

BUSINESS JOURNAL

January 2012 www.fourriversbusiness.com "Your Regional Network for Success"



UP IN THE AIR

Congress mulls program while Barkley waits for funding go-ahead

INSIDE

Never underestimate
the power
of research

Chamber fighting
for sound budget,
job creation

Postsecondary
education is a
sound investment

OCCUPATIONAL Health, Safety, & Training

Wishing You and Your Family

A Very Merry Christmas



And A Happy New Year

OCCUNET

2535 Broadway
Paducah, KY
(270) 575-3001

(800) 251-9548
www.occunet.net

5013 Gilbertsville Hwy.
Calvert City, KY
(270) 909-2196

24/7 Onsite Service Available

SERVING WESTERN KENTUCKY & SOUTHERN ILLINOIS SINCE 1998

BUSINESS JOURNAL
Your Regional Network for Success™

Four Rivers Business Journal is a monthly publication of Paxton Media Group.

Publisher
Jim Paxton

General Manager
Gary Adkisson

Editor
Adam Shull
ashull@paducahsun.com
270-575-8653

Advertising Director
Carolyn Raney
craney@paducahsun.com
270-575-8763

Marketing Director
Kendra Payne
kpayne@paducahsun.com
270-575-8652

Photography
John Wright

Contributors
David Adkisson
Janett Blythe
Robert Goff
Terry Reeves
Johanna Fox Turner
Chris Wooldridge

Sales Consultants

*To advertise,
call 270-575-8750*



BUILDING COMMUNITY

RAY BLACK & SON, INC.

GENERAL CONTRACTORS

Since 1925

www.rayblackson.com

TABLE OF CONTENTS

- 4 BIZ BUZZ**
News nuggets and coffeeshop chatter from Paducah and the area.
- 5 FINANCIAL PLANNING**
Identity theft is a growing risk.
- 8 ENTREPRENEURSHIP**
Never underestimate the power of research.
- 9 GOVERNMENT**
Chamber fighting for sound budget, job creation.
- 10 EDUCATION**
Postsecondary education is a sound investment.
- 11 LAW**
Guard proprietary information with a non-compete agreement.
- 11 SMALL BUSINESS**
Giving small businesses some credit.
- 12 UP CLOSE**
As Congress debates Essential Air Service program, Paducah's airport waits for go-ahead for funding.
- 16 PEOPLE & BUSINESS**
Hirings, promotions, awards and honors.
- 18 FINE PRINT**
- 19 BUSINESS CALENDAR**
Events important to business people.

On the cover

JOHN WRIGHT | The Sun

Passengers depart a United Express SkyWest Airlines jet Thursday after arriving at Barkley Regional Airport near Paducah. The flight originated in Chicago.

Our Partners

We proudly salute
our community partner.



This business supports
The Four Rivers Business Journal's mission of providing
our business community with
useful news and information.



Ambulatory Surgery Center

2831 Lone Oak Road, Paducah, KY | 270-554-8373

PRACTICING SURGEONS FROM:

The Pain Management Center of Paducah. <http://www.thepainmd.com>

The Orthopaedic Institute of Western Kentucky. <http://www.orthoinstituteky.com>

Barbara Bowers, MD, PLLC Innovative Ophthalmology. <http://www.drbbowers.com>

MEETING THE HEALTH NEEDS OF PATIENTS WITHOUT REGARD TO RACE, COLOR, RELIGION, SEX, AGE, OR NATIONAL ORIGIN



Pain Management

CENTERS OF PADUCAH AND MARION THEPAINMD.COM

PADUCAH CENTER, 2831 LONE OAK RD, PADUCAH, KY | 270-554-8373

MARION CENTER, 108 AIRWAY DR, MARION, IL | 618-997-7820



LASHMAN BHAMBHANI, MD

YUSEF E. HALLA, MD

CONDITIONS TREATED—LOW BACK & NECK PAIN—HEADACHES—NEUROPATHIES—MYOFASCIAL PAIN—CANCER PAIN—OTHER CONDITIONS

MEETING THE HEALTH NEEDS OF PATIENTS WITHOUT REGARD TO RACE, COLOR, RELIGION, SEX, AGE, OR NATIONAL ORIGIN

BUSINESS Four Rivers **JOURNAL**
Your Regional Network for Success

Find us online: fourriversbusiness.com

There's an easier way to stay warm this winter!



Don't wait until it's too late. Get your furnace check-up TODAY!

Call 270-554-7171
200 Bleich Road,
Next to K-Mart in Lone Oak
www.warrenair.net



"Serving This Area For Over 25 Years"

KY License #: HM00896

BIZ BUZZ

Burke's Outlet celebrated a grand opening Friday, Nov. 18, for its new Paducah location at 5187 Hinkleville Road.

The 18,230-square-foot store in the former World Market location includes a footwear department, home decor and apparel items.

The store employs 26 when fully staffed, according to a company release.

Burke's Outlet Stores, LLC is a subsidiary of Bealls Outlet Stores, Inc., which falls under the umbrella of Bealls Inc., based in Bradenton, Fla.

For more information visit burkesoutlet.com.

HEIT, owned by **Computer Services, Inc.** in Paducah, announced the launch of its Cloud Housing Services, which enable financial institutions to outsource all of their IT servers and hardware needs to a cloud-based environment.

The services combine outsourced infrastructure and hardware services with HEIT's integrated management and security solutions to provide a more affordable IT solution.

CSI also announced on Tuesday, Nov. 15, that its board of directors declared a quarterly cash dividend of 12.5 cents per share. The dividend is payable on Dec. 27 to shareholders of record as of the close of business on Dec. 1.

"This dividend represents a 13.6 percent increase in the cash dividend paid in December 2010," said Steven Powless, CEO, in a release.

Kentucky Oaks Mall held a grand re-opening celebration Saturday, Nov. 19, to mark the completion of the largest renovation project in its 28-year history.

Crews led by A&K Construction of Paducah installed new flooring, carpeting, skylights and an expanded food court area in the one-story, 350,000-square-foot building at 5101 Hinkleville Road.

An upgraded HVAC system, new exterior signs and new restrooms were also among the renovations.

A formal ceremony took place followed by live music from the Paducah Symphony Orchestra, "America's Got Talent" winner Kevin Skinner and Paducah's Lew Jetton and 61 South. Bella Thorne, who stars as CeCe Jones in Disney TV's "Shake It Up!" greeted fans and signed autographs as well.

Karen Leigh and Jean Ann Cooper launched their new business, **Signs & Signs Graphic Design Studio**, with a ribbon cutting ceremony at 2 p.m. Tuesday, Nov. 15.

The shop on Paris Road in Mayfield

prints T-shirts and creates signs, posters and more.

Construction of the **Olmsted Dam** near Olmsted, Ill., continued the week of Nov. 14 with the installation of a third sill shell dam segment, according to a U.S. Army Corps of Engineers release.

The corps requested a slow down and no wake order for river traffic one mile below and above the Olmsted Locks as the shell was set in place.

The shell installation is the latest in the project to replace the outdated Dams 52 and 53, which is on track for completion in 2016 at a cost of just over \$2 billion.

AT&T moved into a new store at 5021 Hinkleville Road and opened the doors Nov. 22.

The new 4,512-square-foot location is almost twice the size of AT&T's former Paducah location at 5134 Hinkleville Road.

Blake Jackson is the store's manager and along with Area Manager Alan Falls, the store employs 24 employees who are trained to assist both customers with purchasing decisions, customer service and technical support.

Store hours are 9 a.m. to 9 p.m. Monday through Saturday, and 12 to 6 p.m. Sunday. Call 270-444-0084 for more information.

David Cortazzo moved his entertainment and events company CNC Entertainment to Murray in December.

Cortazzo moved from Yuma, Ariz., to western Kentucky after establishing his company out West 10 years ago.

He said the company offers DJ services, photo booths, sound equipment and other entertainment equipment to service everything from weddings to parties to outdoor events.

CNC Entertainment employed eight people in Arizona, and Cortazzo said he plans to hire locally once the company is established. For more information call 928-446-1717 or email davecortazzo@rocketmail.com.

Trover Health System in Madisonville and **Baptist Healthcare System**, headquartered in Louisville, are negotiating to add Trover as a member of the Baptist system.

Baptist Healthcare System owns **Western Baptist Hospital** in Paducah, along with other hospitals with more than 1,650 licensed beds in Louisville, Lexington, Corbin and La Grange. The company also manages Hardin Memorial, a 300-bed hos-

BRING YOUR EVENTS, MEETINGS AND CONFERENCES TO US!

At Harrah's Metropolis, our 12,000 sq. ft. Riverfront Event Center can easily be configured to accommodate a wide variety of venues including multi-booth conventions, catered banquets or multiple conferences. In addition, we offer two meetings spaces within the hotel corridors that provide an excellent location for your next board meeting and smaller corporate meetings. What fun is all of the work without play? Stick around for fun and entertainment after your meeting.

The Riverfront Event Center offers unforgettable experiences for intimate gatherings of 20 or for elaborate affairs seating up to 800 guests. We offer state-of-the-art lighting and sound. Our professional chefs will accommodate a simple or sophisticated theme without breaking the budget. Your guests will be impressed by our attention to detail.



For more information & booking arrangements contact Rebecca Straley at rstraley@harrahs.com or by calling 618-524-6477.

come and **OUTPLAY**

Harrah's
METROPOLIS

Must be 21 or older to enter the casino and pavilion. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-GAMBLER. ©2011, Caesars License Company, LLC.

BIZ BUZZ

CONTINUED FROM 4

pital in Elizabethtown and Pattie A. Clay, a 105-bed hospital in Richmond.

Trover Health System is an integrated health care provider serving western Kentucky for more than 55 years with seven locations in six counties.

■■■

Canoka Nursery opened Nov. 27 for the Christmas season at 4850 Reidland Road, according to a release from Len Williams, owner.

The nursery offered fraser fir Christmas trees along with fresh wreaths, centerpieces and garland, custom flocking and stands.

■■■

Occunet, an occupational medicine provider, opened a new clinic at 5013 Gilbertsville Highway in Calvert City.

In business since 1998 in Paducah, Occunet is a group of medical professionals in business to serve the needs of the industrial and business communities with pre-employment, return to work and annual physical examinations. The location's manager is **Brent Canter**.

The new clinic is open 7:30 a.m. to 4 p.m. Monday through Friday. For more information call 270-909-2196.

■■■

Triangle Enterprises, Inc. of Paducah was named a Certificate of Merit winner in the national Zero Injury Safety Awards annual competition held by the National Maintenance Agreements Policy Committee.

The local company landed the designation for achieving more than 50,000 work hours with no Occupational Safety and Health Administration recordable injuries on a single project site worked under the terms of the National Maintenance Agreement.

The company was recognized at a gala held Oct. 26 at the National Building Museum in Washington, D.C., and was one of 42 construction firms in the nation designated as a Certificate of Merit recipient.

■■■

V&V Costume Jewelry opened a second store in Paducah Square on Irvin Cobb Drive. **Owners Von and Virgil Puckett** opened the store with trendy fashion jewelry much like their Calvert City location at 65 S. Main St.

■■■

Alto Vineyards in southern Illinois won two gold medals at the American Wine Society Competition, and it was the only Illinois winery to receive recognition in the competition. The winery brought home five medals total, three silvers and the two gold.

The winery also garnered a gold medal at the Women's International Competition in Sonoma, Calif.

Located in Alto Pass, Ill., Alto Vineyards is one of the wineries that make up the Shawnee Hills American Viticultural Area.

■■■

Steve Glisson, owner of **Glisson Vineyards & Winery** in McCracken County, opened a tasting room and retail store at 124 Market House Square.

Locals have been able to purchase Glisson's wines at the Downtown Farmers' Market for two years, and many of the same dry and semi-sweet varieties for sale there will be available at the new downtown location.

Breads, cheeses and deli meats are also for sale. Glisson rents the location from the family of Sarah Roush, the



ADAM SHULL | The Sun

Steve Glisson, owner of **Glisson Vineyards & Winery**, is remodeling the interior of the building at 124 Market House Square before opening a new tasting room and retail store at the location in December.

late Paducah artist who adorned the building with colorful ceramic tiles.

Tentative hours for the winery are noon to 7 p.m. Thursday, Friday and Saturday.

For more information call 270-495-9463 or visit glissonvineyards.com.

■■■

Construction continued in December on the new \$4.2 million headquarters of **Paducah & Louisville Railway**, and employees may move into the building in February, according to **Tom Garrett**, P&L president.

Much of the exterior work was complete in early December as workers added wood trimming, framing and carpeting inside, said **Ray Darnell**, the project's site superintendent with A&K Construction.

The 20,000-square-foot building is on Marine Way in front of Crouse Corp. about a block from the Luther F. Carson Four Rivers Center.

■■■

The number of passengers flying out of **Barkley Regional Airport** the Tuesday before Thanksgiving through the following Tuesday increased 9.7 percent compared to last year, according to **Richard Roof**, airport manager. In 2010, 457 passengers left from Barkley Regional compared

to the 501 who flew out this year.

■■■

Kentucky has climbed six places to No. 25 on **Forbes'** annual **Best States for Business** list. The state's ranking ties only one other state for the largest increase over a four-year period, jumping 19 spots since 2008.

The annual ranking takes into account a variety of factors, including business costs, growth prospects, labor supply, regulatory environment, current economic climate and quality of life measures. Kentucky ranked highest in the business cost category ranking 12th.

■■■

ATTUS Technologies, an affiliate company of **Computer Services, Inc.** of Paducah, has branched out by adding new manufacturing and retail customers to its client list. ATTUS clients are companies hoping to comply with more regulations enforced by the U.S. Treasury's Office of Foreign Assets Control (OFAC) and the U.S. Commerce Department's Bureau of Industry and Security.

New clients include manufacturers Raydon Corp., Trek Bicycle and Wesco Manufacturing, a U.S. Armed Forces and NATO-approved defense contractor.

FINANCIAL PLANNING

Identity theft — a growing risk

Tactics can be a hidden threat to kids

Editor's note: This is part one of two about a new identity threat to people all of ages that can harm you, or your child's, credit and finances.

I can take most any slight with a shrug, but if you do anything to my grandkids, you can expect the wrath of one angry Nana who has a long memory. I bet you feel the same.

But what would you do if a criminal stole your child's identity and ruined his credit?

This two-part series covers a new identity threat to those as young as a few months. I'll also discuss what you should do to protect them and yourselves as much as possible.

Just as with home security, there is no magic bullet. You can, however, take steps to burglar-proof your identity. In this two-part series ID, SSN, "number", and "Social Security number" all refer to the same thing.

So, does your toddler have a bankruptcy on his record? Don't be too quick to answer that. Most people don't realize it, but one out of 10 kids under the age of 18 has had his identity stolen, more than 140,000 annually.

Hundreds of underground criminal websites exist selling children's IDs at rates from \$1.50 to \$80 each. In other words, if your child is in a pre-school class of 30, three of those children and your own may have had their identity compromised.

According to Richard Power with Carnegie Mellon's CyLab, as adults become aware of their own ID risks, they are more careful, which, ironically, leads thieves to look increasingly at less monitored children's information. Social Security numbers of youngsters are highly prized among ID thieves for many reasons, including:

- These are pristine, clean numbers that have a unique value to crooks, particularly illegal immigrants, because there is no financial record or transaction yet associated



Johanna Fox Turner

with that number.

- The Social Security Association cannot, by law, share names and birth dates of people connected with a Social Security number. The result is that anyone trying to verify an applicant's identity is more likely to assume that the person presenting the number is the rightful owner.

- Thieves may go undetected until the child begins to establish credit, often many years later.

In 1987, the SSA began encouraging parents to apply for their newborn's Social Security number at birth in an attempt to thwart ID theft. This program had the opposite effect because hundreds of millions of Social Security numbers were assigned to children in a predictable pattern based upon geography and date. This made it easier for thieves to determine a child's ID number while this policy was in effect. The system's fault was discovered years ago but not corrected until June 25.

Because the SSA does not reissue Social Security numbers, children born between 1990 and June 25 will remain highly vulnerable to ID theft.

So how vulnerable are our children?

In 2009 and 2010, Carnegie Mellon's CyLab performed the largest study ever on child ID theft.

Researchers ran identity protection scans on a database of over 800,000 identity records and found 42,232 children age 18 and under in this group. Children and adults known to be affected by prior identity breaches were excluded from the study. Of

Hundreds of underground criminal websites exist selling children's IDs at rates from \$1.50 to \$80 each. In other words, if your child is in a pre-school class of 30, three of those children and your own may have had their identity compromised.

those studied, they found that fraudulent use of a Social Security number occurred 633 times (or .2 percent) for the adults in the study.

The rate of contaminated files for minors (18 and younger) was 4,311 times (10.2 percent). That's 51 times the rate of adults.

Contaminated files include honest mistakes in reporting and are included in the results because assigning a number to the wrong person has the same effect. The child is unable to utilize his Social Security number so it's counted the same as a theft.

Of course, even one victim of ID theft is too many, but this rate of compromise with children was astonishing.

To make matters worse, the results were tabulated by Social Security number, but one number can be used by many people committing ID theft.

For example, researchers found that 12 people living in U.S. border states shared the same Social Security number of a 17-year-old victim, racking up over \$58,000 in bad debt.

Like gophers in the desert, a new Social Security number theft pops up as soon as the prior one is attended to. One thief can also use a single number for multiple crimes, resulting in a very fine mess.

What would you do if you found that your

6 year old had a driver's license and a car registered in his or her name?

Another twist: What if you know the thief? What if the thief is your parent? Believe it or not, relatives are often the culprit.

Perhaps a family member needs a clean credit history to open a utility account or to buy a car. Many people simply supply a related child's Social Security number because it is supposedly harmless.

While they may not mean to harm the child's future, this is identity theft and raises some difficult issues for the child reaching adulthood. Can you imagine what it would be like to have your Mom arrested and prosecuted?

We need to know how to be prepared to combat this dangerous trend. There is no easy answer, but next month we'll look at the various ways that Social Security numbers can become vulnerable, and what you can do about it.

Johanna Fox Turner, CPA, CFP, RLP, is CEO of Milestones Financial Planning, LLC in Mayfield. She is president of Johanna Fox, CPA and publishes a free monthly financial newsletter (email advisor@milestonesfp.com to subscribe). Contact Turner at jft@milestonesfp.com, 270-247-0555, 800-991-2721, or at www.milestonesfp.com.

ENTREPRENEURSHIP

Never underestimate the power of research

Analysis may help predict post-recession trends in 2012

January always challenges us to get out the crystal ball and consider how to plan for the new year.

A segment on NBC's "Today" a few weeks ago caught my attention on how manufacturers and retailers may need to adjust to post-recession spending habits.

I'll preface by saying I'm not much on crystal ball prediction articles.

We assume that most predictions are based on subjective lessons learned, as opposed to data extrapolated from actual research. It's certainly a fine line between the two. For instance, it would seem that based on how much is actually spent on gym memberships and exercise equipment in the first quarter of each year we'd be a thinner society. That prediction rarely seems to come true.

What caught my eye from the NBC report



Terry Reeves

is that the study, conducted by Deloitte and The Harrison Group, specifically tracked post-recession trends of shoppers nationwide. And while the results aren't definitive in every household in America, they really aren't too surprising.

Not surprisingly, people are spending smarter by seeking the best deal, but they've significantly expanded their scope of comparisons because of the ease in on-line shopping. The survey shows people are not just more efficient with their dollars, but with their time.

Tracking shows that we're spending about 10 percent less time in stores than before. This point has not gone unnoticed, particularly by big box retailers. Now you know why store floor plans subliminally guide you to directions you didn't particularly plan to go.

Research has shown them that the more time spent in the store, the more money customers will spend.

Another trend I've witnessed both personally and professionally is the shift toward more men being responsible for household grocery shopping. Ten years ago, only 20 percent of us were pushing the grocery cart compared to 40 percent today. There was no direct correlation given between that statistic and post-recession trends, but it's interesting.

One trend that now seems commonplace among many retailers — and mysteriously missing from others — is the popularity of shopper loyalty programs.

It could have to do with the trend toward fewer minutes invested in shopping. In many cases coupons have lost their luster in favor of a quick card swipe that both offers points for shopping and on-the-spot discount calculations (without the coupon).

Check out a quiz, based on the survey. What do pet food, candy, condiments, household cleaner and beer have in common? It seems that those are five items for which consumers say they've remained "brand loyal."

It wasn't in the research, but I would venture to guess those brand-loyal items have probably not changed much in many, many years. It also speaks to the large amount of advertising spent in each one of those categories as companies try to get us to break the chain of brand loyalty.

So here's the connection between these pearls of research wisdom and entrepreneurship: never underestimate the power of research. We see our share of business plans at EntrePaducah and often there is a serious lack of research that goes into the plan's preparation.

Research can be as expensive or inexpen-

sive as you structure it to be. Typically, the more complicated the business venture the more complicated the research will be.

A startup company often doesn't have the cash to pay a research firm, but the web has made it much easier to acquire data.

The key is knowing what to do with the data. Locally, agencies like EntrePaducah and the Small Business Development Center can help entrepreneurs extrapolate data, at least for the purposes of business planning.

Never underestimate the potential of self-research. If traffic counts and other location factors are important to a company, a clicker and a few hours on a street corner can paint a pretty accurate picture.

A commonly asked question by potential entrepreneurs is "What types of businesses are needed in our community?"

As you might expect, that's a tough one. If we knew the exact answers to that question nobody would fail.

The easy answer is to answer the question with the question, "What does your research show?"

Whether it's platform technology or a meat-and-three restaurant, every entrepreneur is responsible for researching their idea. Part of that research should include the competitive review of how your concept stacks up against competitors.

So for entrepreneurs looking to start a business this year, we encourage you to start now on your business plan by taking note of all types of research available to you, including all the end-of-the-year reports that surface in the first quarter. After preparing your thorough business plan then, and only then, should you take a peek at a crystal ball, or a Magic 8 Ball, or a Ouija board.

Terry Reeves is the concierge for EntrePaducah, a joint effort by Paducah and McCracken County governments, the Paducah Area Chamber of Commerce and Greater Paducah Economic Development Council to foster small-business growth. Contact him at 270-443-1746 or treeves@entrepaducah.com.

Low CD rates? Say "hi" to Woodmen of the World.

With Certificates of Deposit, the interest rate may be low, you're taxed every year on the gain, and you may not have much confidence in banks.

With a Woodmen of the World annuity, you can:

- Earn competitive interest rates
- Benefit from tax-deferred earnings
- Feel secure choosing a company with more than a century of experience in helping families

Call today to find out more information.



Earl W. Davis, FICF
Area Manager
554-5950

WOODMEN
of the **WORLD**

Woodmen of the World Life Insurance Society
Home Office: Omaha, Nebraska
woodmen.org

CD0766WOW 12/11

Insurance Protection • Financial Security

GOVERNMENT

Chamber fighting for sound budget, job creation

After three years of budget deficits, the General Assembly returns this month to begin writing a budget for fiscal years 2013 and 2014.

Although there has been an uptick in revenue in past months, economists predict only modest growth for the next two years.

The Senate budget chairman predicts a deficit of at least \$337 million and others have indicated it may be much higher. With unemployment hovering in Kentucky around 9 percent, and the absence of federal stimulus dollars, legislators will need to make tough decisions when budgeting and continue to show fiscal restraint.

There is no question that there will be calls for tax increases and creative ways to raise revenue.

We've seen state after state raise taxes over the past several years, often targeting the business community.

Fortunately in Kentucky, we have been able to fend off a number of proposed tax increases on the business community by helping legislators focus their attention on aggressively managing areas of the state budget that were growing at an unsustainable pace.

The Chamber's 2009 Leaky Bucket report helped bring business principles to state budgeting in the areas of corrections, public employee health costs and Medicaid.

More needs to be done to manage the growing costs of several areas of state government. That is the conclusion of the Chamber's updated report — Building a Stronger Bucket — released this summer.

With the prospects of writing a state budget without federal stimulus money, and the prospect of further reductions based on federal cutbacks, the Chamber's report provides a framework of spending principles to hold policymakers accountable and for crafting a realistic budget that aggressively manages costs.

While advocating for fiscal restraint, the Chamber is committed to pushing long-term solutions to persistent problems and promoting policies that will instead foster investment and job growth. At the end of the day, we must grow our way out of the



Dave Adkisson

While advocating for fiscal restraint, the Chamber is committed to pushing long-term solutions to persistent problems and promoting policies that will instead foster investment and job growth. At the end of the day, we must grow our way out of the economic doldrums experienced over the past several years.

economic doldrums experienced over the past several years.

As Kentucky's largest business organization, the Kentucky Chamber knows firsthand the importance of job creation to a recovering economy. Creating an economic environment that produces sustainable jobs should be our legislature's top goal.

Each year, our policy councils produce our Legislative Agenda, a document developed by our members that is used to guide our lobbyists as they represent the business community in Frankfort.

In this year's agenda, we've put special emphasis on the policies that warrant immediate action and would yield long-term benefits. It's time to get Kentuckians back to work with policies that will promote growth. Ultimately, growth cannot be sustained without the proper policies to support it.

The following items are broken down into the categories representing the Chamber's five main goals to advance Kentucky:

1. Education and workforce development

Education has been the Chamber's top priority for many years because the state's economic future depends on an educated and well-trained workforce. Businesses can expand, but without qualified workers to fill those positions, growth becomes impossible.

We must:

- Support career and technical training.
- Raise the high school drop-out age from 16 to 18.
- Uphold new, tougher academic standards.
- Promote quality teaching, and reward great teachers while remove bad teachers.
- Implement performance funding for new investment in education.

2. Government modernization

Kentucky has seen revenue shortfalls from the downturn in the international economy. Like those of us in the private sector, that means government must tighten its belt and work efficiently. To promote job creation we must:

- Promote sound budgeting and here to the Chamber's spending principles.
- Reform public pension systems to put them on sound financial footing.

3. Health and wellness

The Commonwealth is often cited as one of the unhealthful states in the nation (high smoking population, obesity rates and cancer incidence). An unhealthy workforce equates to lower productivity and ultimately higher costs to employers.

We must:

- Pass laws to stop prescription drug abuse.
- Enact a statewide law to reduce smoking and improve health and productivity.

4. Kentucky competitiveness

Kentucky isn't just competing with its neighbors in Indiana and Tennessee, but also with China and India. To get ahead in the global race for jobs, Kentucky must ensure a friendly business climate allowing current companies to grow and attract new companies to the area.

We must:

- Promote a competitive tax climate; reform taxes that hinder job growth.
- Enact expanded gaming legislation to allow our horse industry to compete.
- Encourage business investment through angel investment and economic development plans.
- Develop an employer-friendly policy to address unemployment interest payments.

5. Energy and environment

Kentucky provides a unique incentive to businesses and residents by offering some of the lowest energy rates in the country.

We must keep that competitive edge by protecting the advantages that make Kentucky an affordable place to live and work.

We must:

- Promote cleaner coal as a key source of reliable energy.
- Support low-cost energy by protecting the current Public Service Commission structure.

Dave Adkisson is president of the Kentucky Chamber of Commerce.

ENTREPRENEURSHIP

Postsecondary education is a sound investment

Chad Chancellor knows the kind of impact West Kentucky Community & Technical College has had on the business and industry landscape in the school's service region.

"The beauty of what west Kentucky offers is really customized training programs for the industries we recruit," said Chancellor, president and CEO of the Paducah Economic Development. "We recently had a strategic plan done that identified that we have twice the distribution jobs in our labor shed as the average labor shed in the country."

This fall, WKCTC launched a new online degree program in the fast-paced, high-growth, high-demand industry of logistics and operations management. In addition, the college offers an online Marine Technology program designed to help mariners advance in their field.

"The college is just about to start a distribution program and the same with the marine field," Chancellor said. "Obviously the river is our No. 1 advantage so to have a partner with west Kentucky that is forward thinking rather than being reactive preparing tomorrow's workforce gives us all the advantages we need to go out and recruit industry."

Not only can postsecondary institutions, such as WKCTC, help to recruit new industries and businesses to the region, they also have a direct financial impact on local economies, according to an economic impact report released recently focusing on WKCTC.

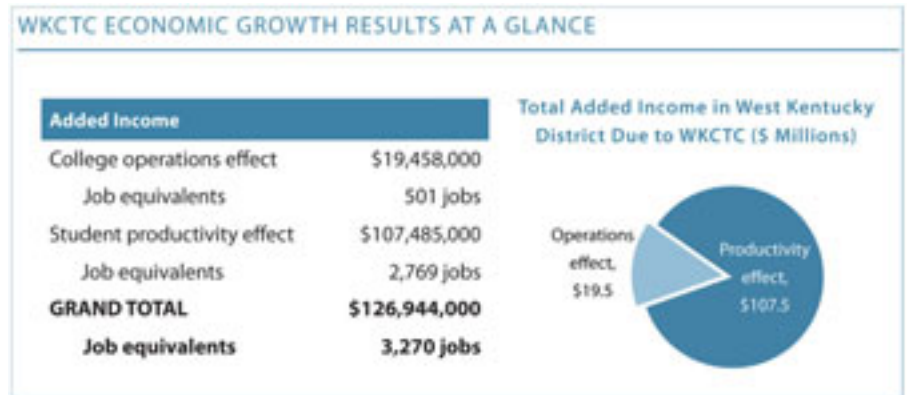
According to the study by Economic Modeling Specialists Inc., WKCTC's total impact amounts to an estimated \$127 million in added income each year in the 10-county district the college serves. This is equal to approximately 1.9 percent of the total economy of the district or equivalent to 3,270 jobs.

Specializing in economic impact analysis, labor market and workforce development forecasting and economic growth analysis, EMSI applied a comprehensive model designed to quantify the economic benefits of the college into benefit-cost and investment terms.

The economic impact model developed and refined by EMSI is a conservative mod-



Janett Blythe



Contributed by West Kentucky Community & Technical College

Impacting our economy

- The 10-county regional economy receives approximately \$19.5 million in net added income each year due to WKCTC payroll and operations spending.

- WKCTC skills translate to higher earnings for students and increased output of businesses. The added income attributable to the accumulation of WKCTC credits in the workforce amounts to \$107.5 million each year.

- WKCTC students enjoy a 15.9 percent rate of return on their investment. For every dollar students invest in WKCTC education, they receive a cumulative \$3.90 in higher future income over their working careers.

- An estimated 89 percent of WKCTC students remain in Kentucky and contribute to economic growth. Kentucky benefits from improved health and reduced welfare, unemployment and crime, saving the public some \$935,000 each year.

- Taxpayers see a rate of return of 8.2 percent on their investment in WKCTC — a rate which compares favorably with private sector rates of return on similar long-term investments.

**Source: An economic impact report by Economic Modeling Specialists Inc. available at westkentucky.kctcs.edu/About/Economic.aspx*

el that adjusts for several factors, according to Timothy P. Nadreau, research economist with EMSI.

Nadreau said each year students leave WKCTC and join or rejoin the regional workforce. Their added skills translate to higher income and a more robust regional economy.

"This report highlights the important role and significant impact that our college has in the local economy," said Barbara Veazey, WKCTC president.

"We know that WKCTC is a sound investment from multiple perspectives, and EMSI's analysis validates this by showing how students benefit from increased earnings, taxpayers benefit from a larger economy and lower social costs, and the community as a whole benefits from increased job and

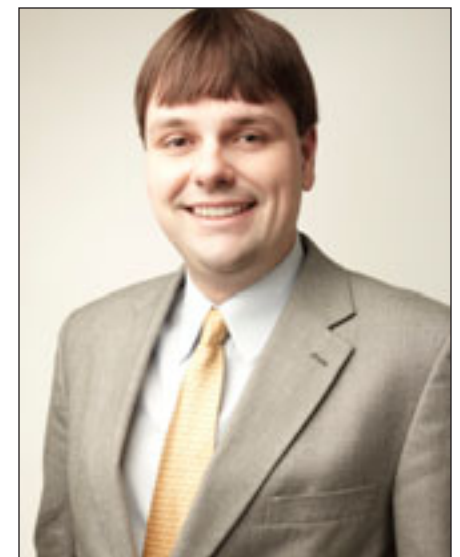
investment opportunities."

EMSI has been conducting economic impact studies since 2000 to show the economic contribution of higher education. With approximately 45 employees based in Moscow, Idaho, the company has become known for its work with labor market data and economic impact studies.

WKCTC, recently named one of the top five community colleges in the nation, had a fall 2010 enrollment of 7,450.

Additional results of WKCTC's economic impact study are available at westkentucky.kctcs.edu/About/Economic.aspx

Janett M. Blythe, a former reporter for The Paducah Sun, has been director of public relations at West Kentucky Community & Technical College for 16 years.



Chad Chancellor

Contributed photo

LAW

Guard proprietary info with a non-compete agreement

Most businesses use patents, trademarks and copyrights to protect their intellectual property.

Some, however, do not take even simple steps to guard other crucial information of commercial value, such as costs, profits, markets, sales, volumes, contracts, project cost estimates, unit prices, payroll information, employee rates and salaries.

To protect such information, businesses should require individuals who are exposed to such valuable proprietary information to enter into confidentiality and non-compete agreements. Such individuals could be employees, former owners, consultants or contractors.

Current employees are theoretically prohibited from disclosing proprietary information or using it for their personal benefit.

However, as most employees are not trained in the law, requiring them to sign a confidentiality agreement will make them aware that the business values its proprietary information and that they are prohibited from disclosing it except pursuant to their jobs.

A confidentiality agreement also provides written evidence that an employee's former employer did not provide any consent or permission for the former employee to use proprietary information after the



Robert Goff

employment relationship ended.

Since it is practically difficult, if not impossible, to police the use of proprietary information by former employees, or other key personnel, businesses use non-compete agreements.

Non-compete agreements prohibit an employee or key person from engaging in a business competitive with the protected business for a period of time after the employee or key person has terminated his relationship with the protected business.

They are generally valid and enforced by the courts as long as they are supported by consideration and reasonable both in length of time and in geographic scope.

A typical non-compete and confidential-

ity agreement could contain the following:

- A prohibition against competition with the protected business for an identified term of years within a radius of an identified number of miles.
- A non-exclusive list of competitive businesses which includes all current businesses engaged in by the protected business as well as contemplated future businesses.
- An identification of the position that the employee or key person must have in a competitive business before being affected.
- A non-solicitation clause that the employee or key person will not solicit employees or customers of the protected business.
- A confidentiality clause defining confidential information, prohibiting its disclosure and requiring delivery of all documents containing it back to the protected business upon termination of the relationship between the employee/ or key person and the protected business.
- A clause authorizing the protected business to seek an injunction against competition by the employee or key person in the event of breach and stating that monetary remedies will be inadequate in such event.
- An acknowledgment by the employee or key person that there is sufficient consideration for the non-compete, that the time and geographic scopes are reasonable and

that the employee or key person will be able to make a living without competing with the protected business.

■ A statement that if any term of the agreement is determined by a court to be unenforceable, such court can modify the terms to make it enforceable.

■ A statement that any modification to the terms of the agreement or waiver of it must be in writing.

■ A clause identifying the state whose laws will govern the agreement, as well as the location where any dispute over the agreement must take place.

In addressing the terms of any non-compete agreement remember that it should be custom tailored to most effectively address the particular information that the employee or key person will obtain and yet not violate the reasonable time and geographic scope limitations imposed by the courts.

Robert Goff is an associate with Paducah's Denton & Keuler law firm. His areas of practice include estate planning, trusts, estates and probate, contracts, business corporations and partnerships, and elder law. He is admitted to practice in Kentucky, Tennessee and Illinois. He can be contacted at 270-443-8253.

SMALL BUSINESS

Giving small businesses some credit



Chris Wooldridge

More than occasionally we will receive calls regarding grants or free money for small businesses.

I wish barrels full of such money for small businesses existed, however, they don't. I have visited this topic in the past so I won't dwell on the matter further.

I did want to share with you some information about three new programs that have been developed and are administered by the Kentucky Cabinet for Economic Development and the Kentucky Economic Devel-

opment Finance Authority that could be of interest to small business entrepreneurs.

These fall under the Kentucky Small Business Credit Initiative or KSBICI. This initiative is designed to increase the availability of credit to small businesses by reducing risk to banks and other certain financiers.

The first program is the Kentucky Capital Access Program, a.k.a. KYCAP. This program provides for loan insurance to the bank for the loan. The Commonwealth pro-

vides for a matching contribution equal to the amount the bank (or borrower) contributes toward a loan loss reserve.

The amount maximum would be 7 percent of the loan amount. The bank (or borrowers) contribution plus the state's matching contribution would then be available to offset against any losses the lender experiences.

The second is the Loan Participation Pro-

SMALL: New programs under Kentucky Small Business Credit Initiative aim to help small business

CONTINUED FROM 11

gram, or KYLPP.

This program is designed to assist small businesses in improving their cash flow to meet a lender's underwriting requirements. This is done by the Commonwealth purchasing a portion of the loan (up to 20 percent) and potentially offering a grace period for payment of interest and/or principal for up to 24 months.

The third program is the Kentucky Collateral Support Program, KYCSP.

This program allows the Commonwealth to pledge a dollar amount to an eligible lender in order to enhance the collateral coverage of a small business borrower that is otherwise qualified, but unable to meet the lenders security requirements.

There are some restrictions on the small business side. The business must have 500 or fewer employees and the borrowers must be Kentucky residents. Eligible borrowers can include corporations, sole proprietorships and partnerships but also nonprofits,

cooperative and faith-based organizations provided the loan is for a qualified business purpose.

The loans can be used for many purposes including start-up costs; working capital; business acquisitions; equipment purchases; inventory financing; owner occupied commercial real estate construction; renovation or acquisition. Please note that these programs cannot be used in conjunction with a Small Business Administration guarantee.

It is important to remember that these programs are accessible only through approved lenders so if you have interest contact your bank to see if they are a participating bank. The applications cannot be accepted by any other entity than an approved lender.

Each program has much more in the way of detail and requirements than I have indicated here, however I think it can be seen that there could be some powerful assistance to encourage lending in some cases.

These programs can only be originated

with participating lenders. Lenders can apply to the KCED by contacting J. Don Goodin, 300 West Frankfort, Frankfort, KY 40601. Call 502-564-4554.

While these can be effective programs, they will not make a bad loan a good loan. A deficient debt structure or an unsustainable business model cannot be cured by adding more money. These programs, just as most loan and guarantee programs, make good business projects more bankable.

And how does a small business entrepreneur decide if the business model does work? Well, for those who follow my columns, it goes back to planning. Preparing a business plan is the basic first step to success in business. Starting a business without a plan is a plan to fail.

Hard words? Yes, but not near as hard as the words a small business entrepreneur hears when the business is failing or has failed.

The Murray State University Small Business Development Center is a proud partner with EntrePaducah and its executive direc-

tor, Terry Reeves. Both organizations work to see that small business owners have the tools and the knowledge to succeed. One such opportunity will be in January.

We will present our first Entre 101 for the year from 5:30 to 8 p.m. Jan. 31 at the Paducah Area Chamber of Commerce office within Commerce Center. It is free but pre-registration is required.

And yes, business plans are part of the presentation. To register, contact Reeves office no later than Jan. 27. Call Reeves at 270-443-1746, ext. 208. Reeves and I hope you consider attending.

Chris Wooldridge is district director of the Murray State University Small Business Development Center, a member of the Kentucky SBDC network. The center provides high quality, in depth and hands on planning, consulting and training. Call 270-809-2856 for more information or to schedule an appointment. On the web: ksbdc.org.



With a complete business product line based on our state-of-the-art network and backed by our responsive, personal service. Dialog allows you to concentrate on making your company successful. Our experienced local team knows your community and cares about your business.

601 Broadway
Paducah, KY 42001



CallDialog.com
270-442-1037



JOHN WRIGHT | The Sun

Marcia Pace of SkyWest Airlines pushes a baggage cart toward the rear of a United Express SkyWest jet Dec. 15 at Barkley Regional Airport near Paducah, while Benji Nevatt, also of SkyWest, is shown in the exit door to the jet, checking off the names of passengers with baggage for the flight to Chicago.

Up in the air

As Congress debates Essential Air Service program, Barkley waits for funding go-ahead

BY ADAM SHULL

ashull@paducahsun.com

Barkley Regional Airport Manager Richard Roof is confident jet service through SkyWest, operating in Paducah as United Express, will continue as it has for two years.

It's one of the few facts he's confident of in regards to the Essential Air Service program and recent debates in Congress.

With an eye toward belt-tightening and cutting the federal budget deficit in 2011, some federal lawmakers targeted the EAS

program, and its \$200 million in subsidies to small airports, as a place to cut costs.

Congress preserved EAS funding in September, but that money runs out this month, leaving the door open for more debate.

As of Dec. 15, Barkley Regional awaited a Department of Transportation ruling on which of two bids from airlines would receive EAS funding to operate out of Barkley.

The DOT's timing proved telling since a spokesman for the department had said in September that a ruling would need to

come well in advance of Barkley's current contract (with SkyWest) that expired on Dec. 31.

By Dec. 9, the same DOT spokesman, Bill Mosley, wouldn't give a timeline for a decision and said SkyWest would continue service at Barkley after the Dec. 31 contract expiration if a DOT decision hadn't come by then.

Mosley said DOT's decision, and its timing, would be independent of Congress or its debates over the EAS program.

Regardless of which bid the DOT ap-

proves for Barkley, or when, the decision comes at one of the most interesting times in the EAS program's history.

When it started, how it's funded

Congress enacted the EAS when it de-regulated the airline industry in 1978. Any community that had scheduled air service then was guaranteed a minimum level of it

Please see **AIRPORT** | 15

KeeFORCE Announces 2nd Annual Xtreme Business Makeover!



Apply today: www.keeforce.com/makeover

What impact would \$40,000 in productivity tools and services have upon your business or organization?

KeeFORCE has partnered with several area businesses to offer the region's second annual Xtreme Business Makeover! One lucky business will win over \$40,000 in products and services from area business partners to improve operations.

Apply now at www.keeforce.com/makeover



AIRPORT: Three companies bid for service

CONTINUED FROM 13

going forward.

The program's cost has skyrocketed along with the cost of fuel.

In the past 10 years, EAS funding has risen from \$50 million to \$200 million. Funding for the program comes from two sources, Mosley said.

One is the Aviation Trust Fund, and the other is \$50 million in overflight fees paid by foreign airlines flying over the United States and using the air traffic control system.

Mosley said money for the industry trust fund comes from fuel surcharges airlines pay when fueling and fees collected through air ticket purchases.

Debates in Congress

Summer 2011 was when some of the first proposals and bills came forth in Congress proposing everything from tweaks to the EAS to eliminating it completely.

One issue discussed was the variation in EAS subsidies among airports.

The program subsidizes air service at 109 airports in the U.S. Subsidies can range from \$9 per ticket to more than \$3,000 per ticket.

SkyWest's confirmed contract at Barkley received \$570,000, or about \$14.50 per ticket.

The airline's proposed contract for the next two years asked for \$1.2 million in EAS money, or about \$35 per ticket.

Roof said rising fuel costs, stagnated air travel nationwide and changes in staging times for local flights all contributed to SkyWest asking for more EAS funding.

As of Dec. 15, the House continued to negotiate a final long-term Federal Aviation Administration bill with the Senate. EAS was one of several issues on the table.

Kentucky's representatives weighed in on the program.

Sen. Mitch McConnell voted to preserve the program in 2011, and reform it in a way to make sure it can continue to serve those communities that need it most.

"As someone who flies in and out of Paducah using the Barkley Regional Airport, I understand the important role the airport serves to the people of western Kentucky and to the thousands of people who travel to Paducah and surrounding counties."

Congressman Ed Whitfield believes Barkley plays a vital role in western Kentucky, and that the EAS needs to be scaled back, according to a statement from Whitfield's press office.

"Congressman Whitfield believes that in light of our unsustainable levels of debt, all federal programs need to be evaluated to ensure taxpayer dollars are used efficiently and effectively, including the EAS program. While the Congressman is a strong advocate for continued EAS support at Barkley, he realizes the program as a whole will need to be reformed and likely scaled back."

Whitfield said Barkley's subsidy for the last two years at around \$15 per ticket is relatively low when compared to other communities that have received subsidies as high as \$3,720 per seat.

Final bids

Roof said relations between the local airport and SkyWest remained strong in December. He said the low subsidy compared to other EAS-funded airports is one reason he's confident SkyWest will receive the go-ahead from the DOT for a new two-year contract.

SkyWest isn't the only airline bidding for subsidized service at Barkley.

In September, three companies bid for service: SkyWest, Sovereign Air, Inc. and Air Choice One, of St. Louis.

Roof said only SkyWest's bid met the airport's standards for service, and on Oct. 11 Sovereign Air withdrew its bid.

Sovereign had submitted a bid despite the fact the company doesn't have an Air Carrier Certificate through the FAA. Companies need that certification to be able to operate routes more than four times per week. Sovereign explained in its original bid that it planned to obtain the certification by Dec. 15, but that wasn't the case.

A letter signed by Robert B. Karns, Sovereign's vice president and general manager, and sent to the DOT, said the company wouldn't be ready by Dec. 15. Sovereign also withdrew bids for service in Michigan and Wisconsin.

Air Choice One's proposal was to provide six caravan flights per day on eight-seat, single-engine turbo prop planes to and from St. Louis. That doesn't meet Barkley's standard of offering at least 66 seats per day, Roof said.



JOHN WRIGHT | The Sun

Penny Cummings of SkyWest Airlines recaches for one of many pieces of luggage that accompanied a flight Dec. 15 from Barkley Regional Airport near Paducah to Chicago.

SkyWest jets offer 50 seats on flights to and from Chicago's O'Hare International Airport.

Though the DOT's spokesman claimed the debates in Congress over the EAS pro-

gram have nothing to do with the DOT's decision about the bid for service at Barkley, Roof was clear that he feels Congress will determine when the local airport will see action on its EAS-funded service.



Petter
BUSINESS SYSTEMS

ONE STOP SHOPPING

-  **Commercial Furniture Design**
-  **Complete Office Supplies**
-  **Copiers and Faxes**
-  **Document Management**

www.petter-business.com
1-800-227-4932

PEOPLE & BIZ



Ingram



Dobson



Frizzell



M. Shelton



Dunn



Harris



V. Shelton



Lynn



Mott

Mike Smythe, vice president and general manager of KFVS12 in Cape Girardeau, Mo., announced his retirement on Nov. 30.

Smythe joined the CBS Network affiliate as general sales manager in 1998 and was named general manager in 2001. His 11 years as general manager make him the longest running station head since Oscar Hirsch, founder of KFVS-TV.

During Smythe's tenure, the station launched KFVS12.com, several mobile and digital services and navigated the industry-wide switch from analog to digital transmission in 2009.

In 2010, Smythe's weekly ViewPoint segment earned an Emmy Award from the National Academy of Television Arts and Sciences in the category of Best Commentary/Editorial. It was also named the 2011 Television Editorial of the Year by the Missouri and Illinois Broadcasters Associations.

Tim Ingram was appointed as vice president and general manager of KFVS-TV, the CBS affiliate in Cape Girardeau, Mo., and WQWQ-TV effective Dec. 1.

Ingram was most recently the general manager for Raycom Media station KAIT, the ABC affiliate in Jonesboro, Ark. Until a replacement is found for KAIT, Ingram

oversees both of the locations' operations.

Ingram grew up watching KFVS in Rec- tor, Ark., and has been the general manager at KAIT for four years. Before that post, Ingram served as director of marketing and operations at KLTU, the Raycom Media station in Tyler, Texas. He also served as senior producer and director at WAVE-TV, the Raycom station in Louisville.

The local and family history section of the McCracken County Public Library has a new director. Paducah native **Nathan Lynn** has taken over for **Vonnie Shelton**, who retired from the library Nov. 30.

Shelton began working at the library in 1995 and made good use of her love for genealogy and researching family history. Lynn graduated from Heath High School, Paducah Community College (now West Kentucky Community & Technical College) and Murray State University. He holds degrees in history and parks and leisure services.

The city of Mayfield hired **Thomas Mott** as a police officer. Mott, who joined the Mayfield Police Department on Dec. 1, moved to Mayfield from Sarasota, Fla.

He has also worked for the Paducah Police Department.

Four professors in Murray State University's college of business co-authored a paper that was selected Best of 2011 in the Technology in Marketing track at the Society for Marketing Advances convention in Memphis, Tenn.

The authors are **Dr. Fred Miller**, **Dr. Joy Roach**, **Dr. Terry Holmes** and **Dr. Glynn Mangold**. The paper, "Making the Case for Business GIS Tools in Small and Medium Sized Enterprises," discusses the application of geographic information tools (GIS) to business decision making, which is known as Business GIS.

KeeFORCE, a locally-owned technology consulting firm in Symsonia, hired **Steven Harris** as its newest support specialist.

Harris provides technical support to KeeFORCE clients throughout the region. He is a 1988 graduate of Marshall County High School and a U.S. Army veteran.

Harris earned a bachelor's degree from Mid-Continent University.

Murray-Calloway County Hospital hon-

ored nine staff physicians with a combined 225 years of service at the Medical Staff Service Awards Celebration Nov. 17.

Those honored: **Dr. Clegg F. Austin** with 50 years of experience; **Dr. Gene Cook** and **Dr. William Wilson** both with 35 years of service; **Dr. Richard Blalock**, 30 years; **Dr. Steven Trevathan** and **Dr. Stuart Naulty**, 25 years; **Dr. David Koelsch** and **Dr. James Outland**, 10 years; **Dr. David Bryson**, 5 years.

The physicians were honored through a donation in their name to the Medical Staff Scholarship Program. That program benefits junior and senior pre-med students at Murray State University.

The McCracken County Farm Bureau was recognized for outstanding membership and program achievement during the 92nd Kentucky Farm Bureau annual meeting in Louisville Dec. 2.

The American Heart Association recognized **Lourdes** with the Strongest Company Participation Award for its service in the McCracken County Heart Walk on Sept. 10.

More than 50 Lourdes employees participated in the walk and they doubled

fundraising efforts from last year to fight heart disease and stroke. The walk raised \$70,000 for cardiovascular research and local preventative education efforts.

■■■

Claudia Stoffel, professor of nursing at West Kentucky Community & Technical College, was one of two people selected as the 2011 recipients of the Vanderbilt University School of Nursing President's Award of Distinction. The award recognizes graduates for distinguished contributions to nursing and to their communities.

Stoffel, a Chicago native, joined WKCTC in 1992 and serves as the coordinator of the college's practical nursing program.

■■■

After nearly 60 combined years of service to the Murray-Calloway County Hospital, business office employees **Andrea Hogancamp** and **Davanna Wood** have retired.

Woods worked at MCCH for 47 years after being hired at the age of 17. She has worked at the main switchboard, in the admissions department and as a patient representative in the business office.

Hogancamp worked as the cashier for 10 years, assisting patients with bill payments and other transactions.

■■■

The Kentucky Association for Health Care Facilities recognized several locals during its annual meeting last week.

Doralyn Warren, registered nurse, received a \$2,000 scholarship from the Kentucky Health Care Foundation, Inc. for the continuation of her studies at Indiana Wesleyan University. Warren is director of nursing at Superior Care Home in Paducah.

Rachel English received the Western District Activity Director of the Year Award. English served as Superior Care Home's activity director from June 2009 to August 2011.

Mike Mallory, WPSD Local 6 anchor, received The Better Life Media Award, which recognizes media representatives for exemplary contributions to the long term care industry. Mallory was emcee and honorary chairman of The Purchase Area Walk to End Alzheimer's (formerly Memory Walk).

■■■

The city of Mayfield hired **Kristi Ryan** and **Darlene Goffas** dispatchers. Both are scheduled to attend the state's Dispatch Academy in early 2012.

■■■

Gov. Steve Beshear appointed **Sidney W. Brantley** of Paducah to the Kentucky Board of Dentistry to serve a term expiring

June 30, 2015.

Brantley is a self-employed orthodontist who represents licensed dentists.

■■■

Betty Dobson, co-founder of Paducah's Uppertown Heritage Foundation, received the Award of Distinction from the Kentucky Historical Society during its 2011 Kentucky History Celebration at the Old State Capitol in downtown Frankfort.

The honor is given annually to an individual who has made a significant contribution to state and local history as a volunteer, board member or member of an organization.

James W. Hank nominated Dobson for her work in restoring the Hotel Metropolitan.

The Uppertown Heritage Foundation works to save and collect the history of the Paducah area and to preserve historical structures in Uppertown. Dobson's work to save the Hotel Metropolitan from desolation and demolition included securing grants and creating a museum in the historically African-American hotel that operated from 1909 until the 1970s.

Dobson was also responsible for creating a committee called Friends of the 8th, which raised money for a historical marker to commemorate the 8th U.S. Colored Heavy Artillery that fought at Paducah during the Civil War.

■■■

Kiel Frizzell has been promoted to product support sales representative for the Paducah branch of Wayne Supply Co.

Frizzell joined the company in 2009 as a rental service representative in the Wayne Power System Division.

He earned a bachelor's degree in business management from Mid-Continent University.

■■■

Miranda Wood, private banking/loan assistant at Paducah Bank, graduated from the Kentucky Bankers Association General Banking School.

The KBA organizes the school into two one-week sessions with participants attending classes for one week for two consecutive years. Through her graduation, Wood became eligible for admission into graduate level banking programs.

■■■

Lourdes was selected as a Silver Award Winner in the 2011 Cardiovascular Advertising Awards Program.

Lourdes' TV commercial, "The End," announced its new cardiac and endovascu-

lar hybrid operating rooms scheduled for completion in 2012.

The advertising awards program is an exclusive competition recognizing the nation's most talented healthcare marketing professionals for outstanding excellence in advertising.

■■■

Western Baptist Hospital ultrasound technologists **Heather Mathis** and **Stephanie Smith** were certified as the hospital's first breast ultrasonographers.

The certification is through the American Registry of Diagnostic Medical Sonographers. Ultrasonography helps evaluate breast cancer as breast sonography aids mammography in detection, and is also used to track tumors, monitor blood supply conditions and assist in the accurate biopsy of breast tissue.

■■■

The Associated General Contractors of Western Kentucky, a chapter of the Associated General Contractors of America, installed officers and directors for 2012.

Officers are: President, **Dennis Smith**, Pinnacle, Inc. in Benton; Vice president, **Roger Dillingham**, Crouch Building Associates, Inc. in Mayfield; Treasurer, **Chris Black**, Ray Black & Son, Inc. in Paducah; Immediate past president, **Kenny Hunt**, A&K Construction in Paducah.

Directors are: **Bruce Chester** of Chester Mechanical, Inc. in Paducah; **Max Cleaver** of Cleaver Construction Co. in Murray; **Jean Crawford** of Crawford Construction Company in Paducah; **Danny Dyke** of DC Electric in Benton; **Kirk Edwards** of Kit-Mo Rental & Supply Company in Paducah; **Kenny Freeman** of Minter Roofing Co. in Benton; **Patty Freeman** of Western Rivers Insurance in Paducah; **Craig Guess** of Vanguard Contractors in Paducah; **Chris Hayden** of NES Rentals in Paducah; **Jason Hickey** of Premier Fire Protection, Inc. of Paducah; **Justin Hopkins** of B.H. Green & Son, Inc. in Paducah; **Marty Johnson** of Johnson Plaster & Vinyl, Inc. in Benton; **David Kelly** of Denton & Keuler in Paducah; **Michael Martin** of Morgan, Trevathan & Gunn in Benton; **Barry McDonald** of Bill Adams Construction in Murray; **Greg McKeel** of McKeel Equipment Company in Paducah; **Brian McReynolds** of Jim Smith Contracting Co. in Grand Rivers; **Crystal Sanders** of James Sanders Nursery in Paducah; **Ronnie Toombs** of Bass Maintenance Corp. in Wickliffe.

■■■

Stine Seed Company Regional Sales Agronomist **Kyle Ross**, of Largo, Ind., has been named a Certified Professional Agronomist by the American Society of Agronomy. Ross serves growers in southern Illinois, southern Indiana and Kentucky.

■■■

Richard J. Grana, president of IM-PEX in Paducah, was selected to attend the Eighth World Trade Organization Ministerial Conference in Geneva, Switzerland, on Dec. 15 and 16. Grana attended as a fully-credentialed U.S. delegate.

Grana, who is also co-vice chairman of the Industry Trade Advisory Committee for Small, Medium and Minority Businesses, was one of three delegates selected by the industry organization to travel to the conference. For four years, Grana has worked with the tradec committee that advises the U.S. Department of Commerce and Office of the U.S. Trade Representative on matters of international trade on behalf of Kentucky companies.

■■■

Scott Davis was appointed president and CEO of Paducah-based PEBCO, Inc.

Davis started in his new position Jan. 1.

PEBCO designs and manufactures customized material handling equipment for the dry bulk solids industry. Davis is a graduate of Morehead State University and has experience working as a manager at the Toyota facility in Georgetown, as well as manager of consulting services at the University of Kentucky Center for Robotics and Manufacturing Systems.

■■■

The city of Mayfield selected **Mark Shelton** as its Employee of the Month for November. Shelton joined the city's staff in April 2009 as a public worker.

■■■

Mayfield Police Department Officer **Jay Dunn** became a Certified Police Officer for Kentucky.

Dunn completed 18 weeks of intensive police training at Eastern Kentucky University in Richmond.

■■■

Murray-Calloway County Hospital recognized **Dennis Harper**, registered nurse, for earning a master's degree in nursing from Chamberlain College of Nursing. Harper, who works in the critical care unit at MCCH, has also obtained an associate's degree in nursing from West Kentucky Community & Technical College. Originally from Dover, Tenn., Harper lives in Almo and has worked at MCCH for 12 years.

FINE PRINT

Barkley Regional Airport statistics

	Jan.-Nov. '11	Jan.-Nov. '10	Change
Outbound passengers	16,292	17,942	-9.2%
Average daily outbound passengers	51.9	57.1	-9.2%
Departing flights	640	645	-0.8%
Average percent of seats occupied	50.9%	55.6%	-8.5%

Business Licenses

	Sept. '11	Oct. '11	Dec. '11
Benton	8	11	3
Mayfield	32	18	30
Murray	6	8	10
Paducah	71	65	49

Site plans

Name	Location
Mayfield	
Eye Care Associates	Commonwealth Drive
Graves Co. Farm Bureau	Commonwealth Drive
Paducah	
Olivet Village Townhouses	3211-3217 & 3271-3279 M___ Circle
JSA Garage	700 Northview St.
Quilt In A Day	1645 Washington St.

November Building Permits

PADUCAH

Andrew and Lacy Halligan, 470 West Jefferson St., garage.

Star Fuels Inc., 2946 Mayfield Road, sign.

Howard and Pauline Helm, 3485 Afton Ave., electric.

Vickie Ward, 3735 Springdale Circle, electric.

Full Gospel Tabernacle, 1801 Guthrie Ave., raze.

Robert and Jennifer Jones, 249 Mohawk Drive, repair/remodel.

Baptist Healthcare System Inc., 2501 Kentucky Ave., electric.

Mary Pettus, 419 N. 12th St., raze.

Burnett Rental Properties LLC, 1219-1223-1227 Tennessee St., electric.

S-W Properties Inc., 1409 Broadway, electric.

Joe and Barbara Howard, 3401 Clarks River Road, electric.

Cindy Howle, 171 Mohawk Drive, repair/remodel.

Susie Golec, 2949 Harrison St., Unit 103, electric.

Gospel Assembly Church, 2134 Ohio St., raze.

Papa Sierra LLC, 1704 Kentucky Ave., sign.

Michkey Dean and Lisa Owen, 3107 Jackson St., sign.

Tammara Brock, 1420 Friedman Lane, electric.

Bluegrass Motors Inc., 3235 Park Ave., accessory building.

OKP Properties LLC, 2800 Clark St., sign.

The Catholic Bishop of the Diocese of Owensboro, 117-129 South Fifth St., sign.

Patrick and Kimberly Johnson, 106-108-110 South Third St., sign.

Higdon Development Inc., 5143 Heartland Drive, sign.

Bobby and Janie Williams, 705 Main St., sign.

Gene and Ann Edwards, 2400 North Eighth St., storage structure.

City of Paducah, 3000-3002 Wayne Sullivan Drive, electric.

VMV Railroad Signs, 1300 Kentucky Ave., accessory building.

James, Lambert & Eckstein, LLC, 3001 Irvin Cobb Drive, sign.

Beverly Raffield, 2521 North 13th St., repair/remodel.

James and Donna Fiers, 1038 North 12th St., raze.

Hananoki, Inc., 5004 Hinkleville Road, sign.

Union Planters Bank of Kentucky, 130 South Fourth St., electric.

G&C Multi-Services, LLC, 1505 North Eighth St., electric.

Billy E. Gibson, 1614 South 27th St., mechanical.

James and Donna Fiers, 1147 North 12th St., raze.

Demethra Jones et al, 4025 Minnich Ave., electric.

Kevin Lee Day et al, 1917 South 28th St., reroof.

Paducah Holdings LP, 3141 Park Ave., electric.

Kentucky Oaks Mall Co., 5101 Hinkleville Road Unit 365, electric.

John Foreman, 1435 H.C. Mathis Drive, raze.

OKP Properties, LLC, 2800 Clark St., sign.

Marion and Viola Belmont, 1639 North 10th St., mechanical.

First Church of the Nazarene of Paducah Inc., 2600 Adams St., raze.

Bruce and Glenda Hobbs, 814 North 22nd St., generator.

Adams & Sullivan Real Estate, 1428 Broadway, sign.

Rexie Cunningham (to be David Courtney), 829 Bethel St., repair/remodel.

J&C Rentals LLC, 1440 Park Ave., repair/remodel.

Texas Roadhouse Holdings LLC, 2900 James-Sanders Blvd., electric.

Paducah Properties LLC, 430 Adams St., electric.

DDC Hotels Inc., 2950 James-Sanders Blvd., electric.

3164 Park Avenue Investment, 3164 Park Ave., electric.

U.S. Properties LLC, 4793 Village Square Drive, sign.

Western Kentucky Sprinkler Co. Inc.,



1251 North Sixth St., warehouse.

Jerry and Peggy Gray, 1205 North 12th St., electric.

Letha Hays, 2901 Goodman St., electric.

Zinn Paducah LLC, 1927 Irvin Cobb Drive, sign.

KSA Enterprises Inc., 3526 James-Sanders Blvd., electric.

Lourdes Hospital, 1530 Lone Oak Road, electric.

Lourdes Hospital, 1530 Lone Oak Road, electric.

Caring People Services, 1049 Jefferson St., reroof.

McCRACKEN COUNTY

Prestwick Properties, 195 Aberdeen Drive, townhouse.

Prestwick Properties, 197 Aberdeen Drive, townhouse.

Daniel and Della Reagan, 11145 Hwy. 60, commercial building/motor.

Steve Lamm, 355 Bonds, single family dwelling.

Vickie Hendricks, 7670 Blandville Road, accessory building.

Jeff Caudle, 1625 Luigs Road, addition/single family dwelling.

Ray and Janet Mullen, 3319-3321 Fairlane Ave., duplex.

Ray and Janet Mullen, 3315-3317 Fairlane Ave., duplex.

Don Bruce, 1075 Highland Church Road, addition/single family dwelling.

New Cingular Wireless, 9111 Moore Road, cell tower and associated.

Michael Ross, 1850 Debbie Drive, single family dwelling.

Bob Foster, 1240 Red Pine Circle, alteration/garage.

Twelve Oaks Baptist Church, 2110 New Holt Road, commercial building/vehicle.

Noble Chapman, 7020 Lightfoot Road, single family dwelling.

Bobby Wyatt, 3715 Old Benton Road, accessory building.

John Abanatha, 8715 West Airport Road, accessory building.

Milburn Chapel, 3760 Metropolis Lake Road, commercial building/accessory.

Burnett Custom Homes, 6464 Summer Place, townhouse.

Burnett Custom Homes, 6454 Summer Place, addition/single family dwelling.

Burnett Customer Homes, 6452 Summer Place, addition/single family dwelling.

Dwayne Watson, 425 Atlanta St., accessory building.

Robert Thompson, 190 Ladera Lane, single family dwelling.

Charlie Nethery, 4820 Emily Drive, addition/single family dwelling.

Matthew Williams, 1220 Highland Church Road, single family dwelling.

BENTON

John Roberts, 1128 Mayfield Hwy., accessory building.

MURRAY

Ellis Popcorn, 101 East Poplar; contractor, LMD: demolition.

Trent Garland, 103 Legacy Lane, single family dwelling/new.

James Hamilton, 1411 & 1411B North Fourth St.; contractor, BTM; demolition.

Stephen Sanders, 301 Mulberry; contractor, R&M Trucking; demolition.

Keith Miller, 1514 Martin Chapel, single family dwelling/new.

Chad Cochran, 106 Crossfield; contractor, Teresa Garland, single family dwelling, new.

METROPOLIS, III.

John Baker, 715 Eighth St., residential storage or outbuilding.

Sharon Borden, 1018 Market St., residential storage or outbuilding.

Little Tractor, 1641 10th St., commercial addition/remodel.

Wiley Godfrey, 502 10th St., trailer.

Business Calendar

Paducah Area Chamber of Commerce

Power in Partnership Breakfast, 7:30 a.m. Jan. 5, Paducah-McCracken County Convention Center. Cost: \$14 members, \$25 non-members.

RSVP by calling 443-1746 or info@paducah-chamber.org.

■■■

Rotary Club of Paducah for service-oriented business/professional leaders, noon each Wednesday, Carson Four Rivers Center. Information: David Morse, 816-2900.

■■■

Paducah Toastmasters Sam Sloan Chapter, noon each Thursday, The Pasta House. Develop better speaking and presentation skills. Information: Clay Campbell, 554-0093; Ricky Greenwell, 442-7179.

■■■

Rotoract Club for service-driven professionals 18-30, 6 p.m. first Monday of each month, Yeiser Art Center. Information: President Brandi Harless, 270-443-1746, ext. 200

■■■

Paducah/River City Business and Professional Women, noon second Tuesday of each

month, Pasta House.

■■■

Paducah Business and Professional Women dinner meeting, 6 p.m. second Tuesday of each month, Grace Episcopal Church, 820 Broadway.

■■■

Zonta Club of Paducah, 6 p.m. second Tuesday, Whaler's Catch, 123 N. Second St. Information: President Linda Carroll, lcarroll@vci.net.

■■■

Paducah-Kentucky Lake Chapter of the **International Association of Administrative Professionals**, 5:30 p.m. third Thursday of each month. Information: Milinda Harnice, 575-8614.

■■■

Murray State University Innovation and Small Business Development Center, Commerce Center, 401 Kentucky Ave. 443-2783.

■■■

Regional Center for Emerging Technology, 926 N. 16th St., Murray, 270-809-6073.

■■■

Regional Business and Innovation Center, 2800 Fort Campbell Blvd., Hopkinsville, 270-886-8666.

BUZZ

CONTINUED FROM 6

Retailers CNH Capital, Silicon Image and World Kitchen also partner with ATTUS to use the latter's WatchDOG Pro software to verify the legitimacy of customers as well as to scan client and vendor lists against OFAC watch lists.

■■■

Payment Plus, Inc. is up and running in its new location at 84 Plantation Drive in Lone Oak behind Paducah Bank.

The company relocated its operations from West Paducah during the summer. An open house is set for late January, according to **Tammy Zimmerman**, Payment Plus owner.

In addition to executive offices, the new space includes a customer service department, conference room and an equipment display area. Zimmerman owns and operates the national provider of electronic payment processing services.

For more information call 270-366-0995 or visit paymentplusinc.com.

■■■

AAA Stow-A-Way Storage opened a new building with 85 units at 74 Construction Road in Mayfield. The Paducah-based storage company has 20 locations in Paducah, Kevil, Boaz, Mayfield and Metropolis, Ill.

The company is eyeing another site in Mayfield on Cuba Road, according to a press release.

For more information call 270-443-1511.

■■■

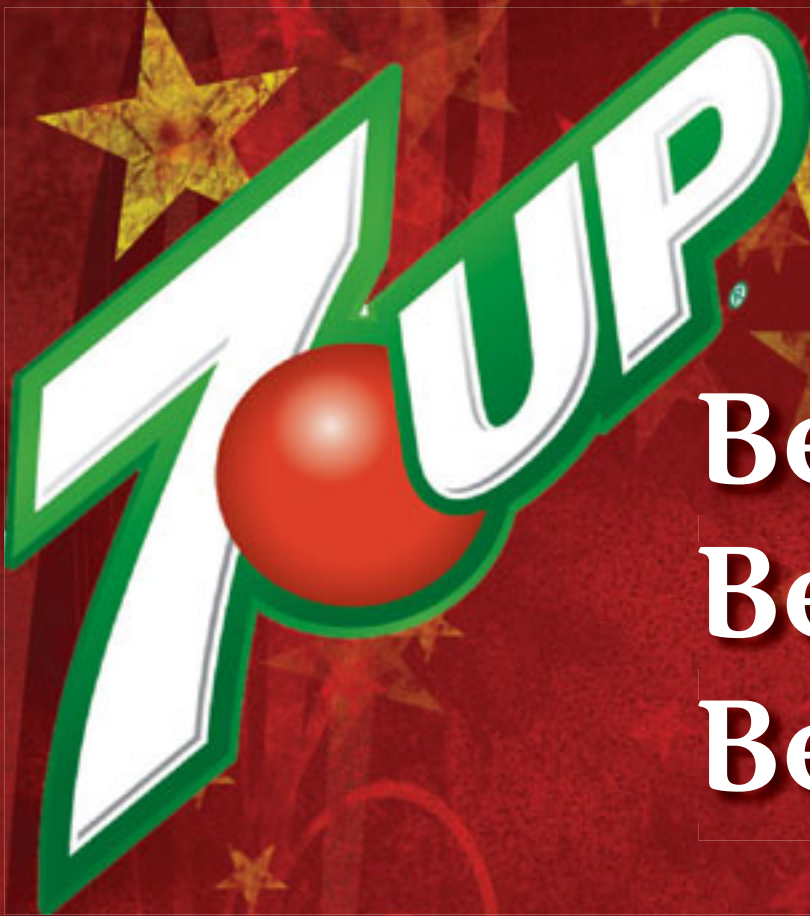
Feezor's Restorations has moved to and expanded operations at 510 Florida St., the former location of Mack's Body Shop. The body shop has a larger shop and paint booth for auto restorations and collision repair.

■■■

Brian Sayner launched **Sayner Marketing Concepts, Inc.**, a complete marketing and public relations services company in Paducah. Sayner has more than 30 years of marketing and public relations experience.

His firm offers marketing, branding, web site development and maintenance, copy writing, video production and more. For more information call 270-554-0970.





Be yourself,
Be refreshing,
Be 7up

*Wishing everyone a
happy holiday season
from Pepsi MidAmerica*

1-800-827-7020