Kentucky Small Business Development Center Announces 2013 Kentucky Business Pacesetters

The Kentucky Small Business Development Center (KSBDC) will induct the sixth class of the Kentucky Business Pacesetters on May 22 in Frankfort at the Capitol Rotunda. The Kentucky Business Pacesetter Program honors high performing, second-stage businesses that are producing innovative products, increasing sales, creating jobs and serving communities in the commonwealth.

This year, KSBDC will name eight outstanding Kentucky businesses as “Pacesetters.” This year’s winners are:

- Artemis Electronics, LLC (Prospect)
- Browns Valley Truck Equipment (Utica)
- Drug Testing Centers of America (Paintsville)
- Giovanni’s Pizza (Pikeville)
- Great Northern Building Products, LLC (Louisville)
- Lexington Contracting, LLC (Lexington)
- Measure Consumer Perspectives (Louisville)
- Unique Granite and Marble (Owensboro)

(Story continued on page 3)
While the formal announcement by University of Kentucky’s President Eli Capilouto has not been made, I would like to take this opportunity to share my excitement about our new partnership with the Kentucky Small Business Development Center (KSBDC). In a recent reorganization with the Office of Commercialization and Economic Development, the KSBDC was invited to join the College of Agriculture, specifically the Department of Agricultural Economics.

The mission of the KSBDC is to strengthen Kentucky’s economy through the delivery of high quality, in-depth and hands-on business consulting to existing and start-up businesses. Dr. Becky Naugle is the State Director of the KSBDC and she has been a part of the KSBDC family for over 13 years. There are currently 15 centers across the state with at least one consultant located at each office. Many of us are aware of the wonderful services and expertise that the regional KSBDCs offer to individual businesses oftentimes free of charge. KSBDC services range from financial analysis, marketing research, strategic planning, and HR guidance.

When this opportunity was first proposed to the College of Agriculture, I subtly (it’s really impossible for me to be subtle) shared my enthusiasm about having the KSBDC be our partner. Since CEDIK’s inception I had hoped that we would be able to offer a full portfolio of services and technical assistance to communities, organizations, and individual businesses. I believe that we have begun to meet our goals of providing wonderful services to communities and organizations across Kentucky and even sometimes to the Southern US.

Now with the KSBDC as our partner we have the capability of reaching small businesses through their already successful statewide programs. Through shared resources and joint strategic planning we can also create new small business as well as economic and community development programs.

I feel very strongly that this new relationship can only improve our Kentucky communities. A sustainable local economy relies on a thriving business climate and nowadays the business climate is dominated by small businesses. Visit their website (ksbdc.org) to take a look at the programs and services they currently offer.

I hope you will join me in welcoming the KSBDC to the College of Agriculture!

Alison
“The Kentucky Business Pacesetters program highlights outstanding businesses operating in and contributing to Kentucky’s economy,” said KSBDC State Director Becky Naugle. “It is an absolute pleasure to commend their successes.”

Pacesetter winners will be recognized in front of government leaders, small business owners and advocates at the Kentucky Celebrates Small Business awards ceremony on Wednesday, May 22 in Frankfort. In addition, winners will attend a private luncheon at the Governor’s mansion.

With 15 offices statewide and more than 30 years of experience, the KSBDC is growing Kentucky’s economy by cultivating existing companies, nurturing new ventures, fostering the creation of new jobs and increasing business profitability. KSBDC offers a host of business services including: no-cost confidential business consultations, affordable business workshops, seminars and research to make informed business decisions. For more information on the KSBDC, or to locate a center near you, visit ksbdc.org or call 859.257.7668.

CEDIK Research Update

By James Allen IV, CEDIK Research Director

Over the past six months, CEDIK’s Research Program has been hard at work creating resources and conducting research that are relevant to the needs of communities in Kentucky. Our current research topics include rural entrepreneurship, the KY fine arts extension program, and rural access to health. Below, I have highlighted some of the exciting work being done by CEDIK’s Graduate Assistants (read all about them here: http://www2.ca.uky.edu/CEDIK/graduate_assistants) that is pushing the program forward.

CEDIK’s County Data Profiles seek to present Kentucky’s leaders with useful information at the county level. We have created 120 profiles—1 for each county—on a host of public issues, including the economy, healthcare industry, and agriculture and food. Just two months ago we also added county-specific profiles that describe the retail sector! These can all be found on our website: http://www2.ca.uky.edu/CEDIK/CountyDataProfiles. The positive feedback we have received on the County Data Profiles has encouraged us to do more. Simona Balazs is in the process of constructing Workforce profiles that will characterize county employment and commuting patterns. Additionally, Shaheer Burney is developing Small Business profiles that will describe how small enterprises fit into the county’s economy. We hope that both new profiles will debut sometime this summer!

CEDIK is also working with two graduate assistants who are writing their Master’s theses on the impact of the equine industry in Kentucky as part of a larger study in the Department of Agricultural Economics. Tom Sikora is using GIS mapping software to study the link between housing prices and proximity to horse farms in Fayette County. Using survey data from throughout the Commonwealth, Stephanie Johnson is analyzing how Kentucky residents value the presence of the equine industry as it contributes to the quality of life to some Kentucky communities, particularly in the Bluegrass Region. Both studies seek to measure impacts often ignored by researchers that may have important implications in the local area.

CEDIK’s Research Program has also sought to expand its reach through a grant with the Appalachian Region Commission (ARC) to evaluate over 200 of their health projects from the past decade. In February, CEDIK Executive Director Alison Davis and I went to Washington DC to meet with ARC and look through the project files by hand. Graduate Assistant Georgette Owusu-Amankwah is helping us collect health data for every state in the Appalachian region, and we are currently developing a survey to send out to the various ARC projects in May. The evaluation has an opportunity to impact future ARC health programming not only in Eastern Kentucky but in 12 other states.
As most teachers will attest, there comes a time when students will surprise and amaze them. Angel Hilterbrand’s fourth grade class at Hillsboro Elementary in Fleming County is a living testament to that fact. Through a program called E-Discovery Challenge, Hilterbrand’s students learned how to conceive, create and operate a business and then make it profitable. The amazing part has to do with what her students did with part of those profits. Hilterbrand included the program into her other classroom activities during the current school year upon hearing about it from her principal.

E-Discovery Challenge which is administered by the University of Kentucky and funded by the Appalachian Regional Commission is a curriculum-based program that incorporates a hands-on approach, applying what is learned en route to creating successful business teams within the schools that participate, according to Melony Denham, the E-Discovery Challenge Project Manager.

Hilterbrand said her class went through the curriculum, coming up with the idea of working together as a whole class rather than splitting into little groups enabling the group to participate as one and reap the rewards evenly.

“Everyone would get to benefit from the same amount of profit,” she said. “The students came up with an idea to make scarves and blankets and formed committees such as a packaging committee, one for public relations, about six in all.”

The project was dubbed the “Fleece Force” and the class used seed money provided to each school that participates to create prototypes from purchased materials to find just the right sizes.

“We learned several lessons as far as the availability of supplies and the amount of money it was going to cost us to get this started,” Hilterbrand said. “The students were then able to see what they would have to charge for each item so they could make their money back and then some.”

She added that the students learned to work together in all aspects of the project from the actual production end to promotional materials including a commercial for the local radio station. “The kids worked cooperatively together and I had parents that helped a lot, too” Hilterbrand said.

The first sale came during the school’s Fall Festival where the students decided to allow for a faculty and staff discount, something Hilterbrand said was very popular because many were purchased as Christmas gifts. The sale proved so successful the class made a profit of $858 after paying back the seed money. It was then the students came up with that amazing idea. The children decided to make a donation of $250 to a Hillsboro student “Kennedy” that is awaiting a double lung transplant due to cystic fibrosis.

“They made the decision as a class to give a portion of the profits to ‘Project K’ to help with some of the cost of the transplant,” said Hilterbrand. “They have done such an awesome job and I can’t sing their praises enough.”

All told, the students sold about 100 blankets and even more scarves but it was the lesson of giving that Hilterbrand said was the best part of the program.

And as a reward to themselves, the class is using the rest of the money to go to a Lexington Legends baseball game in April. “They are a very unselfish group and a very honorable group,” she said. “They look out for each other and other students and are very helpful and honest. They learned that they could work together and they could help someone else as well as themselves.”

From a business perspective, Hilterbrand said the students were able to see how a business model is put together and how it can be made successful, something they will take with them long after leaving her classroom.

“At 9 and 10 years old, to see that there’s a life out there besides their own and they will have to work with others and that they will have to pay attention to their paychecks and where their money is going, there is no word to put on it at how important that is,” she said. Hilterbrand also said that academically the lessons learned were just as great and socially it was an invaluable experience.

Besides the students being involved, the community also got excited about the project with many business owners commenting on how well the students had carried out the plan.

“This isn’t going to be something that is quickly forgotten. I think the students are really going to remember this and they are going to take it with them,” she said.

Maleah Hendrix, one of Hilterbrand’s students said she learned that if you work together you will go a lot farther. “I even learned that if you start a business, then you have to work hard at that business. You can’t just think that it will be a success overnight, you have to work hard at making your product,” she said. “We had to make sure we had enough of our blankets and scarves so that if promises were made we could fill the orders.”

Sophie Gooding, another student said she enjoyed working with my other classmates and getting to socialize with those she didn’t know that well.

“I like that we could work as a team and tolerate each other. I did think that I wouldn’t get along with some of
CEDIK Faculty Honored
Ron Hustedde presented with 2013 M.D. Whiteker Excellence in Extension Award

The Kentucky Association of State Extension Professionals (KASEP) met in Frankfort on March 29th, 2013 where Dr. Ron Hustedde was presented the 2013 M. D. Whiteker Excellence in Extension Award during the meeting. The Whiteker Award is the most prestigious award for a state-level Extension professional in Kentucky.

The award is given to the nominee based on the following criteria; contribution to the development and implementation of Kentucky CES programming, involvement in activities above and beyond the nominee’s programmatic focus, and professional and personal recognition in their field.

In his speech to present the award to Ron, Community and Leadership Development Department Chair Gary Hansen noted that Ron received the equivalent national-level award in 2007. He received the National Excellence in Extension Award from CSREES/USDA and the National Association of Public Universities and Land Grant Colleges. Gary further shared, “this reminds me of the Mark Twain quote about wanting to die in Kentucky since everything happens 20 years later in Kentucky than the rest of the country. In the case of recognizing Ron, Kentucky was only six years behind.”

He said this class reflects the best of E-Discovery and opens up new potentials for teachers and students because it stimulates imagination and creativity along with the skills associated with market research, financial analysis, and actually selling products and services.

“Based on our interviews, E-Discovery Challenge makes it easier for parents and citizens to become more involved in the school because they see and purchase the services and products that emerge from the students,” he said.

“Based on teacher interviews, E-Discovery Challenge links mathematics, communications, economics and life skills into something which is practical.”

*Article reprinted from KYForward Online

Denham said Hilterbrand and her students are a wonderful example of the impact E-Discovery can have on schools, communities and others. “We have many dedicated teachers that are making a difference in the classroom and we applaud their efforts,” she said.

Dr. Ron Hustedde, a sociology professor at UK in the Community and Leadership Development Department heads up the Kentucky Entrepreneurial Coaches Institute (KECI) and is the program evaluator for E-Discovery.

Through the E-Discovery Challenge, Angel Hilterbrand’s fourth-grade class conceived, created and operated a business and then made it profitable. They then turned around and donated money.

the people but I did and that was cool,” she said. “To have a good business you really do have to work together to get the most out of that business. If you don’t work together there is no way to be successful and that means no one gets scarves or blankets and no one gets paid!”

Denham said Hilterbrand and her students are a wonderful example of the impact E-Discovery can have on schools, communities and others. “We have many dedicated teachers that are making a difference in the classroom and we applaud their efforts,” she said.

Angel Hilterbrand’s fourth-grade class conceived, created and operated a business and then made it profitable. They then turned around and donated money.
Appalachian Health Career Scholarships
CEDIK NOW ACCEPTING APPLICATIONS THROUGH MAY 31, 2013

The Community and Economic Development Initiative of Kentucky (CEDIK) at the University of Kentucky is administering scholarships where funding has been provided by the New York Community Trust, to Appalachian students seeking education in health or a health-related field. Because of the shortage of health care providers in the Appalachian region, along with the expected retirement of many physicians and an aging population that demands more health care, the need to educate and then retain young health care professionals is a real priority. Scholarships are allocated for full-time students with a maximum award of $2,500 per semester. Part time students are eligible to apply for partial scholarships.

Applications must be postmarked by May 31, 2013.
For the application, visit our website:
http://www2.ca.uky.edu/CEDIK/resources

Please help us get the word out!

COUNTY RETAIL SECTOR PROFILES NOW AVAILABLE

We have recently completed a fourth data profile for all 120 Kentucky Counties.

Check them out!
You can find them on our website at: http://www2.ca.uky.edu/CEDIK/CountyDataProfiles

The retail profiles include:
- Economic overview of the County’s retail sector
- Employment characteristics
- Trade area capture of the retail sector
- Pull factor analysis of the retail subsectors
- Additional two pages of insights on how to interpret the data presented in the profile
Grant Funding Opportunities

DEADLINE SOON!

Appalachian Rural Development Philanthropy Initiative (ARDPI) Mini-Grants

Competitive grants are available for non-profit entities or units of government that are in the initial stages of developing a comprehensive community philanthropy effort. ARDPI Mini-Grants are awarded to communities that want to better understand what options are available and make informed decisions as they determine the appropriate philanthropy strategy. Peer learning opportunities, educational programs and related events, as well as other tools, are available to recipient communities through ARDPI partners during the 2013 funding cycle.

Deadline: April 22, 2013

For the RFP and more information, including 2 online workshops on how to apply, visit http://www.berea.edu/brushy-fork-institute/ardpi/

U.S. Department of Agriculture has issued a NOFA for the Farm to School grant program for schools, state and local agencies, Indian tribal organizations and agricultural producers or groups of agricultural producers. The Farm to School Grant Program offers support to improve access to local foods in schools and provides grants for training, supporting operations, planning, purchasing equipment, developing school gardens, developing partnerships, and implementing farm to school programs.

Deadline: April 23, 2013

Guidelines for the program can be found here: http://www.fns.usda.gov/cnd/f2s/pdf/F2S_Grant_RFA_2014.pdf

CEDIK SOCIAL MEDIA—CONNECT WITH US!

CEDIK kicked 2013 off with building a social web presence:

On Facebook https://www.facebook.com/CEDIKentucky
On Twitter https://twitter.com/CEDIKentucky
On Wordpress cedikentucky.wordpress.com

Please take a moment and “like” or “follow” us!
Upcoming Events & Important Dates

April 12, 2013 Western Kentucky Entrepreneurs, Inventors & Innovators Conference 8:30-12pm info
April 17, 2013 Webinar: “The Economic Census and Other Economic Programs” 1-3:30pm EDT info
April 25, 2013 Workshop: Proposals for ARC Flex-E-Grants KCTCS Middlesboro Campus 10-12 info
April 25, 2013 Webinar: “The Brilliance of Small Wins in Community Development” 1pm EDT info
April 25-26, 2013 26th Annual East Kentucky Leadership Conference Middlesboro, KY info
June 19, 2013 Webinar: “How to Navigate American Factfinder” 1-3pm EDT info

Community Development Society Conference
July 20-24, 2013 Charleston, South Carolina
http://www.comm-dev.org/

The 2013 Conference will showcase effective approaches that are creating win/win situations for local communities as a result of reaching beyond their traditional geographic boundaries. The Charleston meeting will provide an ideal setting to introduce CDS members and guests to innovative regional strategies in economic development, health, education, local facilities/services, transportation, natural resources management, and more.

National Extension Tourism Conference
August 6-9, 2013 Detroit, MI
http://extensiontourism.net/conference/net-2013-registration/
The theme is “Building Lasting Relationships.” Program tracks will include the following areas: Rural and Resilient Communities, Regional Planning and Development, Economic, Environmental, and Social Impacts of Tourism, Agritourism and Culinary Tourism, Heritage and Cultural Tourism, Nature-Based and Ecotourism, Adventure Tourism, Marketing and Promotion, Research and Evaluation, Education, Training, and Certification Programs.

Galaxy IV—NACDEP
September 16-20, 2013 Pittsburgh, PA
http://galaxy-2013.org/

Every five years, the Joint Council of Extension Professionals (JCEP) hold a National Meeting and Professional Improvement Conference for all of its’ member Extension Professional organizations, known as Galaxy. The Galaxy Conference provides a unique opportunity to work together on a joint conference while celebrating the diversity of the individual organizations.

CEDIK QUARTERLY NEWSLETTER
Dedicated to building Kentucky communities with a true sense of pride and place, rich natural and built amenities, and a strong economic base.

419 C.E. Barnhart Building
Lexington, KY 40546-0276
Phone: 859-257-7272 ext. 246
Fax: 859-323-1913
CEDIK@lsv.uky.edu
http://www.ca.uky.edu/CEDIK

Issue 10  Spring 2013