

Kentucky Chamber
Uniting Business. Advancing Kentucky.

Kentucky Chamber's 2014 priorities focus on state budget, education and P3 legislation

WHEN THE GENERAL ASSEMBLY

convenes in January, it's a sure bet that the state budget will have a prominent place on the agenda. The spending plan is always the subject of lengthy deliberations and debate, and that is as it should be, since the budget establishes the state's priorities for its projects and programs.

The Kentucky Chamber's interest in the budget stems from our review of state spending over the past few years and our findings that appropriations of Kentuckians' tax dollars have been moving away from education and economic development and toward such unsustainable areas as corrections, Medicaid and public employee health benefits.

That's why the Chamber's legislative agenda includes attention to the budget deliberations with an emphasis on prioritized spending on areas that will build a stronger business climate – meaning education and economic development.

We also will advocate that lawmakers maintain sustainable debt levels and adhere to spending principles that limit spending to 6% of the state economy, eliminate the ongoing structural deficit and ensure an adequate "rainy day fund" for emergencies.

Although the budget always commands attention – and is the centerpiece for much of what happens in any legislative session – the Chamber will also focus on key areas our policy councils believe offer an opportunity to move Kentucky forward.

Improve Education

- Kentucky's adoption of tougher academic standards was an important step toward ensuring students are prepared to succeed in college and career. We will continue our strong support for the implementation of the standards in the state's classrooms.
- We will support the enactment of a charter school law to give all children access to the highest quality education possible.
- Our agenda also includes support for early childhood education and for protecting school funding.

Encourage P3 (Public-Private Partnerships)

- We will push for passage of P3 legislation, a comprehensive plan to encourage the creation of partnerships between private companies and government to save tax dollars while providing needed projects and services.

Improve Health & Wellness

- We will continue to support the creation of incentives for workplace-based wellness programs and enactment of a statewide smoke-free law.
- Improving the medical liability climate also is a priority item.

See AGENDA, page 3



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Kentucky Chamber

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In 2012, Kentucky exports rose 10% to a record \$22.1 billion.

- Kentucky exports support 150,000 jobs
- Exports generate \$1.1 billion in state & local taxes
- Exports generated \$13.4 billion in Kentucky GDP
- Export industries annual wage and salary: \$51,800 (28.1% higher than Kentucky average)



GUEST COMMENTARY

UNITED WE TRADE: Kentucky reaping benefits of export initiative

Pardon my taking the liberty of rewording our Commonwealth's famed motto: "United We Stand, Divided We Fall." There's no harm intended.

United We Trade is a fitting tribute to Gov. Steve Beshear and the host of Kentucky leaders who have recognized the many benefits that can come from working together on a united export

front. Beshear's plan to promote and build export activity was officially launched in June 2010, when he, along with the Kentucky Cabinet for Economic Development, accepted the challenge from Washington D.C. to participate in the National Export Initiative, a broad-based initiative with a goal of doubling U.S. exports in the next five years.



Ed Webb
President & CEO,
World Trade Center
Kentucky

Chamber-supported export initiative helping shatter state's trade records

KENTUCKY-MADE products are in high demand. The state is currently seeing a surge in exports from the Commonwealth; in 2013, more than \$12 billion in products and services had been exported by August, making it possible for the Commonwealth to surpass 2012's record-breaking total of \$22 billion.

This surge is largely due to the Kentucky Export Initiative (KEI), a program launched by Gov. Steve Beshear in 2010. As a member of KEI, the Kentucky Chamber is helping further the initiative's goal of increasing Kentucky exports, which will lead to new jobs and create diversified markets for Kentucky-made products.

"This is an exciting time for Kentucky exporting," said Chamber President and CEO Dave Adkisson. "With products and services of Kentucky companies – many of which are Chamber members – going to nearly 200 countries, the Commonwealth is making a huge global impact right now, and it's only getting bigger."

The Chamber has become much more involved with international trade in the past three years, co-sponsoring Beshear's trade mission to Canada earlier this year, hosting trips to China and Dubai, forging a strategic partnership with the World Trade Center of Kentucky, engaging former Gov. Martha Layne Collins as the Chamber's Ambassador-at-Large for International Trade and participating with local chambers to sponsor more than a dozen export seminars around the Commonwealth in 2013.



Former Gov. Martha Layne Collins, who recruited Toyota to Kentucky during her term in the 1980s, now serves as Ambassador-at-Large for the Kentucky Chamber, consulting on issues dealing with international trade.

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See TRADE, page 4

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Gov. Steve Beshear, shown here at Kentucky Chamber Day in Jan. 2012, will be one of the featured speakers at the 19th Annual Kentucky Chamber Day on Jan. 9.

Kentucky Chamber Day set for Jan. 9

WHAT BETTER WAY to start off the new year than hearing what Kentucky's legislative leaders have to say about the coming business year. With the 19th Annual Kentucky Chamber Day, presented by Fidelity Investments, only a few short weeks away, you shouldn't delay if you want to reserve a seat or table at this important kick-off to the 2013 legislative session. You'll be seated alongside hundreds of business leaders from across Kentucky. The governor and the state's top four legislative leaders (all invited) will once again share their visions for the year ahead at the opening of the 2013 General Assembly. Kentucky Chamber Day will be held Jan. 9, 2014, in Heritage Hall at the Lexington Convention Center. Learn more or register online at kychamber.com or call 502-848-8727. Sponsorship opportunities are available — for details, call Andrea Flanders at 502-848-8723 or email her at aflanders@kychamber.com.

If you can't attend Chamber Day, you will still have a chance to hear from legislators. KET will be airing the event live on Jan. 9 and in its entirety several more times in mid-January. Visit KET.org to view the airing times.

Cooper, Watts testify in support of smoke-free law

ON NOV. 21, the Kentucky Chamber testified before members of the Interim Joint Committee on Economic Development in support of a statewide smoke-free workplace law. Chamber Board Member Brent Cooper, president of C-Forward in Covington, and Chamber Public Affairs Manager Ashli Watts discussed the negative impact smoking and secondhand smoke has on the workforce in terms of employee productivity and insurance costs.

"Over 90% of respondents expressed support for a smoke-free law in Kentucky in a recent Chamber survey," said Watts. "It's clear that Kentucky's attitude toward smoking and secondhand smoke exposure is changing, and the health effects can no longer be ignored."



Ky. Supreme Court upholds Toyota decision



By Eric Lycan and Chris Slaughter
Step toe & Johnson, PLLC

RECENTLY, the Kentucky Chamber submitted a friend-of-the-court brief, authored by Chris Slaughter and Eric Lycan of Step toe & Johnson, PLLC, in a significant class action suit brought against Toyota Motor Manufacturing, Kentucky, Inc. (TMMK) in which six Plaintiffs seek millions of dollars in damages on behalf of current and former employees of the Georgetown plant. The Chamber asked the Court of Appeals to correct a critical error of law that would set an alarming precedent for Kentucky's small businesses. The trial court had reopened the case, first filed in 1999, more than six years after it was dismissed by the court, more than five years after that decision was unanimously affirmed by the Court of Appeals, and more than four years after the Kentucky Supreme Court denied discretionary review, which made the decision final.

Kentucky competes with her sister states for jobs, and any perceived willingness to re-litigate final judgments based on post-judgment changes in the law would put it at a competitive disadvantage to every other state. If a final judgment is not in fact final, then certainty and predictability are undermined; businesses are less willing to risk hiring new employees or investing in new equipment. Requiring employers to litigate twice would be a crushing burden on Kentucky businesses and a powerful disincentive to businesses considering bringing jobs to Kentucky.

On November 15, 2013, a unanimous Court of Appeals agreed with the Chamber and Step toe & Johnson, following over 100 years of Kentucky precedent in holding that a subsequent change in law cannot justify reopening a final judgment. The Chamber applauds the Court of Appeals for giving serious consideration to the issues briefed by the Chamber and TMMK, and following long-established law to protect both the finality of judgments for employers and Kentucky's competitiveness as a business-friendly location.



KENTUCKY CHAMBER NEWS BRIEFS

Coomes named senior economic advisor

Dr. Paul Coomes has been named Senior Economic Advisor for the Chamber and will provide regular economic data and trend analysis to the organization. He will also provide research on the economic performance of regional economies across the state.

Coomes is a retired emeritus professor of economics at the University of Louisville and a special consultant to the Urban Studies Institute at U of L.

His area of expertise is regional economics, especially Kentucky and the Louisville region. He has been informing policy decisions through applied research in Louisville for 25 years.

Chamber urges EPA to include Kentucky locations during listening sessions

The Kentucky Chamber recently joined with the U.S. Cham-

ber's Institute for 21st Century Energy and numerous other state and local chambers from across the country to urge the EPA to include Kentucky locations in a series of EPA listening sessions regarding greenhouse gas (GHG) regulations on existing power plants. In a letter to Gina McCarthy, administrator of the EPA, Kentucky Chamber President and CEO Dave Adkisson and other co-signers point out that the EPA is not planning listening sessions in any of the 10 states most reliant on coal for electricity generation, instead choosing states such as California (1% of electricity from coal), New York (4%) and Washington (4%).

Chamber hires new staffers

The Kentucky Chamber has recently hired two new staff members. **Julie Sanders** has been hired as Events Manager in the Business Education Department. She has more than 25 years of experience in the hospitality and catering industries.



Pattie Martin has been hired as Membership Development Manager for the western Kentucky region. A native of Owensboro, she has served as a consultant for Corporate Health Partners since 2007, and she's also held roles in marketing and account management.



Chamber creates advocacy fund

The Kentucky Chamber's Board of Directors recently approved the creation of the Kentucky Chamber Action Fund. The Chamber will seek voluntary member contributions to support the Chamber's advocacy efforts on membership invoices in early 2014. Funds raised for the Advocacy Fund will be used in the most critical situations to garner necessary public support on critical business issues. These funds will be used to fight for specific member-supported issues and are not used for political activity. For more information or to make a contribution, contact Bryan Sunderland at 502-695-4700.

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AGENDA: Chamber continues push for competitive business environment

Maintain Low-Cost Energy Rates

- Supporting the infrastructure of Kentucky's signature coal industry has long been a priority for the Chamber and that will continue in the 2014 session.
- We will work to maintain Kentucky's low cost utility rates by opposing proposals that would change the make-up of Kentucky's non-partisan Public Service Commission.

Support Comprehensive Tax Reform

Talk about tax reform continues around the Capitol, although most observers are skeptical about whether anything meaningful can be accomplished in a year when all House seats and half of those in the Senate will be on the ballot.

The Kentucky Chamber is on record in supporting comprehensive tax reform to ensure a competitive climate that will promote long-term economic development and job growth. Since taxes have a significant impact on business decisions that lead to such growth, the Chamber believes any reform should adhere to the following principles:

- Support growth and competitiveness.
- Reduce the cost of capital.
- Simplify the tax code.
- Promote fairness.
- Continue to focus on state spending to ensure investment in such future-building areas as education.



Kentucky Chamber President and CEO Dave Adkisson will be visiting local chambers throughout Kentucky in December to present the Chamber's priorities for the 2014 legislative session.

Create a Competitive Business Environment

Also in the area of improving competitiveness, the Chamber will support giving local governments, with voter approval, the option to temporarily increase the sales tax for targeted economic development projects.

Unite Business. Advance Kentucky.

Clearly, our agenda is a full one, and we know that additional issues will emerge as the session progresses. As always, we look forward to the opportunity to represent the interests of Kentucky's employers as we work together to build a stronger future for our Commonwealth.



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TRADE: Chamber partnerships, missions abroad helping boost Ky. exports

Missions abroad

The Chamber's mission to Dubai in mid-November marked the third time the organization offered a mission abroad to explore exporting and other business opportunities in a foreign country. Chamber Chairwoman Elizabeth McCoy (Planters Bank), along with Chair-elect Wil James (Toyota), Adkisson and a group of about 30 others joined Gov. Beshear and First Lady Jane Beshear on the seven-day tour of Dubai, one of the seven emirates of the United Arab Emirates (UAE).

"We have wonderful connections to the leaders of Dubai," said McCoy. "The UAE purchases more than \$140 million of Kentucky products each year. From 2009 to 2011, Kentucky exports to the UAE included \$85 million of automobiles, \$59 million of horses, \$42 million of aircraft parts and \$27 million of filters. Other exports include two very successful restaurants opened in Dubai by Louisville-based Texas Roadhouse and purchases of luxury houseboats manufactured in Somerset."

In 2010 and 2011, the Chamber also hosted trips to China, when delegates visited cities such as Beijing, Shanghai, Suzhou and Hangzhou. During both trips, the delegates had opportunities to meet with business executives from Kentucky companies working in China such as Alltech, UPS and the B&L Group.

In June of this year, nearly two dozen Kentucky companies and several trade partners joined Gov. Beshear on an international business trade mission to Canada. Adkisson joined the delegation which visited Montreal and Toronto.

"This trade mission was an outstanding opportunity for Kentucky businesses – even those that have never exported – to connect with potential partners in Canada and explore possibilities for selling our products to our neighbors across the border," said Adkisson. "There is a reason Canada is Kentucky's number one trading partner."

Kentucky World Trade Center

In 2011, the Kentucky Chamber partnered with the World Trade Center of Kentucky (WTC-KY) to strengthen its mission and services for Kentucky companies doing business worldwide. Each year, the WTC-KY responds to more than 500 service requests and organizes international trade education programs covering topics ranging from international sales contracts to market entry strategies. In addition, the World Trade Center partnership provides comprehensive trade missions that have allowed Kentucky businesses to explore a market through site visits, business matchmaking and introductions to government officials.

EXPORT: Kentucky export growth has jumped to 20.65% since initiative launch

Along with accepting the challenge, Beshear added a Kentucky spin - creating the Kentucky Export Initiative (KEI).

KEI garners its strength from a single, non-earth shattering concept: Partner and watch Kentucky exports grow. The key word here is partner. I'll explain more below.

When Beshear and his advisors – Secretary Larry Hayes, Kentucky Cabinet for Economic Development; David Adkisson, Kentucky Chamber; Greg Higdon, Kentucky Association for Economic Development; and Robert Brown, World Trade Center – met in 2010 to review Kentucky's strategic business advantages, they quickly recognized that more businesses needed to think and grow internationally.

Only 4,000 or .05% of the companies in our Commonwealth (against a universe of 80,000+) were reporting international trade activity at the time. Considering 96% of the world's consumers existed outside the U.S., they realized that something was amiss for Kentucky businesses.

How could a state ripe for export growth and touting enviable logistics advantages combined with internationally savvy leaders not be blowing its export growth numbers out of the water? What was the problem?

Further research was conducted and a trend soon materialized. While our Commonwealth enjoyed multiple trade resource providers, very few of the providers ever shared information. Thus the "AHA" moment for the Governor and his team of advisors —



Courtesy of the Cabinet for Economic Development

WITH PRODUCTS & SERVICES OF KENTUCKY COMPANIES GOING TO NEARLY 200 COUNTRIES, THE STATE IS MAKING A HUGE GLOBAL IMPACT RIGHT NOW, AND IT'S ONLY GETTING BIGGER.

DAVE ADKISSON, KENTUCKY CHAMBER



The Chamber's delegation visited a KFC in China during its mission in 2010.

Gov. Collins spreads the word about trade

Since 2011, Former Gov. Collins has served as a consultant to the Kentucky Chamber on issues dealing with international trade. Collins, who was the driving force in bringing the Toyota plant to Georgetown during her administration in 1986, has been working to promote the expansion of world trade by Kentucky companies, farmers and craftsmen.

"During her time consulting with the Chamber, Gov. Collins has focused on the expansion of exporting to international markets and on promoting Kentucky products to domestic markets," said Adkisson. "She's really functioned as our spokeswoman for international trade, and has spread this message through numerous speaking engagements across the state."



Kentucky Chamber President and CEO Dave Adkisson participated in the Kentucky Export Initiative Trade Mission to Canada in June along with Craig Richard (GLI), Allan O'Dette, (Ontario Chamber of Commerce), Gov. Steve Beshear, and Bob Quick (Commerce Lexington).

the Commonwealth's lack of a cohesive trade awareness and education effort was the key obstacle for our state's export growth. The state had the resources; however, Kentucky's export providers weren't communicating ... plain and simple. Enter the Kentucky Export Initiative.

Under the leadership of Beshear, his advisors designed and agreed to a new business model that left egos on the table and tossed out how we used to conduct business. If KEI was to work, every partner had to agree to promote Kentucky exporting by singing from the same hymnal or simply, promoting trade with one voice. By drilling down and acknowledging the strengths of each trade partner, KEI allowed one-time competing trade providers to step back, recognize the benefits of working together and watch Kentucky reap the rewards of their efforts.

Through regular trade meetings held across the state, an international trade and business mission to Canada and outreach to hundreds of businesses, Kentucky's export growth numbers speak for themselves. For example, three years prior to KEI, Kentucky's export growth was 1.18% versus the national average

KEI PARTNERS



of -.69%. Sure, we were better than the national average; however, we were falling behind our neighboring and "competing-for-the-same-business" states. Since the launch of KEI, our export growth has jumped to 20.65% compared against U.S. export growth of 5.52%. Kentucky exports now account for \$13.4 billion in the state's GDP, produce \$1.1 billion in state and local taxes and supports over 150,000 jobs in our Commonwealth.

When you look at Kentucky's export results, the logic behind KEI is clear. Partnering in a global and changing economy makes good business sense for Kentucky. United We Trade!

Kentucky trade mission to DUBAI



More than 40 delegates (pictured above), comprised of Kentucky Chamber board members and business leaders from around the state, visited Dubai in November on a business mission aimed at strengthening ties with the United Arab Emirates country. Chamber Chairwoman Elizabeth McCoy, president of Planters Bank in Hopkinsville, and Gov. Steve Beshear led the delegation, which met with Hamad Buamim, President and CEO of the Dubai Chamber (left photo). The group was also treated to a reception hosted by Her Royal Highness Princess Haya bint Al Hussein of Dubai. Lynn Parrish, Marwood Land Company, and his wife, Jessica spoke with McCoy and her husband, Hal, during the reception (pictured below).



Chamber Chair-elect Wil James, Jr., (left photo) president of Toyota Motor Manufacturing Kentucky, Inc., was pleased to see Toyota vehicles being used by the Dubai police.



Former Chamber Chairs Burl Spurlock (right photo), First Commonwealth Bank, and Jean Hale, Community Trust Bank, posed in front of the Dubai skyline.



Chamber President and CEO Dave Adkisson and Gov. Steve Beshear spoke with Hamad Buamim, president and CEO of the Dubai Chamber, during a luncheon reception.



Kentucky Chamber touts tourism potential of Eastern Kentucky

EASTERN KENTUCKY can become an appealing regional destination for visitors from Kentucky and surrounding states, but making that happen will require long-term commitments from the private and public sectors to develop the tourism attractions that would be necessary, according to a recent study by the Kentucky Chamber Foundation.

“A destination that features gorgeous scenery, bluegrass music, Kentucky bourbon, local arts and crafts and multiple outdoor recreation, shopping and dining options could be very popular among visitors from Ohio, Tennessee and West Virginia, as well as Kentucky,” the Chamber’s consultants conclude.

The Chamber commissioned AECOM, an international consulting firm that specializes in economic analysis, to conduct the study earlier this year. The purpose of the study was “to take a serious look at the tourism potential of Eastern Kentucky and to create a dialogue about how to develop an underdeveloped region of the state,” said Dave Adkisson, president and CEO of the Chamber.

The study analyzes such national and state tourism trends as how far people are willing to travel for personal recreation, how much Baby Boomers are willing to spend, what types of recreation draw what types of visitors, the current mix of attractions in the region, the availability of broadband technology and the various restrictions on alcoholic beverage sales in the area. The study also looked at other regions of the country, including Gatlinburg/Pigeon Forge, Tenn.; Branson, Mo.; Wisconsin Dells, Wis; and Bentonville, Ark.

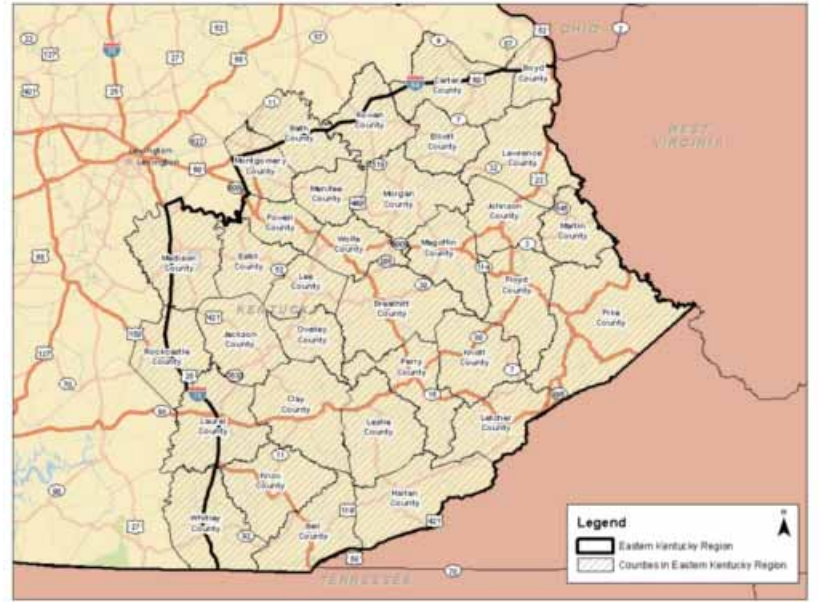
The study offers a shopping list of possibilities, ranging from outlet malls to regional resorts to indoor water-parks to casinos. The study does not recommend a

specific development for a specific county in Eastern Kentucky. According to Booth, “this is consistent with the marching orders we gave the consultants. Tell us what has been successful around the country, especially in rural areas. Tell us what tourists are willing to spend money on. Tell us what might work. Tell us if there could be a well-planned Gatlinburg in Eastern Kentucky.”

The Chamber acknowledged that it commissioned the study with a limited agenda. Rather than tackling the host of issues facing Eastern Kentucky and other rural areas (such as education attainment, health care, drug abuse, the “brain drain,” etc.), the Chamber decided to build on the region’s natural beauty, relatively good highway access and central location relative to more than two-thirds of the nation’s population and to focus on tourism as a possible area of development and job creation.

“Multiple strategies are clearly needed, and we commend Gov. Steve Beshear, Congressman Hal Rogers, Senate President Robert Stivers and House Speaker Greg Stumbo for bringing much-needed attention to the issues of Eastern Kentucky,” said Adkisson. “Clearly, economic development will require public and private strategies which can be pursued together and which can produce practical solutions. We hope our study will advance the critical dialogue that is needed to reinvigorate an important region of our Commonwealth.”

The study was overseen by the Chamber’s Eastern Kentucky Task Force, a group of Chamber members who are business leaders and natives of the region. For the purposes of the study, the Eastern Kentucky region was defined as the counties south of I-64 and west of I-75, except those in the immediate Bluegrass Region (see map).



The study is available for download at kychamber.com/ekytourism.



The Chamber decided to take a serious look at tourism potential in Eastern Kentucky because of the decline in the region’s coal jobs and because of the special interest that recent Chamber leaders have in the area. The Chamber’s past two board chairmen are Eastern Kentucky natives: Jim Booth (right), CEO of Booth Energy in Inez, served as Chamber chairman in 2013, and Luther Deaton (left), chairman of Central Bank in Lexington and originally from Breathitt County, was chairman in 2012.

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Kentucky Chamber
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Chamber staff visits Washington, D.C.

IN OCTOBER, the Kentucky Chamber's senior public affairs team visited Washington, D.C., to meet with members of the state's Congressional delegation and to work with other state and national groups to make the business case on a number of important issues.

Chamber staffers joined the U.S. Chamber of Commerce, the Partnership for a New American Economy, FWD.us and a large number of companies and faith-based organizations to make the case for comprehensive immigration reform. Staff met with members of Congress and key Congressional staff regarding immigration as well as a number of other issues important to Kentucky companies including energy, environmental regulations, waterway infrastructure, roads, bridges and agriculture.

While on the Hill, Chamber staff also joined Chamber members, state legislators and coal supporters from around the country to encourage federal leaders to support American energy production and reduce the regulatory burdens that limit our ability to utilize coal as an energy source.



Sr. Vice President of Public Affairs Bryan Sunderland (right) met with U.S. Congressman Brett Guthrie in Washington, D.C.

Chamber-supported selenium testing approach approved by U.S. EPA

THE KENTUCKY ENERGY and Environment Cabinet received some good news last month from the U.S. Environmental Protection Agency (EPA) on the Kentucky Chamber-backed effort to find a Kentucky-specific approach to test for selenium in the state's waterways. Under the new approach, Kentucky gains complete control of the criteria used for testing for selenium under the Kentucky Division of Water's own water quality programs.

The new standard will test selenium levels in fish tissue found in Kentucky's streams and rivers versus levels in the water which is based on an old nationwide standard which lacked scientific credibility.

The move to a Kentucky-specific approach started in September 2012 with Kentucky's triennial review documents. It was approved by the General Assembly's Administrative Regulations Review Subcommittee in May 2013 and

ultimately by the EPA in November.

"I appreciate Gov. Beshear, Secretary Peters, Commissioner Scott, the Administrative Regulations Review Subcommittee and all their staff for seeking a Kentucky-specific solution rather than relying on Washington, D.C. to solve the problem," said Kentucky Chamber Energy and Environment Council Chairman Rusty Ashcraft.


The Chamber was supported in its efforts by many statewide associations including the Associated General Contractors of Kentucky, the Homebuilders Association of Kentucky, the Kentucky League of Cities, the Kentucky Association of Manufacturers and the Kentucky Coal Association. It appears several other states, including West Virginia, are now looking at the Kentucky model in hopes to implement something similar in their own state.



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*The Economic and Health Impacts of Obesity, Institute on the Costs and Health Effects of Obesity, National Business Group on Health, February 2009.
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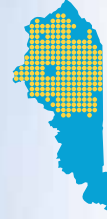




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DECEMBER 2013



Chamber prepares to push priorities in 2014 legislature

ADKISSON TAKES AGENDA ACROSS STATE

