

Kentucky Chamber
Uniting Business. Advancing Kentucky.

2010 ELECTION



Chamber PAC endorses pro-business candidates

THE KENTUCKY CHAMBER Political Action Committee (PAC) has endorsed 15 candidates for elected office this fall. The PAC Board considered candidates who filled out the 2010 candidate survey for endorsement. They reviewed the voting record of incumbents. No one issue was the determining factor in an endorsement as the entire record was reviewed. Endorsed candidates are individuals who demonstrate an understanding of business issues and a willingness to promote pro-growth policies.



Sen. Julie Denton (R) Louisville
Rep. Will Coursey (D) Benton
Rep. Tim Moore (R) Elizabethtown
Rep. Rick Rand (D) Bedford



Rep. David Floyd (R) Bardstown
Rep. Melvin Henley (D) Murray
Rep. Tommy Thompson (D) Owensboro
Rep. Terry Mills (D) Lebanon



Julie Adams (R) Louisville
Rep. Ron Crimm (R) Louisville
Rep. Lonnie Napier (R) Lancaster
Wade Hurt (R) Louisville



Nathan Haney (R) Louisville
Rep. Stan Lee (R) Lexington
Rep. Sal Santoro (R) Florence

KENTUCKY'S U.S. SENATE RACE



U.S. Senate candidates Jack Conway and Rand Paul were invited to participate in roundtable discussions with the Kentucky Chamber on business issues. Videos of the discussions are online at kychamber.com.

WHERE THE CANDIDATES STAND ON BUSINESS ISSUES

THE RACE to replace retiring U.S. Senator Jim Bunning has garnered national attention and voters in Kentucky have been inundated with political ads from both campaigns and a number of outside interests groups. However, much of the focus of these political ads has been on narrow issues and has left voters with only sound bites to try to make an important electoral decision.

The Kentucky Chamber of Commerce decided to take a different approach – let the candidates speak directly to the business community and, in detail, lay out their positions and vision as it relates specifically to business issues. The Kentucky Chamber invited Dr. Rand Paul (R-Bowling Green) and Attorney General Jack Conway (D-Louisville) to sit down with a panel of Kentucky business leaders and discuss the Kentucky Chamber's top five issues – education, health care, government modernization, global competitiveness and energy.

On Oct. 4, Paul sat down with Chamber President and CEO Dave Adkisson, Chamber

YouTube
The Chamber Interviews with Jack Conway and Rand Paul are available online at kychamber.com/senate

Chairwoman Deb Moessner of Anthem and Chairwoman of the Chamber's Energy and Environment Committee Carolyn Brown of Greenebaum, Doll and McDonald. Paul spoke with the business panel for 10-12 minutes on each topic and detailed how he believes the current federal admin-

istration is taking our country in the wrong direction. Specifically he described his opposition to the new health care reform law, the need to reduce the federal government's role in a number of areas and the unilateral action of the EPA against Kentucky coal companies.

Paul's responses can be found on the Kentucky Chamber's Web site www.kychamber.com/senate and on our YouTube Channel, www.youtube.com/kychamber.

Attorney General Jack Conway was also invited to provide his perspective on these issues, but as of press time, had not scheduled a visit to the Chamber. After his interview takes place, it will be available at the previously mentioned Web pages.

Anthem executive to lead the Chamber in 2011

ON OCT. 1, Deb Moessner, president of Anthem Blue Cross and Blue Shield's Kentucky market, began her year as chairwoman of the Kentucky Chamber of Commerce's Board of Directors.

"I have the privilege of serving as chairwoman of this organization after a very strong year," said Moessner. "This year, we hope to continue building on the momentum that was created by the Leaky Bucket Report, and as always, to continue to do our best to unite business and advance Kentucky."

Moessner is based at Anthem's Louisville offices located in East Pointe Business Park. She is a graduate of George Williams/Aurora University and Bellarmine

University's Executive MBA program. In addition to her involvement with the Chamber, Moessner also serves on the boards of a number of civic and professional organizations, including Women 4 Women, Jefferson County Public Education Foundation, Fund For The Arts, Greater Louisville Inc.(GLI), Leadership Louisville, Health Enterprises Network, Leadership Kentucky Foundation, Community Foundation of Louisville and formerly served on the boards of Associated Industries of Kentucky and Elderserve.

Moessner succeeds 2010 Chairman Bill Jones, Community Division Manager for U.S. Bank. Chairman-elect for 2011 is Luther Deaton, chairman, president and CEO of Central Bank and Trust in Lexington.



2011 Chamber Chairwoman Deb Moessner accepts the gavel from 2010 Chairman Bill Jones

Jan. 6, 2011
5 - 9 PM Lexington Convention Center

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BACK Construction
Brown Foodservice
Georgetown College

Adkisson testifies before Medicaid Cost Containment Task Force

DURING A MEETING of the Task Force on Medicaid Cost Containment in September, Kentucky Chamber President and CEO Dave Adkisson urged lawmakers to consider innovative solutions to Medicaid spending, including expanding managed care, implementing wellness activities and improving efficiencies. Adkisson acknowledged the importance of Medicaid to Kentucky's citizens and the health care economy.



During the testimony, Adkisson discussed how Medicaid funding has affected state spending on education — total Medicaid expenditures have increased at a rate over twice that of inflation, and Medicaid continues to take a huge bite out of the state budget as the share for education has declined. The task force was created to determine major cost drivers and identify cost containment strategies in the Kentucky Medicaid program, and is scheduled to meet twice monthly until the end of the year, when it will present recommendations for legislation.



Chamber staff visits Brown-Forman facilities

The Kentucky Chamber recently began a series of staff outings that highlights its members. In September, staff members toured Brown-Forman's bottling facility and corporate headquarters in Louisville. Pictured at left with the staff is Chamber Board member Rusty Cheuvront, director of community relations for Brown-Forman, and Marty Tichenor, community relations manager for Brown-Forman. (First row) Ali Crain, Denise Scott, Chad Harpole, Carrie Fiorella, Bryan Sunderland, Jessica Fletcher, Beth Ann Kovacs and Carlos Phillips. (Second Row) Donna Taylor, Sarah Cathey, Shannon Byrne, Dave Adkisson and Aimee Hiller. (Third Row) Kathy Wright, Andrea Flanders, Allyson Hamilton-McIntire, Amanda Bledsoe and Jim Ford. (Fourth Row) Lisa Harris, Charles George, Patrick Merchak, Candy Keeton, Sheila Boardman and Beverly Standifer.

Staff Announcements



Carrie Fiorella is now the Public Affairs communications manager. She previously served as events manager.



Rosanne Mastin joined the Chamber in October as the events manager.



Brenda Travis joined the Chamber in September as the membership and marketing assistant.

Chamber launches video update on YouTube

IN AN EFFORT to keep Kentucky's business community better informed about pressing issues, the Kentucky Chamber is now posting video updates to its YouTube Channel, www.youtube.com/kychamber.



All videos updates, as well as video from events, can be viewed both on YouTube and on the Chamber's homepage. Recent video update topics include Kentucky's business tax ranking, Race to the Top education funding, and the Chamber's Mission to China.

Video updates will be posted bi-weekly. Subscribe to the Chamber's YouTube Channel or follow us on Twitter (twitter.com/kychamber) to find out when the latest videos have been uploaded.

Kentucky Chamber salutes our Key Investors!

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Something is a little fishy...

DURING A PREVIOUS warming period, around 980 AD, Norse colonists established a vibrant colony in what was (at discovery) unpopulated southern Greenland. They enjoyed a mild climate, an abundance of food and forage, and a welcoming supply of basic necessities. The population expanded for nearly 500 years, building cathedrals, farms and towns, and then (sometime after 1400) the climate changed and this population died out. For lack of a more poetic description, they ended up sitting in the dark and starving to death.

How this is relevant to coal utilization lies in what happened to their competitors.

Around 1200 AD, the Inuit also moved into Greenland from Canada, eventually establishing a flourishing civilization that has lasted to the present day. What they did differently in dealing with climate change is very much relevant to the issues we face today in our national energy supply. As climate changed, the domestic livestock and wild game became scarce, the Inuit shifted to a diet of fish. The Norse, however, simply refused to eat them. No one (archaeologically speaking) knows why these tough, resourceful people — who had overcome ocean crossings, hostility with the Inuit (and each other), religious strife, and all sorts of other obstacles establishing themselves in a new world — could literally be surrounded by the answer to their major subsistence needs and refuse to take advantage of it. Sound familiar?

Coal offers the United States energy, security and independence. It can drive our economy, provide light and heat, and (think refrigeration) a safe food supply. But coal and coal mining is currently beset with environmental challenges beyond any seen before, which are clearly aimed at making its use taboo. Somehow, coal has become a smelly fish. This knee-jerk repugnance to coal is unfortunate at best, and economy killing at worst. We have an abundance of this valuable resource, but many seem unwilling to face the unpopular truth that we need it. Yes, we need to use it with greater environmental controls, new technologies for less invasive extraction, and less polluting utilization. But our economy, our standard of living, and our national security depend on the availability of reliable, inexpensive energy.

The methods to allow mining with a lighter environmental footprint are being developed and tested. Carbon capture and utilization technologies are in development that will not only capture the byproduct greenhouse gases, but convert them into useful products and a greater abundance of energy. These take time, well beyond the two-year political horizon, and it comes down to a simple truth: we need coal. We do not have a viable replacement for it in the near term, and we need the time and the investment to make it more palatable to use. Anything else is choosing to sit in the dark and starve.



BY RODNEY ANDREWS
Director, UK Center for Applied Energy Research



Chamber Board tours Eastern Kentucky coal mine operations

The Kentucky Chamber of Commerce Board of Directors got the opportunity to visit Booth Energy during its recent trip to Eastern Kentucky. The Board got an up-close-and-personal tour of the impact of the coal industry on our state, both on the ground and from the air. **Above:** A mountaintop reclamation site in Martin County. **Bottom left:** An active surface mine in Eastern Kentucky. **Bottom right:** Board Member Lynn Parrish (far left) and Jim Booth (far right) described to the Board the impact of the coal industry on Kentucky's economy.



Chamber testifies against proposed coal ash regulation

IN LATE SEPTEMBER, the Kentucky Chamber testified to the United States Environmental Protection Agency (U.S. EPA) against a potential regulatory change that could dramatically affect utility rates and energy production in Kentucky. The proposed regulatory change, called the "Coal Combustion Residual (CCR) Rule," could classify coal ash waste from power plants as either "Subtitle C hazardous waste or Subtitle D non-hazardous" under the Resource Conservation and Recovery Act (RCRA).

During testimony, Chad Harpole, director of public affairs for the Kentucky Chamber, stated opposition to the Subtitle C regulatory option, saying it will impose significant costs on power plant operations, and ultimately result in additional utility cost increases for business and consumers. As written, both Subtitle D and C have similar landfill design features, therefore Subtitle D can provide the necessary controls to protect the environment and human health.

"These costs and additional regulatory burdens may cause some coal-fired plants to close or significantly reduce production, threatening electricity reliability and significantly affecting local economies through reduction in payroll taxes and employment numbers," said Harpole.

Harpole later said such regulation under Subtitle C could end the beneficial use of recycling coal ash into products like cement and concrete, thus driving up costs for the construction and homebuilding industries.

The Chamber urged U.S. EPA to develop federal non-hazardous waste regulations for coal ash under Subtitle D of RCRA. Such an approach would allow U.S. EPA to work with the states in implementing regulations that are fully protective of human health and the environment — without negatively impacting coal ash beneficial use and causing an increase in energy prices at a time when the country can least afford it.

Chamber recognizes outstanding college alumni and faculty

IN EARLY SEPTEMBER, the Kentucky Chamber presented the 2010 Acorn and Oak Awards at the 2010 Governor's Conference on Postsecondary Education Trusteeship, sponsored by the Council on Postsecondary Education. Kevin W. Canafax, vice president of public affairs and regional site leader for Fidelity Investments, and a member of the Kentucky Chamber's Board of Directors, presented the awards during a luncheon at the Cincinnati Airport Marriott.



CANAFAX

The Acorn Award goes to outstanding teachers at Kentucky's public or independent colleges and universities and includes a \$5,000 honorarium. The Oak Award is presented to an alumnus of a public or independent Kentucky college or university who has achieved national stature and reputation in his or her chosen career.

ACORN AWARD RECIPIENTS

Dr. Benjamin K. Malphrus is chair of the Department of Earth and Space Sciences at Morehead State University where he has taught for 20 years and directs the University's Space Science Center. He also serves as the Director of Space Operations of the Kentucky Space program. He has served on the scientific staff of the National Radio Astronomy Observatory and as visiting scientist at NASA's Wallops Flight Facility.



Ms. Tracy Knowles has taught at Bluegrass Community and Technical College for 10 years and is the Associate Professor of Chemistry and Environmental Science Technology. She currently supervises two National Science Foundation grants and devotes many hours to science and environmental education activities. She has received numerous awards, including the 2008 New Horizons Faculty Award of Excellence — the highest honor awarded in the Kentucky Community and Technical College System.

OAK AWARD RECIPIENTS

Mr. James H. Booth, a native of Inez, Ky. is a graduate of Morehead State University. He is well known for his mining operations in Eastern Kentucky and West Virginia. His involvement in the retail industry and his mining operations bring a combined 2,100 jobs to the region. He has served on the Kentucky Chamber Board of Directors and Executive Committee, the Morehead State University Board of Regents and currently serves on the Pikeville College Board of Trustees.

Lt. Gen. Ken Keen is a graduate of Eastern Kentucky University and a native of Hyden, Ky. Keen is responsible for military operations and security cooperation throughout Latin America and the Caribbean. He is a former commander of U.S. Army South, director of the U.S. European Command Plans and Operations Center and EUCOM chief of staff. A veteran of operations Just Cause and Desert Storm, his awards include the Army Distinguished Service medal, Defense Superior Service medal and the Legion of Merit.

Dr. William Markesbery led the University of Kentucky Sanders-Brown Center on Aging from its inception in 1979 and was director of its Alzheimer's Disease Center. He also held the Commonwealth Chair in Aging and was a professor of neurology, pathology, neurosurgery, anatomy and neurobiology in the UK College of Medicine, of which he was a member of the first graduating class in 1964. Markesbery died Jan. 30, 2010. His widow, Barbara A. Markesbery, accepted the award on his behalf.

Kevin Canafax, vice president of public affairs and regional site leader for Fidelity Investments, and a member of the Kentucky Chamber's Board of Directors, presented the Oak and Acorn Awards awards during a luncheon at the Cincinnati Airport Marriott in Hebron, Ky. Recipients include Mr. James H. Booth, alumnus of Morehead State University; late Dr. William Markesbery, alumnus of the University of Kentucky (accepting on his behalf is his wife, Barbara); Lieutenant General Ken Keen, alumnus of Eastern Kentucky University; Dr. Benjamin K. Malphrus, Morehead State University; and Ms. Tracy Knowles, Bluegrass Community and Technical College. Pictured with the group is former Gov. Paul Patton.



Eighty-one members of Kentucky's business community recently visited China during the Kentucky Chamber's first-ever international business mission. On the nine-day tour, delegates explored the challenges and rewards of doing business in China.

EXPLORING THE GLOBAL MARKETPLACE

International mission explores challenges, rewards of doing business in China

Just as China passed Japan in Gross Domestic Product to become the second largest economy in the world only behind the United States, 81 Kentucky business representatives embarked on the Kentucky Chamber's first international business mission. Delegates visited four Chinese cities during the nine-day trip in September – Beijing, Shanghai, Suzhou and Hangzhou.

During the trip, delegates had the opportunity to meet with business executives from Kentucky companies working in China such as Alltech, UPS and the B&L Group. Two different business meetings during the trip explored the challenges and rewards of doing business in China.

With a population of 1.2 billion and growing, nearly 350 million will be added to China's urban population by 2025 – more than the population of today's United States. The increasing size of China's middle class, and therefore the country's buying power, serves as an enormous export opportunity to Kentucky businesses.

Through the cultural tours and business meetings on the trip, delegates learned a great deal about the differences between the U.S. and Chinese economies and how to go about creating business relations in China.



A video summary of the Chamber's Mission to China is online at youtube.com/kychamber



The delegation visited a KFC in Shanghai. Yum! Brands is one of several Kentucky companies that has made a significant impact in China.



THE DATA THE CHINESE HAVE COLLECTED IS AMAZING. IF YOU WANT TO DO BUSINESS HERE, THERE'S DATA TO SHOW YOU WHAT YOUR POTENTIAL MARKET IS.

CHAMBER BOARD MEMBER SHANNON TURNER
PASSPORT HEALTH

I'VE HAD AN OPPORTUNITY TO LEARN SO MUCH ABOUT THE CHINESE CULTURE AS WELL AS HOW TO DO BUSINESS IN CHINA.

CHAMBER BOARD MEMBER CURTIS WARFIELD
NATIONAL PATIENT ACCOUNT SERVICES



Delegates from all regions of Kentucky represented several different business sectors of the state, and while there spent time learning

about Chinese business and culture. The delegates were able to take in the impressive 4,000-mile Great Wall, the 9,999-room Forbidden City and the serene Summer Palace.

Other experiences included a boat ride along Suzhou's Grand Canal – a man-made waterway built 1,300 years ago lined by traditional Chinese homes and communities. The living quality is a stark contrast to the thousands of flashy skyscrapers and towering apartment buildings in Shanghai and Beijing.

During the tour, delegates also visited economic hubs such as the Suzhou Silk Factory and the Longjing Green Tea Plantation. The nine-day tour ended with a visit to the Shanghai Silk Rug Factory. Overall, the delegates were impressed by what they learned and the experience.

No international trips have been scheduled for 2011, however the response was so outstanding from the Mission to China that another may be planned. Check the Chamber's Web site – kychamber.com – for updates, or follow us on Twitter at twitter.com/kychamber.



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TOP LEFT: Chamber Board member Bill Corum in front of the Summer Palace in China.

BOTTOM LEFT: The delegation of 81 was broken into four groups that toured China in separate buses.

RIGHT: The living quality in the more rural locations in China (inset) stands in stark contrast to the flashy skyscrapers that line Shanghai.





2011 Kentucky Chamber Legislative Agenda

The Board of Directors recently approved the Chamber's legislative agenda, a document that details policy goals to make Kentucky a better place to do business, work and live.

The five key goals of the agenda are to improve educational attainment, modernize government, promote health and wellness, make Kentucky competitive and expand Kentucky's role as an energy leader. The business agenda is developed annually with the input of business leaders from around the state representing businesses of all sizes.

Each year, the Kentucky Chamber's five policy councils meet over the summer to research and analyze issues important to the business community. This exercise culminates in our legislative agenda for the 2011 session.

"We are most proud of the fact that we received significant input from a very diverse

group of business leaders," said Bryan Sunderland, director of public affairs. "Our focus is making Kentucky a better place to do business for all companies, regardless of size."

Five councils, with the support of the small business committee, created the legislative priorities to guide the Chamber's lobbying efforts in the upcoming session of the Kentucky General Assembly. The Chamber's business agenda also places a significant focus on federal issues.

"At no time in recent history have so many key issues been debated in Washington that could have a lasting impact on the way companies do business," said Dave Adkisson, president and CEO. "We are working closely with our Congressional delegation, national associations and other state chambers to keep our members informed about potential federal changes that could impact their businesses."

Top Priorities for 2011

Improve the **education attainment** level of Kentuckians.

- Increase the number of science, technology, engineering and math (STEM) graduates.
- Develop and reward effective teachers.
- Increase the compulsory school-attendance age to 18.
- Improve academic achievement and performance.
- Improve adult education in Kentucky.
- Invest in early childhood education and development.
- Enhance workforce preparation.

Modernize **government** at all levels.

- Prioritize state spending to invest in the future.
- Promote streamlining of government services.
- Advocate responsible state personnel policies.
- Support sustainable state debt levels.
- Create a culture of accountability.

Promote **wellness** and healthy Kentuckians.

- Create a culture of wellness in public health programs.
- Promote policies to make employer-sponsored health plans affordable.
- Promote wellness education to improve the health of all citizens.
- Reduce smoking, obesity and other poor health choices.
- Promote personal choice and responsibility in health decisions.
- Increase the number of health professionals to improve access.

Prepare Kentucky to successfully compete in the **global marketplace**.

- Promote a competitive tax code that encourages investment.
- Promote an equitable civil justice system.
- Develop and maintain infrastructure.
- Entice business development.
- Grow Kentucky's exports.
- Defend employers against government-imposed costs.
- Promote Kentucky's signature industries.

Expand Kentucky's role as an **energy leader**.

- Promote cost-effective carbon management solutions.
- Promote sensible regulatory enforcement.
- Utilize Kentucky coal as a key source of energy.
- Invest in clean technologies.
- Promote conservation and efficiency measures.
- Support biomass and alternative energy initiatives.

Federal Priorities

Support the formation of rules, regulations and changes to the new **health care** reform law that:

- Encourage wellness and prevention.
- Provide favorable tax treatment for employer-sponsored coverage.
- Do not arbitrarily impose additional costs on business.
- Promote personal responsibility and consumerism.

Support sensible **environmental** policies that:

- Support the use of renewable and alternative energy.
- Will protect our nation's economic competitiveness.
- Promote innovation and technology as a solution.
- Recognize coal as an important part of our energy mix.
- Promote sensible regulatory enforcement from USEPA.
- Will not place Kentucky at a distinct economic disadvantage.

Support **labor laws** that:

- Protect secret ballot elections to form unions.
- Maintain a company's ability to educate employees.
- Do not include binding arbitration provisions.
- Will not impose one-sided penalties.
- Do not upend years of carefully balanced labor laws.

Support **tax and budget** policies that:

- Recognize a balanced approach to investments and expenditures.
- Do not place U.S. companies at a competitive disadvantage.
- Promote job growth and investment.
- Promote equity and ease of compliance.
- Are equitable to all businesses regardless of size.

Small Business Priorities

To help foster a positive business environment that encourages job growth, the Chamber supports the following **small business** priorities:

- Strongly encourage education and workforce development.
- Support equitable unemployment insurance policies.
- Advocate workers' compensation laws that protect the rights of employers.
- Promote an impartial civil justice system.
- Protect against unfair labor laws.
- Monitor the implementation of the new federal health care law.
- Maintain a watchdog role in the regulatory process.
- Oppose arbitrary wage and hour mandates.
- Advocate fair tax treatment for small businesses.
- Support entrepreneurial development and access to capital.
- Oppose state and federal encroachment into free enterprise.
- Maintain Kentucky's low-cost utility rates.

Policy Councils

As part of its advocacy mission, the Kentucky Chamber has developed five public policy councils, composed of business leaders from around the state, and a small business committee, each of which is responsible for developing legislative positions and priorities for their respective policy areas. If you are interested in serving on one of these councils to help shape the 2012 Legislative Agenda, call the Chamber at 502-695-4700.

Download the complete 2011 Legislative Agenda

www.kychamber.com/agenda

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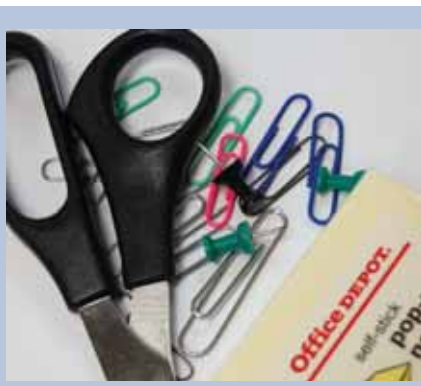
CHAMBER MEMBERS can now easily take advantage of their member savings benefit at Office Depot with enhanced store purchasing cards. The cards, available to every Kentucky Chamber member, can be swiped at the cash register for the exclusive Chamber discount (up to 30 percent off). The total can then be paid separately by cash, check, debit or credit card, or companies may qualify to be invoiced for store purchases. The card may also be tied to an online account for easy transactions out of store.

"We're very excited to be able to offer the store purchasing cards to our members," said Denise Scott, the Kentucky Chamber's member services director. "This discount has been available to our members for some time now, but the new cards make it so much easier to take advantage of the savings."

Member companies may also offer this benefit to their employees for discounts on personal Office Depot purchases, such as school supplies or home office items. The Chamber discount applies to office supply items, copy, print and finishing services, technology, tech support, furniture and more.

"Our member companies can even order cards for every employee, which is a great little perk for their staff at no cost to the business," Scott said.

To request a complimentary Office Depot store purchasing card or learn more about this and other member savings programs from the Kentucky Chamber, please contact Denise Scott at dscott@kychamber.com or call 502-848-8724.



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- End quantity pricing on all promotional products
- Additional discounts on furniture, technology and tech support, breakroom and coffee items and more

Chamber offers free auto renewal program for labor law posters

OVER 500 KENTUCKY companies have taken advantage of the Kentucky Chamber's auto renewal poster subscription service. This free service provides companies the peace of mind in knowing that their mandatory labor law posters are up-to-date. We only issue new posters when there is a major fineable change to the postings, and at that time you are automatically sent the number of postings that you requested when signing up. To register your company for this service call Sarah Vaught Cathey at 502-848-8719.



Jody Wassmer (left) and the Greater Owensboro Chamber staff accept the 2010 Chamber of the Year award from ACCE President Mick Fleming (right).

Owensboro becomes third consecutive Kentucky chamber to take national title

CONGRATULATIONS to the Greater Owensboro Chamber of Commerce on winning the 2010 Chamber of the Year award from the American Chamber of Commerce Executives.

This is the third year in a row that Kentucky has had a Chamber of the Year, with Bowling Green Area Chamber being named in 2009 and Greater Louisville Inc. named in 2008.



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OSHA 30-Hour General Industry Course December 7-10, 2010	\$895/\$1095	Lexington
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LEFT: Henry G. "Hank" Jackson, interim president and CEO of the national SHRM organization discussed the importance of investing in the early care and education of children during the Kentucky SHRM Conference. **RIGHT:** Robert A. Shepard of the U. S. Department of Labor's Veterans' Employment & Training Service discusses transitioning from military to civilian employment.

KENTUCKY SHRM CONFERENCE

Workforce development can be strengthened by preschool investments

ISSUES RELATED to workforce development usually fall into such categories as skills training, education attainment and the availability of workers. But attendees at the recent Kentucky Society for Human Resource Management (SHRM) annual conference heard a message with a different twist: the importance of investing in the early care and education of children.

"This is a business imperative for the country," Henry G. "Hank" Jackson, interim president and CEO of the national SHRM organization, told the conference. SHRM has joined the Partnership for America's Economic Success, managed by the Pew Center on the States, as part of a national coalition of business leaders that describes itself as being mobilized to improve tomorrow's economy through smart investments in young children today. Jackson's remarks to the Kentucky meeting focused on both the need for and return on such investments.

Citing national studies and surveys of employers,

Jackson noted the low education attainment of many young adults and their deficiency in the skills needed for entry-level jobs. Looking ahead, he said the jobs of the future will require even higher levels of education attainment, and few states are on track to reach those objectives.

Failing to change strategies for workforce education and preparation "is a going out of business strategy," he said. The first step in developing a world-class education system is high-quality early childhood programs that prepare individual children for success while building a strong, productive and prosperous workforce.

Investing in quality early programs will produce benefits today by helping children prepare for school success and tomorrow by raising education levels and earnings and reducing crime rates, he noted.

Investments in early childhood education now can help the nation avoid higher-cost consequences in the future, Jackson concluded.



The Kentucky SHRM Conference, presented by UnitedHealthcare, was attended by 530 HR professionals from around the state. Managed by the Kentucky Chamber, the conference was held at the Kentucky International Convention Center in Louisville Sept. 29-Oct. 1.



PRESCHOOL PROGRAMS ROI CAN BE ASTOUNDING

RESEARCH ACROSS the United States has found a return ranging from \$2 to \$17 for every dollar invested in quality preschool programs for at-risk children. A Kentucky-specific study concluded that the per-dollar investment return for expanding pre-K would be \$5. These returns result from the higher education attainment, greater earnings and lower rates of criminal activity of children who participate in high-quality programs.

Editor's Note: Beginning this month, each issue of the newsletter for the coming year will include brief information on early childhood education and what it means for Kentucky's future.

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