite literally joined at the waist.” ■

Tom Musgrave is a Lexington-based freelance writer.



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The Advantages of Having a Personal Banker

Not only for the super wealthy, personal bankers help clients navigate life's financial issues

BY JEFF MCDANALD

MOST banking customers are eager to find ways to grow their money but aren't quite sure where to get started with the process.

Enter the Personal Banker, the redefined customer experience in today's banking industry. For both business and personal banking, financial institutions are finding that investing in an enhanced customer experience is yielding significant rewards.

Products and services at the disposal of the personal banking customer may include waived fees, a complimentary safe-deposit box, special mortgage rates, investment strategies, Small Business Administration loans, credit lines, and the cherry on top—a real live human to serve as your central point of contact and work as your financial right hand.

For small-business owners, a personal banker can help grow business through managing cash flow, streamlining payments, protecting your accounts with fraud protection, and aligning business and tax goals.

In a best-case scenario, the greatest benefit of working with a personal banker is having access to an expert who can help you navigate changing times, economic forces and recommend banking solutions to meet your business needs.

"Whether you're calling someone a personal banker, relationship banker, preferred banker or even a wealth advisor, those are adjectives describing basically the same position," said Tommy Cobb, market president at City National. "Even in today's digital society, people need to find and develop a relationship with a banker that they can trust.

"As a banker, I always want to be the first one they call," said Cobb. "Then at that point, if I don't handle them personally, I have others within our organization—and sometimes outside our organization—to make sure the customer is taken care of.

"Becoming the first one they call is based on relationships that have developed over time, with some becoming friendships," Cobb said. "Ask people who

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they bank with. They might say Richard’s bank or Steve’s bank or if I’ve done my job right, Tommy’s bank.”

The importance of relationships

The distinctions between personal banker, relationship banker, etc. vary widely among financial institutions, and are often defined by your wealth.

“Unfortunately, in most institutions the benefit of personal service comes with a bit of a cost,” said Jerry Johnson, senior vice president and director of wealth management at Bank of the Bluegrass. “To get in that concierge private banking space, there’s usually a cost associated with that in one form or another. And in most wealth management spaces at banking institutions, the cost is based on size of the relationship.”

For example, Preferred Banking might be reserved for those customers with \$100,000-plus in investible assets. Similarly, you might see a \$200,000 minimum for comprehensive wealth management, or upwards of a million dollars invested for private banking management.

In the upper echelons of banking such as JP Morgan in New York, high-end clients may require a minimum of \$10 million to enjoy the rarified air of private banking.

But closer to home here in Kentucky, it’s more often about solving problems and growing your business or personal assets at the investment banking and community banking level.



“This often means spending time with the business owners and other key players within the company,” Kirksey said. “Then we can dive into the numbers to understand how they actually make money. This is where we can share our insights with the customer, truly adding value beyond their initial request.

“I was meeting with a business client recently who holds a franchise and had just returned from a meeting of all franchises in the region,” said Kirksey. “He was in a roundtable discussion answering the toss-up question ‘Who are key partners to have helping you with your business?’”

While many attendees answered their attorney or CPA, Kirksey’s client said, “A good banker.” The client explained how other franchisees had struggled through the impacts of COVID upon their business yet he felt at ease due to his relationship with Stock Yards Bank & Trust.

“He knew if he needed help, we’d be there for him,” Kirksey said. “I’ll admit, this made me proud.”

Sometimes, being on a first-name basis with a personal banker can be a key in cutting through red tape.

“When it comes to talking about life savings or day-to-day checking balances and so forth, most people want to speak to a real live person that can help them,” said Johnson, of Bank of the Bluegrass.

“Whether you call that personal banking, private banking or relationship managing, it’s great when you can have one person to go to,” Johnson said. “Just this

“ The greatest benefit of working with a personal banker is having access to an expert who can help you navigate changing times, economic forces and recommend banking solutions to meet your business needs. ”

“The key, whether working with a consumer or business, is building that relationship with the client, and this requires a lot of dialogue,” said Chris Kirksey, regional manager of retail banking at Stock Yards Bank & Trust. “A consumer client might know their end goal but might need help mapping out the path to get there. When working with business clients, we want to understand the industry, the business, and what makes them competitive.

BANKING WITH PURPOSE: Why You Should Bank Locally

BY TOM GREINKE

When it comes to banking, it's important to feel confident that you are getting the most out of where you keep your money. It's common to believe that the best banking benefits are only offered at large, national institutions. However, chances are, you'll find everything you need at your local bank and be able to support your local community at the same time!

Local banks are inextricably intertwined with their local economy. Local banks don't divert assets or other funding resources away from struggling economies and into those areas they deem less risky. Local banks (also known as community banks), are vested in the success of the areas they serve which includes supporting the individuals and small businesses who live and operate therein. Many local bank clients don't fit inside the proverbial product or service "box." These clients require their bank to be thoughtful, creative and, most importantly, committed to the relationship over time.

Jerome Powell, current chair of the Federal Reserve, had this to say while serving as a Fed Board Governor, "as auto, mortgage, and credit card loans have become increasingly standardized, community banks have had to focus to a greater extent on small business and commercial real estate lending – **products where community banks' advantages in forming relationships with local borrowers are still important.**" Is there a time when relationships will become less important? From a local banker's perspective, relationships will always matter.

From a numbers perspective, small and mid-sized banks and credit unions represent 52% of small business lending despite holding a much smaller percentage of total banking assets in the US. With the roll-out of the Paycheck Protection Program at the onset of the COVID pandemic, **community banks – who control only 14% of the banking system assets in our country – processed 45% of the loans.** Community banks provided stability for clients when it was needed the most, and kept them in business.

A notable George Mason University study found that community banks have enhanced local knowledge, allowing them to better understand borrowers, assess risk and ultimately make loans. Which, in turn, stimulates the local economies in which these loans are made.

In addition to quality relationships and financial resources, local banks are able to offer technology that easily rivals that of national organizations. For example, technology for mobile apps has become ubiquitous. Local bank clients are able to view account balances, monitor transactions,

and even deposit checks via their mobile app. In addition, local banks are often part of a partner ATM network, where clients can make surcharge-free ATM withdrawals at thousands of different locations throughout the country.

If the above reasons weren't enough, local banks are also actively involved in charitable giving within the community – whether that be financial support, employee time, or in many cases, both. They often support local non-profit organizations with their time and effort which serves to further strengthen the community in many ways. At community banks, it comes down to service. Service to clients **and** communities.

Bank with a purpose. Support your local community. Experience what it feels like when a local bank commits to you and your financial goals and dreams. You won't be disappointed. If you want to explore banking locally in Lexington, come see us at Bank of the Bluegrass. We'd be happy to show you just how much more beneficial banking with our team of local professionals can be, and why our customers say we're the **best business bank in town!**



TOM GREINKE is President of Bank of the Bluegrass Trust & Co. He lives in Lexington with his wife and three children. and in his free time, enjoys walking with his wife in the arboretum, cycling the

Bluegrass, reading any variety of books and espousing his belief that healthy community banking system is good for America.



morning, I had one of my clients call and say, ‘Hey Jerry, sorry to bother you so early this morning, but it looks like my mother had a stroke last night in Florida.’”

Because of a family crisis, the customer urgently needed to move money between accounts at Bank of the Bluegrass for travel arrangements and airline tickets.

“I told him, no problem. The funds will be ready and live, and good to withdraw by 11:00 a.m. this morning,” Johnson said.

In this case, the customer benefited from the access granted by way of personal banking. There was no switchboard to navigate, no 800 number to call, and no recorded messages with press-one-for-this and press-two-for-that. What’s more, there was no soul-crushing “What’s your Social Security number?” “How much was your last deposit?” or “How long have you been banking with us?”

Creating personalized solutions

Even before the onset of the COVID-19 pandemic, financial institutions were heavily promoting remote banking and digital services.

While baby boomers clearly have an affinity for more personal service, that sentiment is not necessarily shared by millennials or Gen-Xers.

“Over the years, banks have literally done everything to eliminate a customer’s need for walking through the door, beginning with drive-thru banking and ATMs and through today as technology drives us toward more online banking and mobile deposits and a cashless society,” said Cobb at City National.

“I’ve told my banking staff that if somebody physically parks their car and gets out and walks in here, they have paid us the ultimate compliment,” Cobb said. “And of course, people coming in the door can lead to opportunities for other services and transactions.”

In this sense, the personal banking trend might be viewed as the industry’s reaction against the perception of digital services as impersonal.

“For some people, especially younger people, online banking is their preferred mode of banking,” said Johnson, of Bank of the Bluegrass. “Maybe they prefer to not speak to anyone. They just want to get on their



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 Underwriter Degree/Designation
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BREEZE FINANCIAL

QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

I would advise women who are entering or early in their career to not assume that they know everything about the job they are accepting. Learn from other women and employees who are working in that company or practice if there are other employees. I would tell them to ask questions in order to learn what is expected of them, seek help if unsure about how to proceed and find someone within the organization to be a mentor. Women should not sit and wait for business opportunities to come to them but should work hard to earn the promotions, the raises and the business. The old adage “when asked to jump, do not say why but how high,” still applies. When I was a new insurance agent, my trainer told me to call 50 people a week and schedule 10 appointments. I called 75 to 80 people a week and usually had more than 15 appointments a week. I was determined to succeed. So, determination, willingness to learn and humility can go a long way to business success, in my opinion. And lastly, if the new career or business environment is not a good fit, look for other opportunities. Staying in a career that is not rewarding and fulfilling can be emotionally draining. Be creative, think about becoming a woman business owner, and work in an industry that you enjoy and can add value.

What advice would you give your younger self?

I felt early on in my working career that I could only be a teacher. I had known since I was in second grade that I wanted to be an art teacher like my art teacher in the elementary school that I was attending. I did teach art for several years but was not motivated or challenged. The job was becoming too easy. A teacher friend of mine who had left teaching and had gone into sales was the motivator who

opened my eyes to realize that I had the skills to apply for other job possibilities. I would tell my younger self to seek other career opportunities earlier than what I did. I would also tell myself to seek advice from experienced advisors on cases that I felt I could handle alone. I needed a mentor to assist and guide me. It was a hard lesson learned. I also did not realize that I was running a business, a financial service practice. I had had no business classes in high school or college. Again, my encouragement to hire an assistant to help me came from a group of professional women who I had lunch with on a regular basis.

What do you view as the key to your success?

I feel my success has come from my determination to succeed and my possession of good values. I have always been a goal-setter and learned that writing those goals down on paper has helped me accomplish those goals. I have a deep desire to help people whether it is guiding people with their insurance programs to protect themselves or providing financial advice so that they can satisfy their wants, needs and goals. I love meeting new people whether they become clients or not. I am a good listener and I enjoy hearing their stories – where they are from, what business or job they are in, if they have a family, what they want to accomplish, etc. I am still an educator, and I am also a fiduciary. I feel that the information and counsel I give people will empower them to make financial decisions that will help them reach their goals. Seeing a client become more knowledgeable and reach their goals is extremely satisfying and important to me. I want my clients to know that I value them. People can tell when you are sincere with them and are working for their benefit.

Partner Content

phone and move money around, deposit checks and so forth. So, they may not need that hands-on touch. But generally, for most of us, as we go on through life and have success with business or whatever, things get more complicated over time.”

“While consumers are looking for more digital options, their appetite for relationship banking and face-to-face interaction is also growing,” said Matthew Ratliff, vice president retail sales executive at Central Bank. “The convenience offered by digital tools and resources is attractive, but nothing can replace having a person to call when you need help or advice.”

“We see our personal bankers as trusted financial advisors for our customers,” said Ray Lucas, senior vice president of retail banking at German American Bank. “They are proactive in exploring all of the needs of our customers and provide services and products that improve their financial circumstances.

“Our personal bankers ask open-ended questions to better understand their customers’ financial situation and provide solutions that the customer may have not even considered previously,” Lucas said. “They may even introduce our customers to internal bank partners who can expand on ways we can save or earn them more money through insurance, wealth advisory or other bank services.”

Headquartered in Jasper, Indiana, German American operates nearly 40 banking locations in Kentucky.

“We know from experience and from national statistics that 50 % of Americans say they have less than \$500 in the bank,” Lucas said. “Our bankers are always in conversation with customers to improve their financial position. We talk about the value of a savings account set aside for a rainy day or towards a specific goal.”

“We have options that allow customers to round up each debit card transaction from their checking account so that the amount rounded up goes into a savings account,” Lucas said. “Each day, a little at a time, customers can build their savings account balance and create a habit of saving.”

Navigating a changing financial landscape

At Fifth Third Bank, the personal banker role is an integral part of the overall Financial Center Team, focused on providing an exceptional customer experience by building and maintaining long-lasting relationships with existing and prospective customers.

“As part of our Private Bank team, the personal banker ensures we deliver not only concierge banking services but also innovative and strategic banking solutions,” said Ann Georgehead, Private Bank managing director at Fifth Third Bank.



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“For example, if a client has liquidity needs, our team will tap into the expertise of both the personal banker and the portfolio manager to provide the best options to the client,” Georgehead said. “In some instances, it may be better to borrow than to liquidate securities to meet cash needs. Similarly, if a client has cash earmarked for future expenses, our team will help the client weigh investment options against our compelling deposit rates.”

In addition, the team at Fifth Third takes into consideration tax consequences, market conditions, risk tolerance and a host of other personal factors in making the coordinated recommendations to the client.

“Many of our clients are also business owners,” Georgehead said. “Just as we coordinate within the Private Bank team, we coordinate across Fifth Third to ensure the client has all the options and the best recommendations.”

Bankers have long been our go-to sources for business advice, so bankers assuming the role of wealth advisor seems like a natural evolution.

“At Central Bank, we have a dedicated wealth management department,” said Ratliff. “When customers have questions, we connect them with the experts that can help them. That’s the benefit of working for a full-service financial institution that also values relationship banking.”

“We have in-house experts for wealth management, insurance, investments, commercial lending, mortgage, etc., and while you may have a main point of contact, that contact can help you by connecting you with the appropriate experts when needs arise,” Ratliff said.

“Overall, our approach is called relationship banking, and that goes for every position,” Ratliff said. “We expect all employees to make connections with their customers that they won’t get anywhere else. We take a real interest in our clients and care about their lives and how we can support their financial success.”

In Central Bank’s most recent annual report, Chairman/ President/ CEO Luther Deaton Jr. seems to sum up the spirit of the personal banker trend.

“Our bank is in the hands of knowledgeable and caring staff. We call them Central Bankers and they are the foundation of this company. Their tireless efforts to serve our customers do not go unnoticed. Most of all, none of our success would be possible without our loyal customers. They allow us to be part of their financial lives, and we are grateful for the opportunity to serve them.” ■

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



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Bluegrass Care Navigators photo

A New Approach to Elder Care

Bluegrass PACE Care meets the health care needs of Kentuckians in their own home

THERE is a new option to continue living independently and safely for aging Kentuckians with a variety of elder-care needs, and it comes at no cost for those who qualify for Medicaid.

Bluegrass Care Navigators is caring for aging Kentuckians in a new way with the state's first Program of All-Inclusive Care for the Elderly, or PACE. Currently serving Fayette, Jessamine, Anderson, Franklin and Woodford counties, this program provides comprehensive health care services to help aging and frail adults stay independent and live in the community safely.

PACE also supports caregivers by managing the many health-care needs for its enrollees.

Bluegrass PACE Care is a service

of Lexington-based Bluegrass Care Navigators. For 45 years, the nonprofit organization has provided hospice care in 32 counties across northern, central and eastern Kentucky. In addition to hospice, the organization supports communities through a wide variety of clinical services and supportive programs, including palliative care, pediatric palliative care, grief care, home primary care, home health care, integrative medicine and transitional care services.

PACE is available to Medicare or Medicaid recipients (usually dual-eligible) aged 55 or older who qualify for nursing home level of care, who live in the service area of the PACE organization, and who can continue to live independently with the help of PACE services.

Bluegrass PACE Care provides the entire continuum of medical care, socialization, long-term services and support needed by frail and elderly adults. Upon enrollment in PACE, participants and their caregivers meet with an interdisciplinary team that includes doctors, nurses, therapists, social workers, dietitians, personal care aides, transportation drivers and others. They develop an individualized care plan to respond to all the participant's needs at any time.

The PACE program serves as both the health care provider and the health care plan for its enrollees.

This means that the PACE doctor works directly with patients to make decisions for the participant's necessary care. Bluegrass PACE Care has created a high-quality network of providers to support participants and is responsible for the quality and cost of all care provided, including specialist and hospital services. Participants who seek care outside of the PACE network may be personally liable for the cost of that care.

Dual-eligible individuals enrolled in PACE will have no copays or deductibles for services provided by the program. PACE covers the cost of all care and services normally covered by Medicare and Medicaid, as well as medically necessary care authorized by the participant's care team that may not normally be covered by Medicare and Medicaid. Participants who are only covered by Medicare (and not Medicaid) will have a monthly premium that will be discussed upon enrollment in the PACE program.

Bluegrass PACE Care participants also have access to services offered at the PACE center. Transportation is provided by the PACE program to and from their center, as well as to and from any appointments arranged by the PACE team. At PACE centers, participants receive primary care, therapy, meals, recreation, socialization and personal care. Additional services are provided at home, including skilled care, personal care and equipment management such as ramps, grab bars and other tools needed for safety.

For more information, call (855) 492-0812 (TTY 859-687-9410). ■





Kathy Beach
Director of Operations



STOCK YARDS BANK & TRUST
1040 East Main Street
Louisville, KY 40206
(502) 582-2571
syb.com

Kathy is a customer-focused leader with a broad base of knowledge and experience in the risks and policies of banking operations. During her tenure at Stock Yards Bank, Kathy has successfully led the operational aspects of three bank mergers as well as conversion of the bank’s digital banking vendor. With nearly 40 years of experience in bank operations, Kathy ensures that Stock Yards Bank offers the highest level of personalized service to its customers and focuses on solving problems, not selling products.

Kathy has also served on the board of Coalition for the Homeless and the Louisville Affordable Housing Trust Fund. Most recently, Kathy was named to the board of directors of the WLKY Spirit of Louisville Foundation, which administers the annual WLKY Bell Awards program.

Outside of the office, Kathy enjoys spending time with family and friends, and her rescue Labrador dachshund mix, Coal.

STOCK YARDS BANK & TRUST

QUESTIONS AND ANSWERS

What advice do you offer women entering or early in their career today?

Be eager to learn everything you can. When asked to be involved in new projects or be assigned more responsibility – say YES! Always volunteer for more.

What advice would you give your younger self?

You do not have to do it ALL yourself. It is okay to ask for help.

What do you view as the key to your success?

Simply said, hard work. Being available and engaged 24/7. Bank operations require a lot of after-hours work to ensure that customers and the business are not interrupted. I laugh every time someone asks me if I have banker’s hours.

I’m inspired/driven or rejuvenated by:

New initiatives, system conversions, acquisitions, process improvements and change.

Did you have a mentor? If so, how did they help you?

I have had a few in my career. Each gave me an opportunity to be involved in projects and new initiatives that expanded my knowledge and experience.

Where do you see yourself in 10 years?

Volunteering in the community and traveling with family and friends.

What is the most fun about your job?

Being involved in a growing and thriving bank. Seeing young people succeed and advance in their careers.

What was the last thing you learned that you said to yourself, “Wow!”

When we outgrew our operations center and moved to a new facility, giving us room to grow with lots of space for employees to enjoy. Wow! Our employees are blessed to work in a beautiful building every day!

Partner Content

Making Taxes Less Taxing

Kentucky firms of all sizes are incorporating more data management to increase efficiency and productivity

BY DAWN MARIE YANKEELOV

THESE days, tax departments at Kentucky businesses and their service providers, including accounting and consulting support firms, are being asked to accomplish more with fewer resources. This means turning to increased automation in tax processes, internal artificial intelligence tools, more data analytics in day-to-day operations, and increased data wrangling into data visualization tools.

Adapting to changes in tax laws like the global minimum tax—also known as Pillar Two—necessitates looking at how to raise the bar on efficiencies and productivity through the year, says Louisville-based Colin Delaney, managing director of the Tax Technology Consulting practice for Deloitte Tax LLP.

Pillar Two provides for a global minimum tax on the earnings of large multinational businesses, changing the playing field for U.S. businesses and leveling out the bottom in corporate income tax rates.

“Data visualization can help tax departments more easily identify high risk areas and analyze trends over time,” Delaney explains.

An example of a data visualization would be a dashboard report with a clickable world map that shows tax rates by country, with functionality to drill down to the specific entities and tax adjustments driving each effective tax rate.

“Our role in accounting overall, as a company, is advancing more deeply into data management, more on the consulting nature of our business, not just directly implementing cutting-edge technology specifically for tax compliance,” said Kevin Fuqua, a partner and tax services team leader at MCM CPAs and Advisors, which

BI, an interactive data visualization software product developed by Microsoft. The Louisville company has hired a data analytics specialist to lead this effort.

“This makes us more efficient as a company and helps our teams translate numbers into financial planning,” said Neil Zinser, a partner at Strothman & Co.

Internal tech developments are becoming increasingly prevalent. Deloitte Tax, for example, has built a tool called MyInsight CE that

functions as a tax portal for tax departments. It facilitates workflow and task management



serves clients across Kentucky, Ohio and Indiana.

MCM CPAs and Advisors is currently looking into developing bots and templates of its own and has seen its internal tech budget for innovative processes increase by about 10% year over year in the last five years.

The firm has approximately 400 employees in six offices serving about 10,000 clients.

In recent years, Strothman & Co. team leaders have begun to use Power

by tracking various taxes’ internal and external due dates, storing documents, and facilitating data wrangling with dashboard reporting.

Delaney said the Deloitte Tax team believes it fosters effective collaboration across the tax and finance departments, which is more important than ever in remote and hybrid work environments, Delaney said. ■

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FORVIS

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Title: Director, Tax; Private Equity Market Industry Leader, Louisville-Southern Indiana Market

Grace is the private equity leader for FORVIS' Louisville office and is a member of the Commercial Services group, providing tax services for closely held and private equity-backed companies. She has more than 13 years of public accounting experience, assisting clients with tax compliance consulting, including entity restructuring, mergers and acquisitions structuring, due diligence, and other tax matters.

FORVIS

QUESTIONS AND ANSWERS

How do you help develop other women leaders in your workplace?

I was fortunate to be selected to the firm's SKY program, which is an initiative to develop diverse leaders at FORVIS. Through this program, I have learned tools to further our inclusive culture while creating a level playing field and maximizing potential for all personnel.

What advice do you offer women entering or early in their career today?

Work on finding both a mentor and a professional peer group(s) that can provide insight and challenge you. This will help with long-term goal planning as well as being able to navigate current work/life balance needs.

What advice would you give your younger self?

Be curious, ask questions and ask for opportunities. The more information you can glean from others, the quicker you will develop.

Something I love doing outside my job is:

Spending time with my family. We try to maximize our time outdoors on vacations and weekends with hiking and exploring the park systems.

What do you enjoy most about your job?

I enjoy connecting with clients to understand their business needs and provide proposed solutions. I feel like I have had a successful day when I am able to leverage my knowledge, as well as the extensive internal firm resources to problem-solve for clients. Coming to work every day with people who enjoy what they do and share the same desire to help our clients makes the demands of the job worth it.

What are you most proud of in your career?

I am most proud of contributing to the growth in our Louisville office private equity tax practice. I was one of the first hires in the tax group in Louisville, and it has been fun seeing the how our team and client base has expanded over the years. While it is a challenge being in an environment of constant change and growth, I benefited greatly from the additional opportunities to take on leadership roles early in my career.

What else is on your career bucket list?

I'm excited to continue my career in public accounting and focusing additional time in the coming years serving the community.

Partner Content



Are You on Track to Achieve Your Financial Goals?

A key component to financial planning is often overlooked

BY KEVIN O. STINNETT

FOR most investors—even those with significant wealth—a secure financial future doesn't simply happen. Instead, it must be carefully crafted to help meet your most important goals and leave nothing to chance. Of course, the future is unpredictable and your own personal situation changes over time. That makes it all the more challenging to

answer the most crucial of financial questions: Are you on track towards achieving your financial objectives?

As an investor looking to make the smartest possible decisions about your money, you need a comprehensive understanding of your current financial situation and a reliable roadmap of where you're headed. The key lies in an important but often overlooked component of the financial planning process called cash-flow planning.

In short, cash-flow planning helps you determine if you'll accomplish your goals and live the life you desire. It can give you the knowledge to better control your financial destiny. At a basic level, cash-flow planning is the process of analyzing your annual income sources, such as salary and investment income, against your annual income uses, such as debt, living expenses and taxes—in short, “money in” versus “money out.”

Analyzing your personal balance sheet

Working with your financial professional, you can employ advanced computer modeling to develop “what if” scenarios about your financial future by projecting your cash flow, asset growth potential, taxes, the size of your estate and other relevant financial data over the full length of your life expectancy. This will allow you to complete a series of ‘what if’ situations that are designed to assist you in making intelligent decisions regarding one or a series of objectives.

Armed with such knowledge, you can analyze whether your current financial plan is adequate—or whether you and your financial professional need to make any changes to stay on course. You'll also be well-positioned to make financially sound decisions as new needs arise, such as financing an education for a child or grandchild, purchasing a vacation home or disposing of a highly appreciated asset such as concentrated stock or real estate. Consider the ways cash-flow planning can enhance just a few elements of your overall financial plan:

Retirement planning

Cash-flow planning analysis allows you to estimate the growth of your overall net worth each year based on the specific financial strategies you use or are planning to use, as well as the impact of taxes and inflation. You and your financial professional can evaluate that information to assess if you're saving and building

wealth fast enough to help reach retirement on schedule and in the way that you envision. Likewise, cash-flow analysis will enable you to create the optimal retirement income distribution plan built around your specific needs to help ensure you don't outlive your savings.

Debt management

As the asset side of your balance sheet grows, so too may the liabilities side. Cash-flow planning analysis can help clarify the long-term impact of your debt and expenditures. This exercise can help lead you to new, more cost-effective strategies for managing your liabilities and freeing up cash for more effective and profitable uses.

Estate planning

Without proper planning, estate taxes may significantly erode much of the estate you plan to leave to your heirs or to charities. But the cash-flow-planning process can help

your heirs avoid unpleasant surprises in the future by estimating your estate tax burden and other related costs. Your financial professional can work with you to implement estate tax reduction strategies that give you maximum control over the disposition of your assets.

Business succession planning

If you are an entrepreneur, the decision to keep or sell your firm can significantly affect the strength of your cash flow and overall net worth. By using techniques to develop multiple "what if" scenarios, you'll be well positioned to make the most informed business-succession decision possible—one that reflects your needs, those of your family and those of any partners or employees you wish to include in the process.

Regardless of your goals, the process of cash-flow planning can provide you with the roadmap you

need to make informed, confident decisions regarding your wealth and your financial plan. If you have previously reviewed your cash flow, consider conducting a new analysis based on updated information. If you haven't yet, now is the time to run the analysis. ■



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Barrels of HeART

New Frazier exhibit showcases the creativity of Kentucky artists

A new limited-run exhibit at the Frazier History Museum in Louisville showcases the commonwealth's appreciation of both bourbon and art.

The Barrels of HeART exhibit features 20 custom bourbon barrels designed by local artists of varying ages, ethnicities and levels of experience. The exhibit has been coordinated by Bourbon with HeART, a charity organization committed to raising funds and awareness for the local arts community and providing better access to arts experiences for Kentuckians of all ages.

"Art is like a good glass of bourbon: it brings people together and encourages self-expression," Bourbon with HeART founder Morgan Hancock said. Hancock is also the curator of Barrels of HeART.

"I started Barrels of HeART with the goal of creating a space for local artists to showcase their work, particularly those artists who may not always have that opportunity. Our artists come from all

walks of life, perspectives and experiences—but the one thing they have in common is a love for Kentucky. And each one has poured that love into their piece."

Twenty local artists were provided a barrel and a supply budget to bring their art to life. Exhibition attendees will vote on their favorite barrel design and the winning artist will be awarded a cash prize along with a donation to a charity of their choice. The remaining proceeds will be donated to area nonprofits.



Morgan Hancock is the founder of Bourbon with HeART, a charity organization that raises funds for the local arts community in the Louisville area. The organization's Barrel of HeART exhibit is on display at the Frazier History Museum through March 30.

Each barrel in the exhibition is also sponsored by local companies and bourbon brands that are committed to supporting Bourbon with HeART and Louisville's art community. Sponsors include Buzzard's Roost Sipping Whiskeys, Mercedes-Benz of Louisville, Heaven's Door Whiskey, Humana, Old Louisville Whiskey Co., Barrell Craft Spirits, BIGGBY Coffee, CaskX and many others.

The Barrels of HeART exhibit is located on the third floor of the Frazier and is included with a general admission ticket to the museum. The exhibit will run through March 30. ■



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Terri Paige, CEO Medical Transformation Center & Regenavita



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Previous jobs/positions: Co-founded and operated a primary care medical practice in Kentucky with her husband, Dr. Carl Paige, for 23 years; regional vice president, Arbonne; internal auditor and business manager for retail banking, PNC; retail accountant for Lexington-based restaurant chain Jerrico Inc.

Education: Bachelor of Science in Accounting, University of Kentucky. Fellow of the International Seeds Scientific Research and Performance Institute, SourcePoint Training Certified Professional Performance Coach and American Academy of Anti-aging, Regenerative and Functional Medicine Certified Lifestyle Coach.

MEDICAL TRANSFORMATION CENTER

QUESTIONS AND ANSWERS

What advice would you give your younger self?

It's ok not to know everything. I used to think I had to know it all or I was a failure. Only in the last several years have I understood that not knowing is a wonderful opportunity that creates collaboration. We can get more accomplished and discover more as part of a team. Teamwork empowers us to use our gifts and reveals so many opportunities. My limits are not others' limits, and when we put our strengths together, we soar.

What do you view as the key to your success?

Translating my personal experience into what's needed for others. Having faced my own health issues, I recognize the trouble people have finding the right care. Because of a difficult period when I struggled physically, my husband and I went on a journey of discovery leading to the most innovative health-care advances, which we translated into our comprehensive MTC approach. This ability to let our own experiences catalyze innovative ideas and then have the courage and tenacity to pursue them are keys to our success.

Many of us are nutrient-depleted, as the foods we eat aren't as nutritious as they once were. Even when you're trying to choose the right foods, it can be a tremendous challenge to find them. At MTC, we understood this and it was the primary impetus for the development of Regenavita, our newly launched lifestyle line with high-quality, physician-curated supplements.

The best thing you can do for society and from a sales standpoint is to fill a need well and in a way that actually

improves lives. In our case, using advances in cellular, regenerative and personalized medicine to offer patients resources such as IV therapies, peptide treatments, nutritional regimens and other treatments helps them reach optimal health and this is the need we're filling. Ultimately, if you do that and you do that well, the business component takes care of itself.

What is fun about your career?

Being a pioneer, exploring and witnessing all the benefits from amazing scientific progress, especially in health care. We are so thrilled to see cellular optimization incorporated more in other practices and in general in our society. It's what inspires me to continue to stay on the cusp of the newest in health span, supplementation and human optimization from a cognitive, physical and mental perspective.

What advice do you offer women entering or early in their careers today?

To understand there are seasons of life. It's crucial to lean into them and max them out when you've got them, because you don't get that time back, but don't let seasons define you. For instance, I could have let being a teen mom define my life and limit my choices moving forward, but that is just one amazing phase that has led to today. Eight kids later with my high school sweetheart, our business is experiencing a season of national reach as we find ways to bring optimal health to people around the world, and I'm really leaning into that.

Partner Content

'Short' Session Is Long on Bills

March brings another legislative full-court press in Frankfort

BY BOB BABBAGE
AND REBECCA HARTSOUGH

MARCH Madness isn't just for basketball. The breakneck pace, panic and excitement of the annual basketball tournament can also be found in Frankfort. There, all eyes in the General Assembly also watch the scoreboard—the one with yeas and nays on every bill. This year, there are over 800 bills in play.

Here, we've compiled a collection of bills getting significant attention:

State Income Tax Reductions: House Bill 1

In defiance of his party, Gov. Andy Beshear signed House Bill 1 into law. All but two House and Senate Democrats voted against the bill that drops state income tax from 4.5% this year to 4% in 2024.

Health Care Workforce Shortages: SB105

With a shortage of 20,000 nurses in Kentucky predicted the next few years, lawmakers are eager to attract future practitioners and encourage schools and businesses to assist. HB200, sponsored by Rep. Ken Fleming (R-Louisville), and SB105, sponsored by Sen. Stephen Meredith (R-Leitchfield), aims to help.

Sports Wagering: HB 551

Rep. Michael Meredith (R-Oakland) introduced HB551 to allow betting at licensed horse racing tracks and approved mobile applications. Democratic legislators have expressed support and filed bills in the past but a procedural hurdle remains: revenue-



producing bills in short sessions require three-fifths votes in each chamber.

Teacher Shortages: House Bill 319

House Education Chair James Tipton (R-Taylorsville) filed HB 319 to address teacher shortages with an interstate teaching compact to coordinate licensure and movement across borders. It also requires exit surveys from departing teachers; a statewide application system; expansion of marketing and ambassadorship; and alternative pathways to certification. Tipton says additional legislation would address active-teacher retention.

Bourbon Barrel Tax: House Bill 5

Amidst Kentucky's bourbon boom, legislators are making it a priority to drain away the barrel tax. Rep. Jason Petrie (R-Elkhorn), House Budget Committee chair, filed HB5 to exempt

distilled spirits aging in barrels from property taxes. Beginning with a 3% exemption in 2026, the bill gradually lifts the exemption to 100% in 2039. The legislation is backed by the bourbon industry and opposed by counties more reliant on distilled spirits taxation dollars.

Gray Machines: House Bill 594

Rep. Killian Timoney (R-Lexington) is championing legislation to ban 'gray machines'—slot-like gaming devices popping up across the commonwealth. Business owners and device manufacturers want legislators to regulate, tax and allow the games—a proposal outlined in Rep. Tom Smith's (R-Corbin) HB246.

Medical Marijuana: Senate Bill 47

Several bills have bipartisan support for medical marijuana; none have moved. SB47, sponsored by Sen. Stephen West (R-Paris), provides the best chance at legalization at the session halfway point. The bill is co-sponsored by a quarter of the Senate, which has never voted on such legislation even though the House has passed it twice in previous years.

GRANT Bill: House Bill 9

Rep. Richard Heath (R-Maysville) is advancing HB9 to capitalize on \$3 trillion in competitive federal grants allocated to states through 2027. Washington is designating eastern and western Kentucky counties among the top 10 areas needing redevelopment. Various matching fund levels are required. HB9 builds a framework for a state matching pool for infrastructure projects, housing, workforce training and development, and substance-use disorders. This is akin to immensely successful programs in neighboring Indiana, Ohio and West Virginia. Indiana's \$500 million pool yielded \$9.86 billion in federal and private grant investments, a 20-to-1 return. ■



Bob Babbage and Rebecca Hartsough, Ph.D., are with Babbage Cofounder, a leading government relations firm.



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Title/Company: Executive vice president and director. Janie is also currently serving on the Kentucky Department of Financial Institutions Board, and is a member of the ABA CRE Lending Committee.

Education: ABA Stonier Graduate School of Banking, Endorsement in Leadership from the Wharton School of Business, Doctorate in Educational Leadership from the University of the Cumberlands, Masters and Bachelor of Science degrees from Eastern Kentucky University.

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QUESTIONS AND ANSWERS

What do you view as the keys to being a successful leader?

The traits of a successful leader include having vision, perseverance and integrity for whatever career path you choose. Push your boundaries and dream big but be humble. Surround yourself with people who inspire you and are productive. Always be available and ready to help whenever needed whether it is your job or not. Kindness can increase productivity and can be an effective way to achieve success.

I'm inspired/driven or rejuvenated by:

I love closing a deal, big or small! My son, Alex – his adventurous attitude, kind heart and entrepreneurship. Anything positive is an inspiration to me. EBITDA!

What do you enjoy the most about your career in banking?

Banking can be very exciting! I have gotten to know many wonderful people through networking and customer relationships. I get to work with a great team of co-workers and peers in the different communities our bank serves. It can be very rewarding and satisfying when our bank helps others.

Do you have a mentor you look to for advice?

My father, Rex Greer, has always been my mentor and biggest influence in life. I respect his wisdom and love being able to work with him. He has always encouraged me to continue my education and to set high goals.

What advice would you offer women entering their careers today?

My motto has always been that anything in life is possible if you try hard enough. Being right is overrated, worrying about things you cannot change is a waste of time, and never be afraid to take chances!

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Big Red Turns 50

Museum celebrates the legendary feats of famed racehorse Secretariat

BY KATHERINE TANDY BROWN

IT'S hard to believe it's been five decades since the remarkable Secretariat blazed his way into Thoroughbred racing history, smashing track records to smithereens and capturing the hearts of everyone. During his 1972 through 1973 racing career, the red chestnut colt sporting three white feet and a star with a narrow stripe down his nose made the covers of *Time*, *Newsweek* and *Sports Illustrated*, accomplishing a feat that hadn't happened before nor since.

That era is etched in my memory, as I had the privilege of working as an exercise rider while the "big hoss" commanded the track. In the mornings, he'd step onto the dirt at Saratoga as if it were a red carpet and he were a sure bet for Best Actor at the Academy Awards. Riders, trainers,

grooms, owners...everyone would turn his way to admire Big Red.

According to ESPN.com, Secretariat remains the No. 1 name in Thoroughbred racing. And on April 20, 2023, the Kentucky Derby Museum at Churchill Downs will celebrate the 50th anniversary of his Triple Crown year with the opening of "Secretariat: America's Horse," a state-of-the-art exhibit designed to showcase his life, stardom and incomparable impact on horse racing, America and the world.

Permanently located on the facility's second floor, the new 1,000-square-foot exhibit will be seven times larger than the existing one on the first floor. Guests will have an immersive experience, thanks to Louisville design company Solid Light, which is incorporating exclusive technology, visuals and video.

Bred by Meadow Stable in Virginia, the flashy chestnut became the property of Meadow's Helen Bates "Penny" Chenery when she lost a coin toss with racehorse owner/breeder Ogden Phipps to determine which of two broodmares' foals each would get. Penny's loss became divine providence.

Out of 21 starts in two years, Secretariat won 16 and earned \$1,316,808. Three of those wins were the 1973 Triple Crown Races: the Kentucky Derby (first horse to win the race in under two minutes —1:59:4— a new track record); the Preakness

Stakes (1:53, a stakes record); and the Belmont Stakes (setting a world record of a mile-and-a-half on dirt by an unbelievable 31 lengths in 2:24).

As the big horse blazed down Belmont Park Racetrack's home stretch, track announcer Chic Anderson's voice blared above the cacophony of the screaming crowd. "He's moving like a tremendous machine!"

Secretariat's Belmont is considered one of the greatest races in history. All three of his Triple Crown records still stand.

Nominated to the National Museum of Racing Hall of Fame in 1974, Secretariat won five Eclipse awards, including Horse of the Year at ages 2 and 3. Upon retirement to stud, he was syndicated for \$6 million, an awe-inspiring figure at the time.

During Big Red's days on the track, the late, revered sports columnist Pete Axthelm heralded the stallion: "When he accelerates...he produces a breathtaking explosion that leaves novices and hardened horsemen alike convinced that, for one of those moments that seldom occur in any sport, they have witnessed greatness."

Visit this fascinating installment to learn much more about Secretariat and his "team" throughout his racing and breeding days.

And by all means, wander through the rest of the museum to delve into everything Derby. General admission includes two floors of interactive exhibits; a 30-minute, guided historic



KBM/Woodford Reserve photo

Woodford Reserve has created a commemorative bottle of its Double Oaked Personal Selection bourbon to celebrate Secretariat's 50th anniversary. A limited quantity will be available, specially packaged in a custom box that includes a julep cup, tac pin and custom medallion.



Churchill Downs Racetrack

walking tour of Churchill Downs Racetrack; and the facility's thrilling signature movie, "The Greatest Race", on a 360-degree, 4K high-resolution screen. As the Kentucky Derby Museum is the exclusive tour provider for Churchill Downs, guests can add a

Penny Chenery (pictured second from left) won Secretariat when she lost a coin toss with racehorse owner/breeder Ogden Phipps. Most would agree Chenery's loss ended up paying off quite nicely: All three of Secretariat's Triple Crown records still stand.

walking tour upgrade to options that include Millionaire's Row and the backside, where Thoroughbreds live and work during racing season.

Discover Derby history, from the first running in 1875 through the 148th in 2022, call a race, play Derby Trivia, and find out what it takes to be a jockey.

Visitors can sate their rumbling tummies at the Derby Café with a Kentucky signature dish like a Hot Brown panini, burgoo, or bourbon bread pudding, and quench their thirst with the Kentucky refresher at the Bourbon Bar.

To accompany the opening of this exhibit, the Derby Museum collaborated with Woodford Reserve Distillery to

handpick a commemorative bottle of Woodford Reserve Double Oaked Personal Selection for Secretariat's 50th anniversary. A limited quantity will be available and specially packaged in a custom display box that will include a custom medallion, tac pin, julep cup and a brief history of Secretariat.

Seth Hancock, owner of Claiborne Farm, where Secretariat stood at stud and "entertained" hordes of fans, once described the stellar stallion in human terms: "Just imagine the greatest athlete in the world. The greatest. Now make him 6-foot-3, the perfect height. Make him real intelligent and kind. And on top of that, make him the best-lookin' guy ever to come down the pike. He was all those things as a horse."

For details, go to derbymuseum.org/secretariat.html or call (502) 637-1111. ■

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



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