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DECEMBER 2011

news



Kentucky Chamber



Budget deficits
Higher taxes
Regulations
Pension costs
Unemployment insurance
Health care costs

2012 General Assembly

Who is fighting for you?

DECEMBER 2011

2012 GENERAL ASSEMBLY

Chamber to fight for sound budget, job creation during legislative session

AFTER THREE YEARS of budget deficits, the General Assembly returns in January 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% 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 is committed to pushing long-term solutions to persistent problems and promoting policies that will instead foster investment and job growth.

budget without federal stimulus dollars 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 economic doldrums experienced over the past several years.

As Kentucky's largest business organization, the Kentucky Chamber knows first-hand 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.

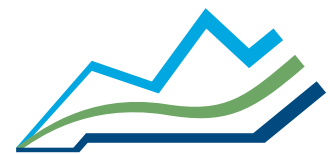


Dave Adkisson, president and CEO of the Kentucky Chamber, testifies before a legislative committee.

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



Kentucky Chamber
Uniting Business. Advancing Kentucky.

2012 Legislative Agenda

Top priorities

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

EDUCATION & 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 – reward great teachers, remove bad teachers
- Implement performance funding for new investment in education.

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 – adhere to the Chamber's spending principles.
- Reform public pension systems to put them on sound financial footing.

HEALTH & WELLNESS



The Commonwealth is often cited as one of the unhealthiest 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.

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.

ENERGY & 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.

Institute a 'game changer' for Kentucky's schools

Business leaders rally behind principals

MORE AND MORE Kentucky Chamber members are committing to sponsoring Kentucky principals to attend the Chamber Foundation's Leadership Institute for School Principals – a program launched last year to offer school leaders executive-level leadership training unmatched anywhere in the state.

So far, companies from Paducah to Pikeville have donated nearly \$400,000 to support the program and pledged nearly \$1 million more. The Kentucky Chamber Foundation set a goal to offer every new principal in Kentucky this high-quality training experience. The Leadership Institute will:

- build a high-performance culture.
- influence others to ensure student success.
- explore how knowledge of individual strengths and developmental needs can produce positive outcomes for students, schools and communities.
- train principals to practice new behaviors for positive results.

The cost to attend the institute is \$9,000 per principal – but because of the donations, there are no out-of-pocket expenses for them to attend. The training, provided by the Center for Creative Leadership (CCL), includes a three-day session at the CCL campus



John Williams, Chairman, Computer Services Inc.; Co-chair, Leadership Institute for School Principals Advisory Board

Employers understand that leadership can make all the difference in the success of their companies. I believe many of the leadership training methodologies used in the corporate world should also be provided to principals for our schools.

in Greensboro, N.C., and four days of training by CCL instructors at the Kentucky Chamber's headquarters in Frankfort.

Principals who participated in the pilot program in 2011 were overwhelmed by the generosity of the business community and by the effectiveness of the program.

"The training was practical, intense and focused on equipping leaders in the education profession to assist teachers in perfecting their craft in order to impact student achievement," said Erika Bowles, principal at Longbranch Elementary School in Boone County. "I walked away with practical lessons, intense collaboration with colleagues, great ideas and insight into myself as a leader

Continued on page 6

Welcome new members!

Please help us thank these companies for investing in the Chamber's mission by giving them your business.

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Holliday and Adkisson join forces to improve student career and college preparation

ENCOURAGING KENTUCKY EMPLOYERS to support tougher academic standards to build a stronger workforce was the focus of a joint presentation Dec. 1 by Education Commissioner Terry Holliday and Kentucky Chamber President and CEO Dave Adkisson.

The appearance before the Paducah Area Chamber's Power in Partnership Breakfast marked the beginning of an initiative that will emphasize the importance of business support for improving Kentucky students' preparation to succeed in college and the workplace. The Kentucky Chamber Foundation is spearheading the effort, which is being conducted in partnership with the Department of Education and the Prichard Committee for Academic Excellence.

Kentucky has adopted new standards – defining what students should learn – in reading and math, and students will be tested on them for the first time next spring. The new standards are tougher than what has been in place before, making them more challenging for both students and teachers. Adkisson and Holliday pointed out that com-

munity support – especially that of employers – is essential for the extra effort because the standards will provide a more skilled workforce and help Kentucky build a stronger economy.

“Kentucky’s future economic health depends on a well-educated workforce,” Holliday said. “The new academic standards, along with our push to ensure college and career readiness for all students, will help the state improve student achievement and graduation rates and provide students with the skills they need to be successful after high school. The support of the business community is crucial in this work, and we need local chambers of commerce to serve as the standard-bearers in our efforts.”

The initiative, which is supported by a grant from the Bill & Melinda Gates Foundation, will continue in the coming months as Adkisson and Holliday schedule a series of joint appearances around the state.

“What is particularly promising for Kentucky employers is that the new standards focus on preparing students for both college and the workplace,” Adkisson said. “A recent Chamber member survey found that 52 percent of respondents believe the quality of Kentucky high school graduates does not meet employer expectations of what is needed for workplace success. We believe these more rigorous standards represent the change that employers advocate,” Adkisson said.



“The support of the business community is crucial in this work, and we need local chambers of commerce to serve as the standard-bearers in our efforts.”

- Terry Holliday
Kentucky Education Commissioner

Business One Stop web portal launches

THE KENTUCKY BUSINESS One Stop web portal, an electronic way for business to start and operate in a more efficient way, was recently launched after a news conference in Bowling Green. The website, onestop.ky.gov, is an interactive web portal designed to provide faster, more reliable and cost-effective state government services to businesses.

During the news conference, Kentucky Chamber Vice President of Public Affairs Bryan Sunderland joined Gov. Steve Beshear, former Secretary of State Elaine Walker and Sen. David Givens for the announcement.

“We are excited that companies will now have a single point of entry into state government for business registration, tax issues, economic development programs and much more,” said Sunderland.

To ensure the needs of the business community were met during the development of the new web portal, representatives from the Kentucky Chamber’s Small Business Committee reviewed drafts during focus group meetings. Chamber representatives on the focus group included Ron Sanders of People Plus from Madisonville, Sandy Canon of Community Ventures from Lexington and Scott Green of Sonitrol from Lexington.



Kentucky Chamber Vice President of Public Affairs Sunderland thanks legislators for passing Senate Bill 8 - legislation that established Business One Stop.

The Kentucky Chamber salutes our Key Investors!

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Planters Bank
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SRG Global
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Sumitomo Electric Wiring Systems
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The Great Wall was one of many stops the delegation of Kentucky business leaders made during their eight-day tour of China.

Delegation of 26 Kentucky business leaders visit China

TWENTY-EIGHT KENTUCKY business leaders participated in the Kentucky Chamber’s second Mission to China in mid-October. During the eight-day trip, delegates had the opportunity to experience both the culture and business of China. In addition to participating in business meetings with Kentucky businesses with locations in China, delegates also visited the Great Wall, the Forbidden City, the Summer Palace, the Ming Dynasty Tombs and the 700-year-old Temple of Heaven.

“The Chamber’s trip to China was an amazing adventure,” said Deb Moessner, immediate past chairwoman of the Chamber and president of Anthem Blue Cross and Blue Shield, Kentucky. “It was filled with an array of experiences that provided everyone with the opportunity to really learn about the Chinese culture. Additionally, meeting with several ex-patriots gave us valuable insight into the opportunities and challenges of doing business in China.”

Greg Schaaf, a member with Greenebaum Doll & McDonald and a delegate on the Mission to China, said the trip provided members of the business community an opportunity to gain valuable knowledge that would “assist in many expansion plans.”

“The presentations from those living and working in China provided a unique and diverse perspective on transacting business there,” said Schaaf.

Bill Goodman, host of KET’s *One-to-One* and *Kentucky Tonight*, also participated in the mission and said he was very impressed with all he learned during the trip.

“The trip agenda allowed travelers to immerse themselves in the culture and everyday life of the citizenry along the Grand Canal and the alleys of Hangzhou, and we marveled at the skyscrapers in Shanghai,” said Goodman.

Chamber Staff News

FORMER GOVERNOR MARTHA LAYNE COLLINS

has signed on to work in a consulting role as the Ambassador-at-Large for International Trade for the Kentucky Chamber. In this new role Collins will work with the Chamber to promote the expansion of world trade by Kentucky companies, farmers and craftsmen. She will focus on the expansion of exporting to international markets, but will also promote Kentucky product to domestic markets and encourage foreign direct investment in the Commonwealth. This will be achieved through serving as a spokeswoman for international trade during speaking engagements throughout the state.

Collins will also coordinate the alliance of the Kentucky Chamber, the World Trade Center of Kentucky and the Kentucky Association of Manufacturers and encourage cooperative programming among the partners.



COLLINS

2002, Fletcher earned her Bachelor’s degree in journalism from Eastern Kentucky University. She previously worked for the *Winchester Sun* as design editor.



HAMILTON-McINTIRE

ALLYSON HAMILTON-McINTIRE, manager of public affairs for the Kentucky Chamber, has been named executive director of the Leadership Institute for School Principals. Hamilton-McIntire, who has been employed by the Chamber since 2008, will maintain her role as Public Affairs Manager with a focus on education and workforce issues. In addition, she will oversee the operations of the Kentucky Chamber Foundation’s Leadership Institute for School Principals. She received her bachelor’s degree in political science from Georgetown College and her Master’s degree in diplomacy and international commerce from the Patterson School at the University of Kentucky.

LORI JO HILL was recently hired as manager of the Chamber’s Business Education Division. In her most recent employment, she worked as an administrative assistant for the Interactive Digital Center at the Kentucky Community and Technical College System in Versailles.



HILL



FLETCHER

JESSICA FLETCHER has been promoted to director of communications for the Kentucky Chamber. Fletcher was hired in April 2007 as communications manager. Her duties at the Kentucky Chamber include editing and designing Kentucky Chamber News, editing News Link, and maintaining the Chamber’s website and social media presence. She is also responsible for media relations. In



Chamber awarded accreditation

AFTER A COMPREHENSIVE self-review, the Kentucky Chamber has been rated accredited by the U.S. Chamber of Commerce. The Chamber is now among the top 1% of chambers nationwide. Over the last year, staff members spent countless hours completing the accreditation process. The process required demonstration of competency in nine core areas ranging from finance to facilities.

The only national program recognizing chambers for their effective organizational procedures and community involvement, accreditation allows state and local chambers to renew, improve and promote sound business practices, policies and procedures.



Tami D. — Development Director
Feeding America™, Kentucky’s Heartland

How this nonprofit bagged a \$1,294 rebate for lighting upgrades.

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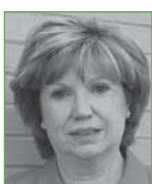
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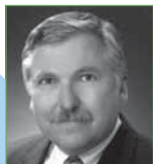
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KET to broadcast Chamber Day Jan. 9



FOR THE FIRST TIME,
Kentucky Educational Television
(KET) will air Kentucky
Chamber Day. On Monday,
January 9, at 9 p.m. EST tune in to KET to see the
governor and the top four legislative leaders share their
visions for the year ahead at the opening of the 2012
General Assembly.

If you would prefer to see Kentucky Chamber Day,
presented by Fidelity Investments, in person, tables are
still available. The event will take place Thursday, Jan.
5, 2012 at 6:30 p.m., with a reception beginning at 5
p.m. Register online at kychamber.com or call Casey
Adams at 502-848-8727.

Pilot program attendees hail effectiveness of Institute

Continued from page 1

that will allow me to lead our staff confidently in the right
direction. Without your sponsorship, this would not have
been possible.”

John Williams, co-chairman of the Leadership Institute
and chairman of Computer Services Inc. in Paducah, is a
strong supporter of the program and has been encouraging
business leaders in Western Kentucky to contribute to the
Institute.

“This can truly be a game changer for the Commonwealth,
and we hope that you see that vision and join us in the
task,” said Williams during a recent fundraising rally in
Paducah.

Foundation representatives are currently traveling
across the state meeting with business leaders and promot-
ing investment opportunities for the Institute. If you are
interested in learning how your business or organization
can contribute, visit principalsleadky.com. You may also
contact Kelly Wolf at 502-848-8725 for details.



Delegates on the China Coal & Mining Trade Mission visited the world's largest
coal-to-gas liquefaction plant in Ordos, Inner-Mongolia.

Energy policy advocate participates in China Coal and Mining Trade Mission

IN EARLY NOVEMBER, Kentucky Chamber Director of Public Affairs
Chad Harpole joined members of the Kentucky World Trade Center on their
China Coal & Mining Trade Mission. The trade mission was a 10-day jour-
ney through China where participants explored some
of the most advanced technology in the coal mining
industry at the China Coal & Mining Expo. Participants also had the opportunity to visit one of
China's largest coal-producing regions to see some of
this technology in use.

During the trip, Harpole and other delegates visit-
ed the East China University of Science and
Technology where researchers are working diligently on
coal-to-gas liquefaction.

“The Chinese have not only researched and perfected the technology,
they’ve made it work to their advantage for commercial applications,” said
Harpole. “The gas produced in these facilities is later used in China’s indus-
trial and agricultural chemical industries for things like fertilizer.”

The delegates also visited the city of Ordos in Inner-Mongolia, home to
the world’s largest coal-to-gas-liquefaction plant and the world’s largest car-
bon capture and sequestration project.

“This plant, which cost about \$2 billion to construct, produces virtually
zero emissions while creating around three barrels of oil per one ton of coal,”
said Harpole. “It was fascinating to learn what our country could do to
reduce our dependency on foreign oil sources.”

For a detailed account of the China Coal & Mining Trade Mission, visit
kychamberblog.com.



Chad Harpole

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Chamber and member companies featured in UK report about healthy organizations

AS HEALTH CARE COSTS continue to rise for Kentucky organizations and their employees, stakeholders are looking for innovative approaches to creating a healthy workforce. The Kentucky Chamber and several of its members are featured in the newly released University of Kentucky's Institute for Workplace Innovation's (iwin) research report that highlights new ways for organizations to approach employee health and well-being while improving the bottom line. *Creating Healthy Organizations: Promising Practices in Kentucky* showcases the practices of 23 Kentucky organizations that contribute to a healthy workforce.

In the report, iwin cites that the number of Kentucky organizations offering health and wellness programs has almost doubled from 34% in 2007 to 63% in 2010. Of the 23 organizations who participated in the case studies:

- 100% offer healthy lifestyle programs.
- 95% offer health risk assessments.
- 91% offer screenings and physicals.
- 82% enforce wellness policies such as smoke-free campuses.

The Chamber launched the My Healthy Bonus wellness program in 2008 for its 30 employees. Through the wellness program, employees can participate in health seminars, have free access to wellness content and participate in an annual health risk assessment. Participation is incentivized by allowing employees to earn up to \$500 in "wellness dollars" per year.

The following member organizations are also featured as case studies in the report: Eastern Kentucky University, the University of Louisville, Central Bank and Trust, Community Trust Bank, Georgetown College, the University of Kentucky, Kentucky Employers Mutual Insurance, Norton Healthcare, Papa John's International, SHPS Inc., Wellpoint (Anthem Blue Cross and Blue Shield), Central Baptist Hospital, EQT Corporation, Frankfort Regional Medical Center, General Electric, Logan Aluminum, and LG&E and KU Energy.

Download the report at kychamber.com/creatinghealthorgs



Interested in worksite wellness?
The Kentucky Chamber's third annual Wellness Conference, sponsored by Central Baptist HealthWoRx, is scheduled for Feb. 8-9 2012 at the Griffin Gate Marriott in Lexington. Register at kychamber.com.



Chamber hosts first Energy Management Conference

Karen Alderman Harbert, president and CEO of the U.S. Chamber of Commerce's Institute for 21st Century Energy presented, "Energy Realities and Opportunities" at the Kentucky Chamber's first Kentucky Energy Management Conference, sponsored by Frost Brown Todd. The event, held Dec. 6-7 in Lexington, featured, among others, Joe Craft, president CEO and director of Alliance Resource Partners, and Victor Staffieri, chairman, CEO and president of LG&E and KU Energy.

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