

FEBRUARY 2012

## LEADERSHIP INSTITUTE FOR SCHOOL PRINCIPALS



The first cohort of participants in the Leadership Institute for School Principals program (pictured above) completed their training on Jan. 19 at the Kentucky Chamber's office in Frankfort. Gov. Steve Beshear, center, visited the group to congratulate them. Cohort 2 (pictured on the cover) completed its training on Feb. 2.

## Pilot program principals complete training

**THANKS TO** generous donations from Kentucky's business community, 47 Kentucky school leaders have completed training through the Kentucky Chamber Foundation's Leadership Institute for School Principals. The pilot program, launched in 2011, drew to a close in February as principals from all over the state met for the last time at the Chamber's headquarters.

The principals began their training last summer with a three-day retreat at the Center for Creative Leadership in North Carolina. Two more sessions were later held at the Chamber office in Frankfort – all with the goal of providing Kentucky's school principals with executive-level leadership training.

The Center for Creative Leadership, world-renowned for the high-level training it provides to CEOs and top military personnel, tailored the lessons for the principals toward:

- building a high-performance culture in their schools;
- influencing others to ensure student success;
- exploring how knowledge of their own individual strengths and developmental needs can produce positive outcomes for students, schools and communities; and
- practicing new behaviors for positive results.

"The Leadership Institute was the single most effective professional development experience in which I have ever participated," said Jeff Jennings, principal of Butler County Middle School. "When I left Greensboro, I had a solid plan of action that will have a positive impact on student achievement."

After the completion of the program, the principals met with Kentucky Education Commissioner Terry Holliday.

"I think in today's climate we need very innovative,



Principals from the Leadership Institute participated in a team building activity during their last session at the Kentucky Chamber office in Frankfort. Principals were instructed to lower the pole to the ground as a team using only their index fingers. Faculty from the Center for Creative Leadership challenged the principals to compare the difficulty of the activity to their daily responsibilities.

out-of-the-box type thinkers given the budget situation that we're in," Holliday said in an interview to WFPL. "And while our traditional principal preparation programs are doing a terrific job, this program takes our leadership to a CEO level."

Thanks to a grant by the AT&T Foundation and donations from businesses and individuals from across the state, the principals' \$9,000 attendance fee was completely covered, without any expense to them.. More than \$400,000 was raised for the pilot program.

Due to the success of the pilot program, the Leadership Institute will continue training Kentucky's principals over the next five years. Applications are now being accepted for the 2012 class.

Visit [principalsleadky.com](http://principalsleadky.com) for more information.

## Members donate more than \$1 million

**IN JANUARY**, the Kentucky Chamber Foundation announced it will invest more than \$1 million toward the Leadership Institute for School Principals.

Over the next five years, the Institute will offer new principals from public and private schools across Kentucky the opportunity to receive executive-level leadership training from the internationally acclaimed Center for Creative Leadership (CCL).

Businesses large and small have stepped up to support this program that has been called a "game changer" for Kentucky education. Member companies such as LG&E and KU, UPS, Maker's Mark, Alliance Resources, Bingham Greenebaum Doll, Kentucky American Water, Booth Energy (of Inez), Computer Services, Inc. (of Paducah), and Toyota – along with dozens of small companies like English Lucas Priest and Owsley (of Bowling Green), Harper Industries (of Paducah) and Planters Bank (of Hopkinsville) have recognized the value of the Institute and pledged their support.

Contributing businesses designate which counties they support, and only principals from those counties can be selected to attend the program. Although more than \$1 million has been raised, the Chamber Foundation would still like to receive donations from all 120 counties so all principals in the Commonwealth will be eligible.

Businesses interested in supporting a principal from a specific county or from a county where the business has customers can contact Kelly Wolf at [kwolf@kychamber.com](mailto:kwolf@kychamber.com) or call (502) 695-4700.

## 2012 Kentucky General Assembly off to a slow start

**THE BEGINNING** of the 2012 Session of the Kentucky General Assembly was dominated by the decennial task of redistricting – an often contentious and political process. This year was no different. The state House and Senate boundaries ended up facing legal challenges in the courts only days after being passed. The filing deadline for Congressional candidates was delayed to give legislators more time to work through their differences. With one-third of session complete, most of the legislative time has been spent on redistricting and informational hearings.

Even with the uncertainty of redistricting and the political fall-out of the process, legislators face a number of high-profile issues. With the remainder of the 60-day session, lawmakers must craft a two-year state

budget – perhaps the second most daunting task to redistricting. Other issues that will receive a lot of attention are prescription drug abuse, the state's methamphetamine problem, expanded gaming, Medicaid oversight, frivolous lawsuits and a number of education and workforce issues such as raising the dropout age, career and technical training and charter schools.

Concurrently with the legislative session, a Blue Ribbon Commission is expected to work on a proposal to be offered late this year to overhaul Kentucky's tax code. This could prove to be a year in which significant progress is made on big issues or another year that election politics slow down progress on key issues. The Kentucky Chamber will be working hard to ensure progress is made.



## Welcome new members!

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## Chamber-led group wants constitutional amendment on expanded gaming on ballot

KENTUCKY CHAMBER President and CEO Dave Adkisson announced the Kentucky Alliance for Jobs on Feb. 9. This new, broad-based coalition is comprised of business leaders, labor unions, teachers, government officials, horsemen and other Kentuckians. The alliance members all support a constitutional amendment that would allow citizens to vote in November on allowing casinos at race tracks and other locations.

The Chamber has had a long-standing policy in favor of expanded gaming, based on a solid majority of its members expressing that preference in its annual policy survey. The Chamber's Executive Committee met to discuss this issue and directed the Chamber to play a leadership role in the 30-plus member alliance.

"This alliance represents the broadest coalition to unite behind a major piece of public policy in Frankfort in more than a decade. And the broad show of support by this alliance is only surpassed by the even broader desire by the public to vote on this issue," Adkisson said.

According to a statewide poll conducted in December 2011 by Garin-Hart-Yang Research Group, nearly nine out of 10 Kentuckians want the ability to vote on the issue of casino gaming. The poll showed that Kentuckians, regardless of their position for or against casino gaming, overwhelmingly favor by 87 percent to 10 percent the state legislature approving a vote of the people through a proposed constitutional amendment to allow casino gaming at racetracks in Kentucky.

## Study documents bourbon industry's role in Kentucky economy

KENTUCKY CHAMBER PRESIDENT & CEO Dave Adkisson appeared alongside Gov. Steve Beshear and members of the Kentucky Distillers Association to announce the results of a new study documenting the signature industry's role in boosting the Commonwealth's economy.

The study, compiled by Paul Coomes, an economist at the University of Louisville, found a wave of capital investments in the last three years due to the growing global demand for bourbon and the skyrocketing

popularity of the Kentucky Bourbon Trail tourism attraction. Now exported to 126 different countries, Kentucky bourbon supports approximately 9,000 jobs in the state and a payroll of \$413 million. Adkisson joined the governor in expressing the sentiment that it is time to repeal the ad valorem or "bourbon barrel" tax in Kentucky, the tax assessed each year on aging bourbon barrels in Kentucky warehouses.

"Now is the time for state government

to nurture this new growth and to create a path for larger investments by our emerging and historic distilleries," Adkisson said. "And that lies in tax reform to create a level playing field in the global marketplace. The ad valorem tax is a Kentucky-only tax that discriminates against our signature bourbon industry, and it's a tax that state government should give serious consideration to fixing. We cannot keep putting our bourbon industry over a barrel when it comes to global competition."



David Adkisson, president and CEO of the Kentucky Chamber, was joined by representatives of the Louisville, Lexington, Northern Kentucky and Paducah chambers of commerce announcing the Kentucky Alliance for Jobs.

A poll conducted by the Republican Party of Kentucky around the same time likewise found that 80 percent of Kentuckians overwhelmingly think the issue of expanded gambling should be decided by a vote of the people.

In January the Chamber released preliminary findings from a statewide study commissioned by a partnership of Kentucky horse industry interests. The study, conducted by the independent research firm Spectrum Gaming Group, showed the economic impact of adding casino-style gaming at eight Kentucky racetrack locations would produce \$1.7 billion dollars of economic impact during the first full year of casino operations, resulting in a net gain of approximately 11,000 full-time jobs paying \$290 million in wages annually.

"This study shows we have an opportunity to not only stem job losses, but also to expand and grow them within our borders by recapturing economic activity from other states. Expanded gaming is an appropriate response to other states' assault on our signature industry."

## The Kentucky Chamber salutes our Key Investors!

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## Chamber supports statewide smoke-free law

IN LATE JANUARY, Rep. Susan Westrom introduced HB 289, a statewide smoke-free law that prohibits smoking in indoor public places. Chamber board member and Health & Wellness Council Chair John Harryman, Norton Suburban Hospital, spoke in support of the bill at a news conference in the Capitol, where the American Lung Association announced Kentucky received an 'F' in its State of Tobacco 2012 report. Chamber members overwhelmingly back a smoke-free law because they recognize the effects of smoking on our workforce in terms of absenteeism and lost productivity, as well as their insurance premiums and on tax bills.



## Cabinet's strategic plan could impact business community

THE KENTUCKY CABINET for Economic Development (CED) recently released its Statewide Economic Development Strategic Plan, deemed Kentucky's Unbridled Future, which hopes to provide the Cabinet with direction for prioritizing agency objectives, actions and resources. The CED commissioned Boyette Strategic Advisors (BSA), an economic development consulting firm, in July 2011 to develop a plan that would help Kentucky compete in a 21st Century economy.

After hundreds of interviews and group discussions with partners throughout the state, Boyette identified priorities and goals for the Cabinet, two of which will be of significant interest to the business community. The plan recommends the state assess and improve upon Kentucky's incentive programs to support business and industry. Despite recent improvements made to the state's programs and a study commissioned by the legislature to determine their effectiveness, Boyette recommends doing an in-depth analysis of how Kentucky's programs match up to those of neighboring states. An analysis would not only help compare us to our largest competitors, but also ensure that our incentive programs are aimed at the proper target audience.

### EVALUATE TAX STRUCTURE

The strategic plan also recommends evaluating the competitiveness of Kentucky's existing tax structure. Though Kentucky was recently identified in the Tax Foundation's 2011 State Business Tax Climate Index as ranking 19th, which is higher than many of its competitors, the ranking still suggests there is room for improvement in our tax code. The personal property tax on inven-

tory is one area where Kentucky stands as one of only 13 states to create a disincentive for companies to grow by acquiring more inventory. In Kentucky, some types of inventory are exempt by law, while others are not, creating unequal treatment. The Kentucky Chamber has been a long-time advocate for repealing or phasing out the personal inventory tax on business inventory.

### ENACT RIGHT-TO-WORK

Though the plan mentions the right-to-work issue, it does not offer a recommendation for how the Cabinet should act on the issue. A right-to-work law affords employees the right to decide whether or not to join or financially support a union. States with right-to-work laws report faster per capita income growth, faster growth in manufacturing jobs, greater capital expenditures, lower unemployment and fewer work stoppages. Unlike many of its southern competitors, Kentucky is not a right-to-work state despite the declining percentage of union members over the past decade.

The Chamber strongly believes union membership should be a matter of personal choice, and the freedom not to affiliate with a union is no less deserving of protection than the freedom to affiliate. With Indiana passing right-to-work legislation in early February, Kentucky stands to be a conspicuous outlier in this much needed area of reform.

The Chamber is pleased to see the proactive approach CED has taken to building a brighter future for the Commonwealth and will continue to be a voice for the diverse business community of Kentucky as the recommendations of the strategic plan unfold.

## New interactive public policy website launched

THE KENTUCKY CHAMBER recently launched its new interactive public policy website, [policy.kychamber.com](http://policy.kychamber.com), in an effort to offer members greater opportunities to engage in its advocacy efforts. The site offers three key features, making it a unique and dynamic tool for those wanting to get involved in the legislative and political process:

### LAWMAKER COMMUNICATION TOOLS:

The Chamber will now be sending out "action alerts" to members regarding state and federal legislation that could be a threat or of help to the business community. By responding to our action alert emails in one-click, users will be able to send an email to their legislator.

**VOTER RESOURCES:** In addition to helpful links to voter resources such as absentee ballot and voter registration forms, members will also have access to an advanced legislator search tool. When users enter their address into the system, the state and federal search tool finds your legislative officials and their contact information.

**LEGISLATIVE TRACKING:** During session, legislation moves quickly. The legislative tracking portion of the website follows the progress of "Chamber-monitored" bills at the state and federal level. Bill information is automatically populated on the Chamber's website as it moves in the House or Senate.



[HTTP://POLICY.KYCHAMBER.COM](http://POLICY.KYCHAMBER.COM)

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17th Annual  
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Presented by



Kentucky Chamber Chairman Luther Deaton (Central Bank)



Pictured at left, Glenn Blind (Leadership Kentucky) and Ann McBrayer (Kentucky Eagle). Pictured above, Karen Bonn and Jean-Marie Lawson (Hartland Equipment) and Maysville Mayor David Cartmell. Pictured below, more than 1,100 attended Kentucky Chamber Day on Jan. 5 in Lexington.



Pictured below, from left, Chamber Executive Committee Members and Board Members Dan Bork (Lexmark), Luther Deaton (Central Bank), Steve Lochmueller (Lightyear Network Solutions), Elizabeth McCoy (Planters Bank), Steve Grossman (Hilliard Lyons) and Paula Hanson (Dean Dorton Allen Ford).







Gov. Steve Beshear

## Beshear announces creation of tax reform commission at Kentucky Chamber Day

ON FEBRUARY 9, Gov. Steve Beshear announced the names of the 23 members of the Blue Ribbon Commission on Tax Reform. The commission, announced during Kentucky Chamber Day, includes Chamber Chairman Luther Deaton (Central Bank) and Chairman-elect Jim Booth (Booth Energy). The Commission will work over the next several months, and their recommendations are due to the Governor by Nov. 15. Beshear outlined five goals for the Commission's work, including:

**FAIRNESS** The tax system should treat people equitably. The Commission will review the tax burden that different taxpayers shoulder, from Kentucky families to Kentucky businesses, from small businesses to big businesses, and within different industry sectors in the state.

**COMPETITIVENESS** Any changes to the tax system should ensure that Kentucky continues to attract jobs and investment to the state, while keeping and protecting the jobs and businesses we already have. The Commission will review how Kentucky's tax environment compares to other states and identify ways to improve business tax competitiveness.

**SIMPLICITY AND COMPLIANCE** A tax system should be easy to understand and follow. The Commission will make recommendations to ensure compliance with Kentucky's tax system is simple for individuals and businesses and to ensure efficient administration by the state.

**ELASTICITY** The tax code should allow state revenue performance to mirror economic performance. While Kentucky's code has performed relatively well during the recession, revenue growth has not kept pace with changes in the economy.

**ADEQUACY** The Commonwealth's tax structure should generate sufficient funds to support critical state services. The Commission is charged with reviewing the adequacy of revenues from the current tax structure and making recommendations for improvement.

Kentucky Chamber President and CEO Dave Adkisson delivered a letter to Gov. Beshear and Lt. Gov. Abramson spelling out the Chamber's position on tax reform. In the letter, Adkisson outlined the Chamber's tax principles and encouraged the administration to look at the total tax burden of Kentucky companies, including local taxes, as it compares to other states. Tax reform efforts should focus on business competitiveness and job growth, not simply as a way to raise new revenue. New revenue should come from economic growth.



Lt. Gov. Jerry Abramson, shown here with Lexington Mayor Jim Gray, will chair the Blue Ribbon Commission on Tax Reform.

### KENTUCKY CHAMBER TAX PRINCIPLES

*Because taxes significantly impact business decisions that lead to job creation and retention, the Kentucky Chamber supports comprehensive tax reform in accordance with the following principles:*

**SUPPORT GROWTH AND COMPETITIVENESS.** Kentucky's state and local tax systems should support growth-oriented tax policies that improve the competitiveness of Kentucky businesses in the national and global marketplace.

**REDUCE COST OF CAPITAL.** The tax code should encourage investment as it is the key to increased growth and productivity as well as higher wages for Kentuckians.

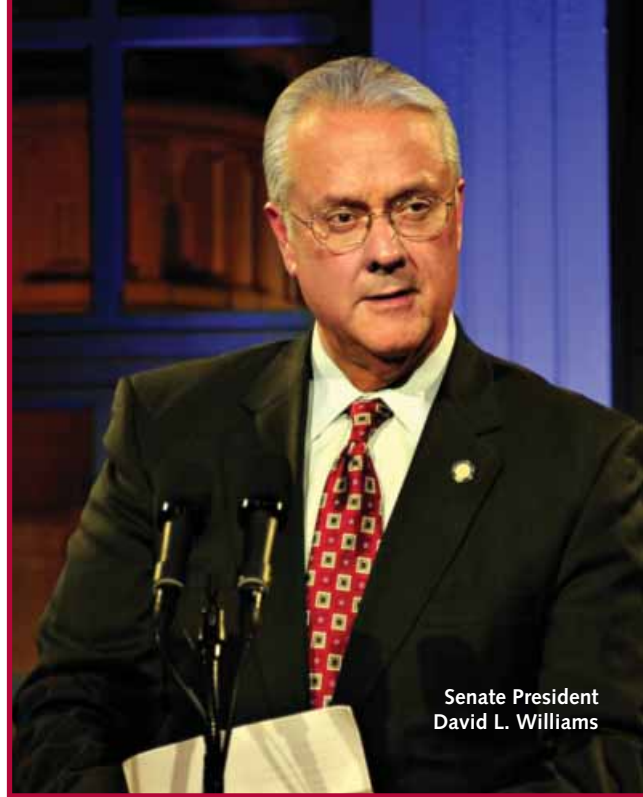
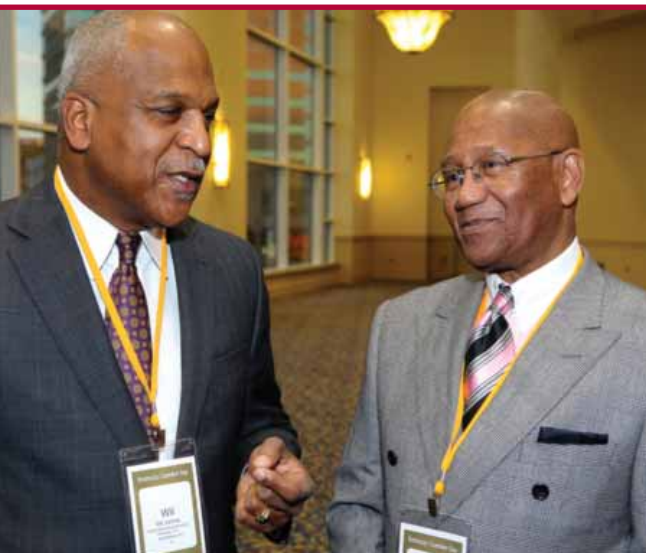
**SIMPLIFY TAX CODE.** The tax code should be simplified with the goal of reducing compliance costs for the private sector. Complex taxes impose costs on businesses that either reduce the return on investment or are passed on to consumers and workers.

**PROMOTE FAIRNESS.** Kentucky's tax system should promote fairness by creating a level playing field on which Kentucky businesses can compete. Double taxation, or pyramiding, should be prohibited, and tax expenditures should be carefully studied to determine effectiveness.

**REVENUE NEUTRAL CHANGES.** Changes in the state tax code should be revenue neutral and undertaken only to increase fairness and competitiveness and not to simply generate additional state revenue. While tax changes cannot guarantee tax neutrality for every Kentucky business, the goal should be not to raise net taxes on the business community.

**CONTINUE TO FOCUS ON SPENDING.** To keep taxes competitive, it is critical to examine expenditures and align them with economic realities. Reforming the tax code must be coupled with a continued commitment by the legislature to reform and prioritize government spending.

Pictured below at left, Chamber Executive Committee Member Wil James (Toyota) and P.G. Peeples, Sr. (KCTCS). Pictured below at right are Chamber Executive Committee Member Steve Loyal (Atmos Energy) and former Chamber Chairman Darby Turner (Bingham Greenebaum Doll).



Senate President David L. Williams



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House Minority Leader Jeff Hoover



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## Chamber launches new member savings program with UPS

KENTUCKY CHAMBER MEMBERS can now receive a minimum 70% discount on UPS Freight LTL (Less-Than-Truckload) services, with participating members saving an average of \$500 per shipment\* off net shipping charges.

The Kentucky Chamber/UPS Freight program offers free enrollment for all members, with no fees or minimum shipping requirement. This program provides significant savings for most companies using commercial freight carriers. Sign up today or contact us to compare your current freight charges and consider the advantages of enrollment in the new Kentucky Chamber Savings Program.

Member discounts apply to LTL freight shipments weighing 150 lbs – 20,000 lbs that are:

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*\* Savings based on 2010 member shippers over a 12-month rolling average. Results may vary.*

## Chamber offers certificates of origin

THE KENTUCKY CHAMBER is now offering members who export internationally a reliable source for obtaining certificates of origin (a trade document required by customs authorities in destination countries where goods are shipped with the purpose of verifying the country in which the goods were manufactured).

False declarations or those that are fraudulently certified can not only result in severe penalties, but also may harm trade relations between the United States and other countries. With very few exceptions, chambers of commerce are the only institutions granted the authority to issue certificates of origin. The Kentucky Chamber has been accredited by the U.S. Chamber of Commerce, and works in cooperation with the World Trade Center of Kentucky.

Certificates of origin are discounted to \$25 per shipment for Kentucky Chamber members. Future members pay \$55 per shipment. Contact Denise Scott ([dscott@kychamber.com](mailto:dscott@kychamber.com)) at 502-848-8724 or Brenda Travis ([btravis@kychamber.com](mailto:btravis@kychamber.com)) at 502-848-8743.

publication briefs

### Guide addresses employment benefits

The Kentucky Chamber has partnered with the law firm of Stoll Keenon Ogden PLLC to bring you an updated handbook on benefits for Kentucky employers. The comprehensive guide addresses such topics as:

- Employer fiduciary responsibilities
- Health benefit plans
- Cafeteria plans
- Insurance benefits
- Fringe benefits
- Retirement plans
- Employee equity incentive arrangement
- Non-qualified deferred compensation
- Time off and leaves of absence
- Severance and retiree benefits

### LABOR LAW POSTING UPDATE POSTPONED

The deadline to post the mandatory National Labor Relations Board (NLRB) notice has been extended to April 30.

To order the posting or the *Kentucky Employee Benefits Guide*, visit [kychamber.com/bookstore](http://kychamber.com/bookstore) or call Casey Adams at 502-848-8727.

### Kentucky Chamber Board Member Update



**Stephen Branscum**, president/CEO of Branscum Construction Co. has been named Chair of the Education and Workforce Council.



**David Gray**, president of Baptist Hospital East, has been named the Vice Chair of Business Education.



**Stephen Gray**, president/CEO of Gray Construction, has joined the Board.



**Franklin Jelsma**, partner at Wyatt, Tarrant & Combs, has joined the Board.

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\*Discount only applies to Kentucky Chamber members who do not already have Anthem health coverage.

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# 2012 Best Places to Work winners named

45 Kentucky Chamber members make the list

IN JANUARY, the Kentucky Society for Human Resource Management (KYSHRM), and the Kentucky Chamber announced the winners of the Eighth Annual Best Places to Work in Kentucky competition.

The winner rankings will be announced at an awards dinner, presented by Fisher and Phillips, LLP, on Thursday, April 19, at the Galt House Hotel in Louisville. Winners from across the state have been selected in two categories: small/medium-sized employer (companies of 25 to 249 U.S. employees) and large-sized employer (companies of 250 U.S. employees or greater). The Kentucky Chamber is proud to announce that 70% of the winners are Kentucky Chamber members. Those that made the list are indicated in bold, at right.

## SPONSORSHIPS AND ADVERTISING

Key sponsorship benefits include a table of 10 at the event, recognition on the Best Places to Work in Kentucky website, exhibit space for silver-level sponsors and above and recognition in the *Best Places to Work in Kentucky Magazine*.

The release of the *Best Places to Work in Kentucky Magazine* will coincide with the awards dinner in April. This full-color publication will include winner profiles, timely HR-related articles and advertisements. The magazine will be distributed to nearly 20,000 professionals across the state.

For more information on sponsoring and/or advertising for Best Places to Work in Kentucky contact Andrea Flanders at 502-848-8723 or [aflanders@kychamber.com](mailto:aflanders@kychamber.com) For more about Best Places to Work in Kentucky, or to register for the awards dinner, visit [bestplacetoworkky.com](http://bestplacetoworkky.com).



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**Kindred Healthcare, Inc. Support Center**  
**Masonic Homes of Kentucky, Inc.**  
**National Patient Account Services**  
**Neace Lukens**  
**Pattie A. Clay Regional Medical Center**  
**Pikeville Medical Center**  
 Simpson County Schools Board of Education  
**Somerset Community College**  
**Stites & Harbison PLLC**  
 Stock Yards Bank  
 Trilogy Health Services, LLC - Home Office  
**Wyatt, Tarrant & Combs, LLP**

## Chamber planning third trip to China

### KENTUCKY BUSINESS LEADERS

are invited to take part in a one-of-a-kind experience Oct. 8-16, 2012. The 2012 Mission to China is designed to educate Kentucky's business leaders on the economy and culture in China.

During the tour, knowledgeable guides will take you through the large, modern cities of Beijing and Shanghai, as well as rapidly developing cities like Suzhou and Hangzhou.

The price of the trip is \$2,299 for Kentucky Chamber members and \$2,599 for non-members per person and is based on double occupancy.

The trip also includes:

- Roundtrip international airfare (does not include travel to and from JFK)
- 4- and 5-star hotel accommodations
- Three meals each day
- Deluxe bus tours
- Fluent English-speaking tour guides
- Entrance fees for attractions

Additional details coming soon!

Contact Shannon Byrne at 502-848-8742 or [sbyrne@kychamber.com](mailto:sbyrne@kychamber.com) for more information.

# SAVE THE DATE

## July 16-17, 2012

### 7th Annual Business Summit and Annual Meeting

Louisville Marriott Downtown



2011 — Bob Woodward



2010 — Ted Koppel



2009 — George Will



2008 — Tucker Carlson and Donna Brazille



2007 — the late Tim Russert



2006 — Mary Matalin and James Carville

# 2012



Keynote speaker announcement coming soon!



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# news

Kentucky Chamber



## LEADERSHIP INSTITUTE FOR SCHOOL PRINCIPALS

Pilot program participants complete training;  
\$1 million raised to continue program for 5 years