

## PROGRAMS AND SERVICES



### 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 afforded to only 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 a successful organization.

### 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 would be established and streamlined in order to make an aggressive push to double Kentucky's exports in five years.

### Energy: keep Kentucky at the forefront

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.

### 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. After all, businesses pay for 40% of state government.

### 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 serious, sustained commitment to improving the wellness of Kentucky's residents. A state wellness council established through the New Agenda campaign would convene major health care providers and consumers to develop and implement effective strategies for the business community, aggressively promote worksite wellness programs with Kentucky employers and help coordinate the various wellness efforts being undertaken across the state.



## Achieving Five Goals in the Next Five Years

The New Agenda Campaign is exclusively focused on the five goals first articulated in the **New Agenda for Kentucky** report of 2007, an initiative led by a task force of business executives and entrepreneurs throughout the state. The task force collected hundreds of ideas from contributors across Kentucky and boiled them down to five "transformational" goals. They are:

1. Improving the education attainment of Kentuckians at all levels
2. Modernizing government at all levels
3. Promoting wellness and healthy Kentuckians
4. Preparing Kentucky to successfully compete in the global marketplace
5. Expanding Kentucky's role as an energy leader

These five ideas are the goal. The Kentucky Chamber and Kentucky Chamber Foundation are the catalysts. And the business community will be the driving force to help advance Kentucky.

## New Agenda Partners

*Businesses moving ideas*

Partner Level	5-Year Total	Annual Gift
Catalyst	\$1,000,000	\$200,000
Navigator	\$500,000	\$100,000
Trailblazer	\$250,000	\$50,000
Pacesetter	\$100,000	\$20,000
Accelerator	\$50,000	\$10,000
Innovator	\$25,000	\$5,000
Mover	\$10,000	\$2,000
Contributor	\$5,000	\$1,000

*An idea that is developed and put into action is more important than an idea that exists only as an idea.*



The **Kentucky Chamber Foundation** is a 501(c)(3) organization dedicated to advancing Kentucky in education, health and wellness, energy, government efficiency and global competitiveness.



The **Kentucky Chamber of Commerce** is the major catalyst, consensus builder and advocate for a thriving economic climate in the Commonwealth of Kentucky, supporting a prosperous business climate through advocacy, information and customer service in order to promote business retention and recruitment.

*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



**LUTHER DEATON**  
Chairman, President & CEO  
Central Bank & Trust Company  
New Agenda Campaign Co-Chair



**MARY PAT REGAN**  
President  
AT&T Kentucky  
New Agenda Campaign Co-Chair



**DAVE ADKISSON**  
President & CEO  
Kentucky Chamber

# The New Agenda for Kentucky Campaign

Giving Ideas Momentum



**What's an idea without action?**

Just a nice thought.

But a small step can create  
the momentum that ultimately

leads to transformation.