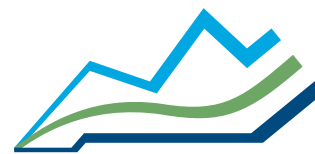


AUGUST 2011



Kentucky Chamber
Uniting Business. Advancing Kentucky.

Chamber announces campaign to mobilize business community

THE NEW AGENDA for Kentucky identifies great ideas for advancing our state. But without momentum, those ideas will remain simply nice thoughts on a few sheets of paper. That's why, with the leadership AT&T Kentucky's Mary Pat Regan and Central Bank & Trust's Luther Deaton, the Kentucky Chamber Foundation is launching its campaign to mobilize the business community to take action and invest in the future of our Commonwealth.

"We believe this exciting new campaign has the potential to truly transform the state," said Chamber Chairwoman Deb Moessner, president of Anthem Blue Cross and Blue Shield Kentucky, during the Business Summit and Annual Meeting on July 12.

The Foundation has taken a huge step in developing action plans for creating programs in each of the five key areas: education, energy, health & wellness, government modernization and global competitiveness.

"The New Agenda Campaign will pool the best resources from the business community to provide leadership and to mobilize around these critical efforts," said Chamber President and CEO Dave Adkisson.

With action on the part of the state's business leaders, these programs can become realities and effect real transformation throughout Kentucky.

Education

CREATE STRONG SCHOOL LEADERS

Business people understand the critical role that individual leaders play in successful organizations. The greatest opportunity for improving education in Kentucky is to empower school principals with high-level leadership training usually exclusive to corporate executives. The Kentucky Leadership Institute for School Principals will provide this experience for private- and public-school principals across the state, allowing them to return to their schools prepared to drive successful organizations.

It's exciting that the business community is not just lobbying for improvements, we're willing to take a leading role. It's one thing for us to have an opinion; it's another thing for us to lead.

Dave Adkisson
Kentucky Chamber
President and CEO



MARY PAT REGAN



LUTHER DEATON

Government Modernization

BRING A BUSINESS APPROACH

The Kentucky Chamber has long been interested in increased efficiencies within state government agencies and programs, and its membership stands to benefit greatly from the establishment of a center for effective government. This institution would provide funding for research, polling, communications campaigns and political activity aimed at improving the efficiency and effectiveness of state and local governments and our public school systems.

Health & Wellness

COMBAT STATE'S POOR RANKINGS

As employers of the state's workforce, as health insurance providers for thousands of employees and as taxpayers who underwrite a major portion of public health programs, it is in the interest of the business community to make a sustained commitment to improving the wellness of

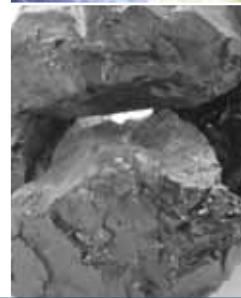
Kentuckians. A state wellness council established through the New Agenda campaign would convene major health care providers and consumers to develop and implement strategies for the business community, aggressively promote worksite wellness programs with employers and help coordinate the various wellness efforts being undertaken across the state.

Globalization

DOUBLE EXPORTS IN FIVE YEARS

It is becoming increasingly necessary for Kentucky companies to compete in a global market, and the state needs an aggressive and sustained private-sector commitment to provide leadership in promoting international trade. As part of the New Agenda for Kentucky campaign, partnerships, such as the Chamber's recent management agreement with the World Trade Center of Kentucky, would be established and streamlined in order to make an aggressive push to double Kentucky's exports in five years.

MORE ON PAGE 6



Chamber releases progress report on 5 goals

DESPITE CHALLENGING economic conditions and a contentious legislative session in the past year, significant progress has been made in four of the Kentucky Chamber's top five goals to transform Kentucky. This progress, and the Chamber's recommendations for keeping up the momentum, is outlined in the New Agenda for Kentucky 2011 Progress Report. The report, released during the Kentucky Chamber's Business Summit and Annual Meeting, is available for [download at kychamber.com](http://kychamber.com).

Since 2009, the Kentucky Chamber has released annual progress reports on the New Agenda for Kentucky initiative – the foundation of the strategic plan for the Kentucky Chamber – reflecting the Chamber's organizational and policy priorities in its efforts to make Kentucky a better place to live and work. Here's where we stand:

GOAL: Improving Education Attainment

STATUS: Making Progress

Although developments on the dropout age and rate and tuition increases were disappointing, the work during this transition year at all education levels toward the use of tougher academic standards holds promise for significantly improving the preparation of Kentucky students. In addition, the long-awaited change in the principal hiring process, the increasing number of nationally certified teachers and the continuing growth in the number of postsecondary degrees and credentials mean that Kentucky is **making progress** toward the goal.

GOAL: Modernizing Government

STATUS: Making Progress

Based on the significant actions by the General Assembly and administration to address unsustainable spending in corrections, Medicaid and public employee benefits, and continued national recognition for state transparency efforts in spending, Kentucky is **making progress** toward the goal of modernizing government.

GOAL: Preparing Kentucky to Successfully Compete in the Global Marketplace

STATUS: Moving Forward

Despite the negative impact of a sour economy, particularly in terms of unemployment and the state gross domestic product, the improvement in Kentucky's business tax climate and competitiveness rankings – along with the increase in state exports – means Kentucky is **making progress** toward successfully competing in the global market.

GOAL: Promoting Wellness and Healthy Kentuckians

STATUS: Standing Still

Despite some positive developments as a result of new federal health reforms, the drop of Kentucky's national health ranking for the second consecutive year is cause for serious concern. Coupled with the lack of legislative action to provide employers with tools to incentivize wellness, Kentucky is **standing still** on the goal of promoting wellness and healthy Kentuckians.

GOAL: Expanding Kentucky's Role as an Energy Leader

STATUS: Making Progress

Despite Kentucky's drop in energy efficiency rankings, the fact that significant new research efforts are under way in battery technology and biofuels means that Kentucky is **making progress** toward expanding its role as an energy leader.



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Policy councils now forming 2012 Legislative Agenda

KENTUCKY CHAMBER Policy Councils are currently meeting to form the priorities for the 2012 Legislative Agenda, to be released in October. Below is an update from each of the meetings to date.

EDUCATION & WORKFORCE COUNCIL
As a part of the Education and Workforce Development Council's policy formation process, members of the Council recently heard from a variety of statewide education and work-force organizations and departments. The roundtable discussion on education and workforce in Kentucky gave Council members an opportunity to join other interested groups in the discussion of the Chamber's top priority. Charter schools, funding, merit pay and career and technical education were among the topics discussed.

GOVERNMENT MODERNIZATION COUNCIL
The Government Modernization Council met this spring and summer, with its work centering on the development and release of *Building a Stronger Bucket*, the follow-up to the Chamber's 2009 *Leaky Bucket* report. Building a Stronger Bucket details the progress made by the 2010 General Assembly in addressing the "leaks" in the state budget and prioritizing Kentucky's spending. The Council continues to monitor the work of House Bill 463, the corrections reform bill, as well as the implementation of the Medicaid managed care contracts.

HEALTH & WELLNESS COUNCIL
The Health & Wellness Council has had a busy summer sorting through the many reforms of the federal health care law. With the help of the Council, the Kentucky Chamber is one of a few business organizations across the country that has provided a voice for employers as the law is being shaped by the U.S. Department of Health and Human Services and the National Association of Insurance Commissioners. During a July 11 meeting, members also spoke with key state officials regarding the state's plans to implement the law, including the creation of a state-based health insurance exchange.

KENTUCKY COMPETITIVENESS COUNCIL
The Kentucky Competitiveness Council took action on several critical pieces of legislation at the federal level. In a letter to Rep. Geoff Davis, the council voiced its support for the Regulations from the Executive in Need of Scrutiny (REINS) Act, which would require Congress to scrutinize every new "major rule" – i.e., a rule with an annual effect on the economy of \$100 million or more. The bill is being sponsored by Davis and continues to gain trac-



Billy Harper (Harper Industries) and Joshua Jacobs (Murray State) participate in a meeting of the Education & Workforce Council.

tion in the U.S. House of Representatives. The Council also decided to sign on to a Council of State Taxation (COST) letter supporting the Mobile Workforce State Income Tax Fairness and Simplification Act. This bill would enhance compliance with state personal income tax laws, simplify the onerous burdens placed on employees who travel outside of their resident states to work, and ease constraints on employers who have corresponding withholding and reporting requirements. In August, the Council will draft comments on the National Labor Relation Board's new pro-union regulations.

ENERGY & ENVIRONMENT COUNCIL
The members of the Chamber's Energy and Environment Council have been hard at work this summer following dozens of regulation changes and proposals introduced by the U.S. Environmental Protection Agency. Several of the proposed regulation changes could have a negative impact on the business community, particularly Kentucky's coal industry. Kentucky Energy and Environment Cabinet officials met with council members to discuss the potential impact of the Cabinet's proposed increase in Title V permitting fees for Kentucky businesses.

SMALL BUSINESS COMMITTEE
After reviewing the results of the 2011 Kentucky General Assembly, the Small Business Committee has spent its time focusing on Gov. Steve Beshear's Business One-Stop web portal which is in the early stages of development. The website was initiated with the goal of helping businesses maneuver through the government requirements for owning and running a business in Kentucky. Small Business Committee members are serving on the Business One-Stop focus group to provide insight on how the website could become most useful to business owners. In early fall, the Committee will examine the Chamber's legislative agenda, looking for small business sensitivities.

The Kentucky Chamber salutes our Key Investors!

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KYSHRM Conference set for Sept. 28-30 in Louisville

THE KENTUCKY SOCIETY for Human Resource Management (KYSHRM) and the Kentucky Chamber are busy preparing for the 27th Annual KYSHRM Conference, presented by UnitedHealthcare, set for Sept. 28-30 in Louisville.

Kentucky Chamber President and CEO Dave Adkisson will provide the keynote presentation on Sept. 30. Adkisson will outline the report *Building a Stronger Bucket* and update attendees on how the business community views the financial problems in Frankfort. In addition, he'll also provide an update on what's happening in the Kentucky economy.

"Kentucky has made significant progress in 'plugging the leaks' in certain areas of state spending, but serious challenges must be addressed to assure the state's long-term fiscal stability," said Adkisson.

Building a Stronger Bucket is a follow-up to the Chamber's 2009 *Leaky Bucket* report that identified areas of unsustainable spending growth – corrections, Medicaid and public employee benefits – that are diverting tax dollars from education and economic development.

Two other keynote presentations are also planned for the conference as well as numerous sessions and workshops for Kentucky's human resource professionals. Keynote presentations include Jean Gatz, CSP, with "10 Ways to STAND OUT from the Crowd," and Dianne Harrison Timmering and E. Joseph Steier, III, with "Spirituality in the Workplace." For more information or to register for the conference, visit kyshrmconference.com. For information about exhibit space or sponsorship opportunities, contact Andrea Flanders at 502-848-8723.

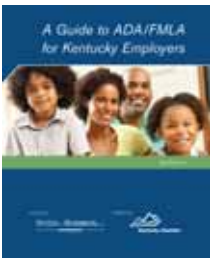


Updated guide addresses ADA/FMLA changes

THE KENTUCKY CHAMBER has partnered with the law firm of Stites & Harbison to bring you an updated handbook on the ADA/FMLA. The comprehensive guide addresses information on newly updated regulations and outlines such topics as:

- Military leave under the FMLA
- FMLA considerations in preparing for a pandemic
- The ADA Amendments Act of 2008
- Recent developments of the ADA

To place your order, visit us at kychamber.com/bookstore or call Casey Adams at 502-848-8727.



Members taking advantage of useful hiring tool

KENTUCKY CHAMBER members have recently been enjoying the benefits of using the National Career Readiness Certificate (NCRC), a work-related skills credential that will help ensure job seekers are work-ready for certain types of jobs by the level of certificate they obtain.

The Chamber partnered with the Kentucky Office of Employment Training earlier this year to offer this hiring tool, which helps employers make important hiring and training decisions.

Member companies such as Citi have been very happy with the results of the NCRC.

"The NCRC supports workforce development in Kentucky and sends a message to students to continue education for career success," said Crystal Gibson, vice president of communications and public affairs for Citi.

Kentuckians looking to improve their work-readiness or advance at work, including high school juniors and seniors, can take the three WorkKeys assessments at more than 100 sites across Kentucky. Businesses can boost their bottom line by giving interview preference to prospective employees who have an NCRC or by requiring a certain level of NCRC for employment. For more information, visit <https://ncrc.ky.gov>.

Best Places to Work in Kentucky accepting applications

EMPLOYERS LOOKING for a highly regarded, affordable employee survey tool that provides valuable feedback can take advantage of the Best Places to Work in Kentucky program. Now in its eighth year, this program offers a comprehensive employer and employee survey that allows for extensive benchmarking and offers recommendations for areas of improvement.

The program is a multi-year initiative by The Kentucky Society for Human Resource Management (KYSHRM) and the Kentucky Chamber that encourages companies to focus on, measure and advance workplace environments toward excellence. Registration and details about the program can be found at bestplacestoworkky.com. The deadline to apply is Friday, Oct. 28.

The survey is administered by Best Companies Group. Award winners will be announced in January 2012; rankings will be revealed in the spring during an awards dinner. Winners are selected from two categories: small/medium-sized companies of 25-249 U.S. employees and large-sized companies consisting of more than 250 U.S. employees.



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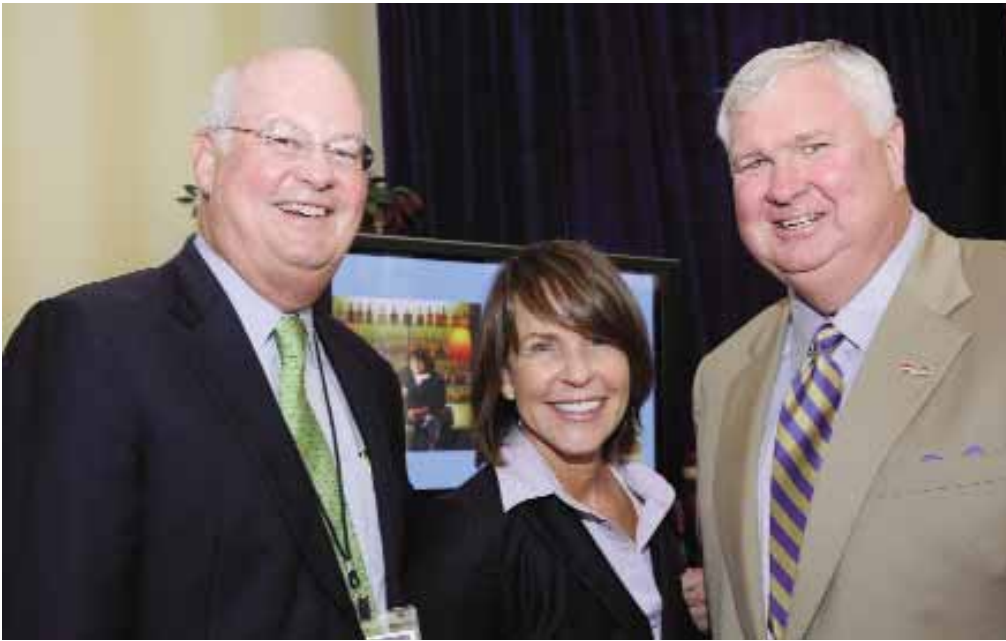
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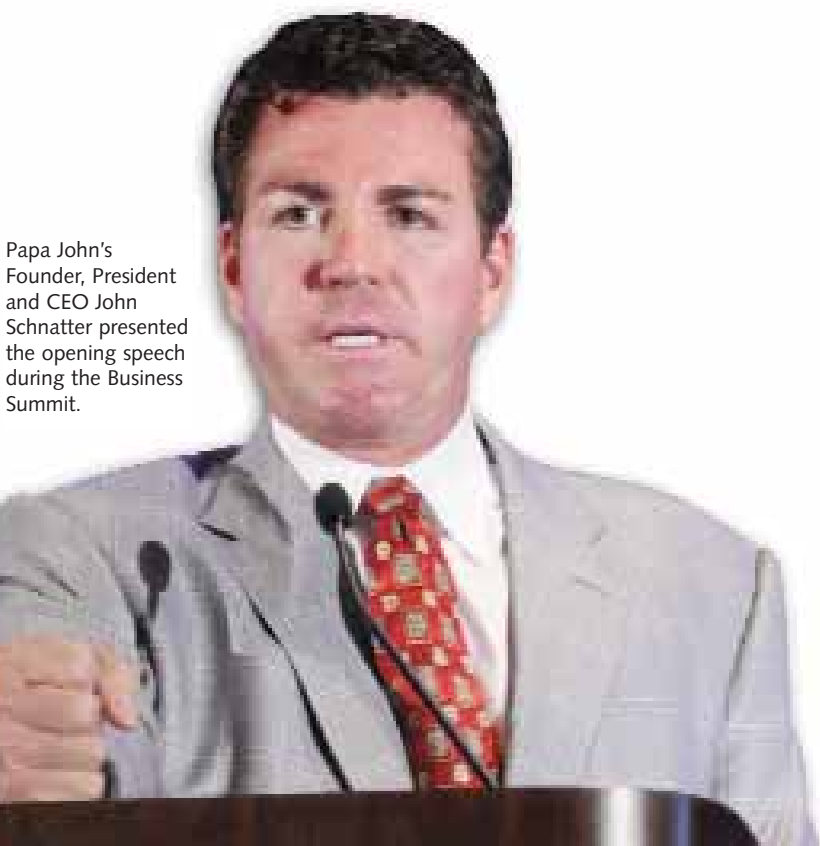
Business Summit and Annual Meeting



LEFT Kentucky Education Commissioner Terry Holliday challenged Kentucky's business community to get involved with local chambers and school superintendents to promote the improvement of education across the Commonwealth. **ABOVE** Two Kentucky Chamber past chairmen, Darby Turner (Greenebaum Doll McDonald) left, and Bill Jones (U.S. Bank), right, take advantage of networking opportunities with current Chairwoman Deb Moessner (Anthem) during the Business Summit on July 11. **BELOW** Al Cross (Center for Rural Journalism), left, and John David Dyche (*Courier-Journal*), discuss the New Agenda for Kentucky from a different perspective.



ABOVE Elizabeth McCoy (Planters Bank), Linda Rumpke (Town & Country Bank), and Paula Hanson (Dean Dorton Allen Ford) network during the Taste of Kentucky Reception. **BELOW LEFT** Bob Quick (Commerce Lexington) and Margaret Spellings (U.S. Chamber) discuss Spellings' luncheon presentation. **BELOW CENTER** Dave Adkisson (Kentucky Chamber) and Rep. Arnold Simpson meet at the Taste of Kentucky reception. **BELOW RIGHT** Kelley Workman asks a question during a Business Summit session. Workman was one of 61 Leadership Kentucky classmates attending the Summit this year.



Papa John's Founder, President and CEO John Schnatter presented the opening speech during the Business Summit.



Atlantic journalist James Fallows presented "Dirty Coal, Clean Future" during the Business Summit.



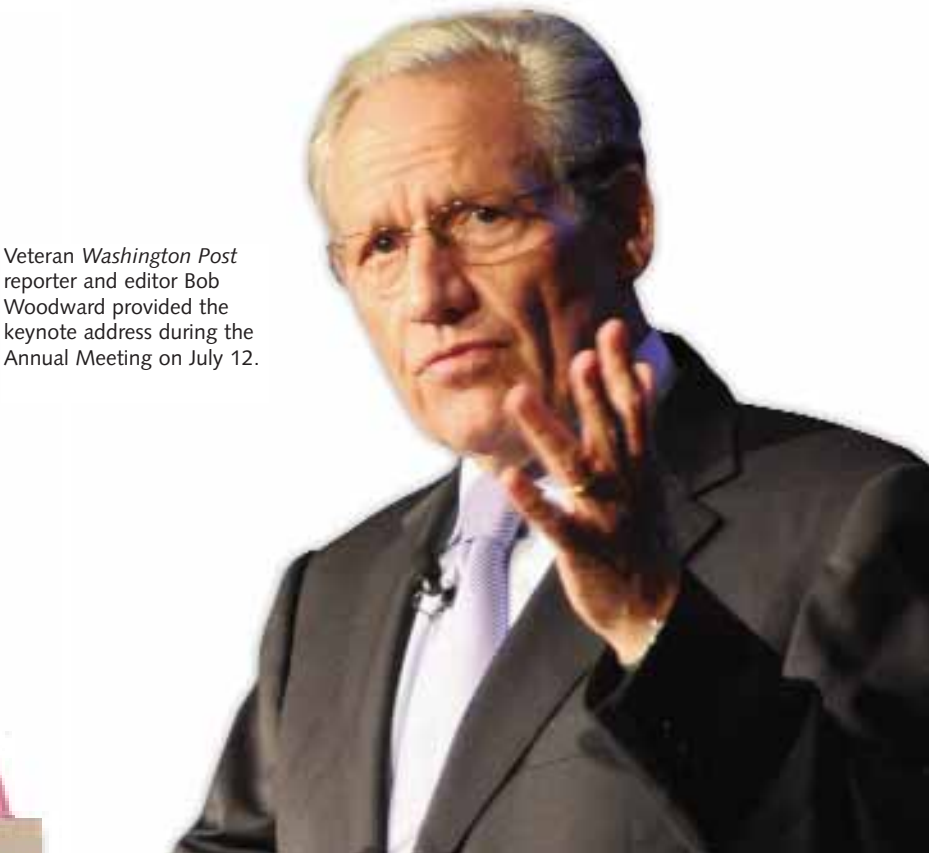
ABOVE Gov. Steve Beshear presents Annual Meeting Keynote Speaker Bob Woodward with a certificate naming Woodward a Kentucky Colonel. **CENTER AND RIGHT** Sen. President David L. Williams and House Speaker Greg Stumbo discuss the finer points of *Building a Stronger Bucket*.



TOP LEFT Business Summit speakers Michael Morris (AEP) and James Fallows (*The Atlantic*) discuss energy issues between presentations at the Summit. **TOP RIGHT** Kentucky Chamber Chairwoman Deb Moessner (Anthem) addresses a crowd of more than 700 at the Annual Meeting. **BOTTOM LEFT** Sir Michael Barber (McKinsey & Company) presents "Education, Kentucky and the World" during the Summit. **BOTTOM CENTER** Chefs from Blu Restaurant prepare hor d'oeuvres at the Taste of Kentucky Reception. **BOTTOM RIGHT** Richard Cleary and Ted Hissey, both of Greenebaum Doll McDonald, during the Annual Dinner. Greenebaum was presenting sponsor for the event.



Former Education Secretary Margaret Spellings (U.S. Chamber) presented "Education in America" during a luncheon keynote address.



Veteran *Washington Post* reporter and editor Bob Woodward provided the keynote address during the Annual Meeting on July 12.



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Energy
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Kentucky has long been a national leader in energy production, making it possible for the state's industries to benefit from some of the lowest energy costs in the nation. Kentucky's business community needs to be proactive in responsibly addressing the future of energy production in Kentucky: to preserve Kentucky's economic foundation in energy production, to protect Kentucky companies' competitive advantages and to maximize the job-creation potential of new energy sources. The Kentucky Institute for Energy Policy will be a think tank offering objective research and communications support for state energy policy.

MAKE YOUR PLEDGE TO THE CAMPAIGN TODAY

Central Bank & Trust Chairman and CEO Luther Deaton says the Chamber has already made a great deal of progress toward turning these ideas into action, but the continued support of the business community is essential for success.

“We’re committed to an aggressive agenda to move the needle in all of these areas,” Deaton said.

For information about donating to the New Agenda for Kentucky Campaign, contact Kelly Wolf at 502-848-8725 or kwolf@kychamber.com.

Chairwoman strengthens momentum of Chamber during term

WHEN DEB MOESSNER, president of Anthem Blue Cross and Blue Shield Kentucky, took the gavel as chairwoman of the Kentucky Chamber last October, she said one of her goals for the year was to “continue building the momentum that was created by the *Leaky Bucket* report.” More than nine months into her chairmanship, it is evident that she has achieved this goal.

The report, released in 2009, details how government spending in corrections, public employee benefits and Medicaid has exceeded the growth of the state's budget and economy.

“So much progress has been made in the area of government spending since 2009 that the

Chamber had to publish a new document, *Building a Stronger Bucket*, to capture everything,” said Moessner during the Chamber’s Annual Meeting in July. “The Chamber was very encouraged when the 2011 General Assembly passed landmark corrections legislation that will save \$422 million over the next 10 years. This was a major step forward in patching one of the leaks in the bucket, but there’s still much more work to do.”

It's been a busy year for Moessner and the Chamber. In addition to working in Frankfort and Washington, D.C., to improve Kentucky's business climate, the Chamber has been working to expand Kentucky's global reach. Last fall, 81 business representatives participated in the



Kentucky principals participate in a leadership development exercise at the Center for Creative Leadership in Greensboro, N.C. During June and July 47 principals attended CCL through the Leadership Institute for School Principals.

Campaign begins with Leadership Institute for School Principals

DURING JUNE AND JULY, 47 Kentucky school principals participated in the Kentucky Chamber's Leadership Institute for School Principals. The pilot program began at the Center for Creative Leadership in Greensboro, N.C., with the first 23 principals in June.

"All of the principals I attended with said it was the single most effective professional development experience in which they had participated," said Jeff Jennings of Butler County Middle School. "When each of us left Greensboro, we had a solid plan to take direct action that will have a positive impact on student achievement."

This program was funded through a grant from the AT&T Foundation and donations from Chamber members and non-members alike. The support from the business community has allowed all 47 principals selected to attend the training at no cost to themselves. For more information on the Leadership Institute, visit kychamber.com/leadershipinstitute.



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Based on 2010 utilization numbers, an estimated 2,358 tons of wood (16,336 trees) and the equivalent of 35 garbage trucks of solid waste will be saved this year by replacing boxes with bags.

“We are excited to work with your company to reduce the environmental impact of doing business,” said Cristin Stevens, director of affinity services for the Detroit Regional Chamber, which coordinates Office Depot’s National Chamber Program.

Office Depot was recognized by Newsweek’s 2010 Green Rankings as the Greenest Retailer in the U.S (of large publicly traded companies).

Chamber member companies and their employees receive in-store and online discounts from Office Depot. To learn more about this and our other member savings programs, contact Denise Scott at 502-848-8724.

Upcoming Seminars

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Moessner announces New Agenda Campaign



*Mary Pat Regan, Luther Deaton
named campaign co-chairs*