

Southeast Kentucky Chamber of Commerce's

# BUSINESS CALL

NOVEMBER 2014

## GOING TO BAT FOR BUSINESS

*State Rep. Leslie Combs Receives Award  
from Kentucky Chamber*



**LAYTENT ENERGY  
JOINS THE CHAMBER**

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SMALL BUSINESS  
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**CHAMBER CELEBRATES  
SMALL BUSINESS APPRECIATION MONTH**

*Presented by: Community Trust Bank*

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*Presented by: Community Trust Bank*

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**Southeast Kentucky  
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**2014-2015**

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(First Commonwealth Bank)

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**Joel Thornbury** (Care More Pharmacy)  
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**Jim Hobbs** (Citizens National Bank)

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**Joel Thornbury** (Care More Pharmacy)

**Howard Roberts** (University of Pikeville)

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**Mike Harris** (Pepsi)

**Mike McCoy** (MCNB)

**Neil Middleton** (WYMT-TV)

**Paul David Slater** (SNF-Flomin Coal)

**Philip Elswick** (Summit Engineering)

**Rick Newsom** (Community Trust Bank)

**Russ Barker** (ARH)

**Shannon Wright** (Wright Concrete)

**Skip Holmes** (Fairway Outdoor  
Advertising)

**W. Allen Gillum** (Appalachian Wireless)

### Chamber Staff

**Jacob Colley**: Interim President/CEO

**Pam Mullins**: Accounting Manager

**Kelly Rowe**: Events and Programs  
Manager

**Grace Nelson**: Membership Development  
Manager

**Kate Hensley**: Communications Manager



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### **Ambassador Surprise Patrol November**

The SEKC Ambassador Club surprised two small businesses for Small Business Appreciation Month. Shurtleff's Laundry and Dry Cleaning and Shoe Inn received a visit from the Ambassador Club and balloons and cupcakes to thank them for being members of the Chamber.

Ambassadors that participated in November's Surprise Patrol included: George Prater, Eva Hinkle, Deann Price, Waylon and Grace Nelson

For more information about the Ambassador Club, please contact Kate Hensley, Communications Manager, at [kate.hensley@sekchamber.com](mailto:kate.hensley@sekchamber.com).

#### **AMBASSADOR OF THE MONTH**



**Waylon Nelson**  
Appalachian News-Express

#### **WELCOME NEW CHAMBER MEMBERS**

Brookside Dental Care  
Central Brace and Prosthetics, Inc.  
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On December 2, the Chamber hosted Eggs and Issues. This event is dedicated to education and networking. The December Eggs and Issues was presented by US Bank and Small Business Sponsor, The Law Offices of Johnson Crump. The morning featured Dave Adkisson, President/CEO of the Kentucky Chamber, Brad McLean, Director of External Affairs for AT&T-Kentucky, and an award presentation to State Representative Leslie Combs.

Brad McLean presented on the issue of telecom reform in Kentucky. McLean and the team at AT&T Kentucky are working to reform Kentucky's telecommunications laws to spur investment in high-speed telecommunications infrastructure that supports business and commerce.

Kentucky Chamber President and CEO Dave Adkisson outlined the Kentucky business community's goals for the 2015 General Assembly and discussed the Kentucky Chamber's 2015 Legislative Agenda, which places special emphasis on the need for public-private partnership (P3) legislation and financial transparency in Kentucky's pension systems.

The visit to Pikeville is part of a 12-city tour across the state aimed at familiarizing members of local chambers of commerce with the priorities of the Kentucky Chamber.

"As we head into the 2015 General

Assembly, there are a number of issues that could have a significant impact on the health of the business community," said Adkisson. "Our goal with this tour is to ensure our members and local chamber members are not only educated on those issues, but stay looped in as those issues continue to evolve during the session."

Adkisson says several legislative issues which the Chamber advocated heavily for in the 2014 session are still on the table as we move into the 2015 session.

"We were disappointed by the amendment that led to the Governor's veto of P3 legislation at the end of the 2014 session," said Adkisson. "This year, we will continue to push for passage of a comprehensive plan that will encourage the creation of partnerships between private companies and government to create jobs, while saving tax dollars and providing needed projects and services."

As for the state's pension system, Adkisson says the "day of reckoning has come."

"Our bond rating has already been downgraded three times. Kentucky's one of the worst states, frankly, among all 50 in terms of our total liabilities. So we have to continue to address our pension issue." He added, "Some major reforms have been made in 2008 and 2013, but we've got to keep our eye on the ball because it's going to require a sustained commitment

to solve."

The Chamber's legislative agenda is a comprehensive approach to creating a competitive business climate and investing in the future of the Commonwealth. "Clearly, our agenda is a full one, and we know that additional issues will emerge as the session progress," said Adkisson. "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."

The event concluded with Adkisson and the Kentucky Chamber giving State Representative Leslie Combs the MVP Award for going to "bat" for business. Combs received a commemorative Louisville Slugger Bat from the Kentucky Chamber.

Adkisson and other Chamber leaders will be touring the state through Jan. 22, 2015. To download a PDF of the Kentucky Chamber's 2015 Legislative Agenda, visit [kychamber.com/2015agenda](http://kychamber.com/2015agenda).



The Patton Leadership Institute met for their second of nine monthly sessions on Thursday, November 13. The focus of the session was on education. The day featured discussion with local education leaders including representatives from Big Sandy Community Technical College, University of Pikeville, The Holler, and the Pike, Floyd, Johnson, and Pikeville Independent school systems.

The session was held at University of Pikeville's Coleman College of Business and began with Josh Ball, Director of College Relations for BSCTC, discussing workforce development and the strides Big Sandy is making to prepare their students to become skilled and ready to enter the workforce upon graduation. Then Jacob Colley, Interim President/CEO of the SEK Chamber, conducted personal branding workshop.

The class had a panel discussion with four regional superintendents including Dr. Henry Webb of Floyd County Schools, Thomas Salyer of Johnson County Schools, David Lester of Pike County Schools, and Jerry Green of Pikeville Independent Schools. The superintendents touched on the efforts each of their respective school systems are mak-

ing to ensure their students are becoming fully college or career ready.

The President of the University of Pikeville, Dr. James Hurley, also visited the class and discussed 21st century education and what the future looks like for the university. He also discussed his personal leadership and growth as president of UPIKE.

The class was then met by Dr. Steven Harris, Associate Dean of Academic Affairs for UPIKE and was given a tour of the Kentucky College of Osteopathic Medicine's Coal Building. The class toured training facilities including the Simulation Center, where students practice treating patients by using robotic patient simulators, and Osteopathic Manipulation Therapy Lab, where students learn to diagnose, treat, and prevent illness or injury with their hands.

The day ended with a presentation by the Director of New Media for UPIKE, Bruce Parsons, about The Holler. Parsons introduced the class to The Holler and

its progress in creating an open conversation of technology and learning in the Central Appalachian region.

Patton Leadership Institute began this year as a restructure of the Chamber's leadership program with an updated curriculum and mission. The program was named after Gov. Paul and Judi Patton to recognize their leadership and impact in not only our region but the entire state of Kentucky. PLI is sponsored by Appalachian Wireless, Food City, and the University of Pikeville. For more information on the Patton Leadership Institute, visit [www.pattonli.org](http://www.pattonli.org).



*PLI touring Kentucky College of Osteopathic Medicine*



*PLI listening to the local school superintendents panel.*





*Indian Hills  
Wine & Spirits*

The month was kicked off at Indian Hills Wine & Spirits on Tuesday, November 11. Chamber Members and Indian Hills patrons got to meet the staff, network, and taste a variety of wines and spirits. A representative from Alltech's Lexington Brewing and Distilling Co. as well as one from Southern Wine and Spirits was on hand to provide attendees with additional information regarding the products available for tasting.

Donnie and Staci May own and operate Indian Hills Wine and Spirits located on 2150 South Mayo Trail in Pikeville.

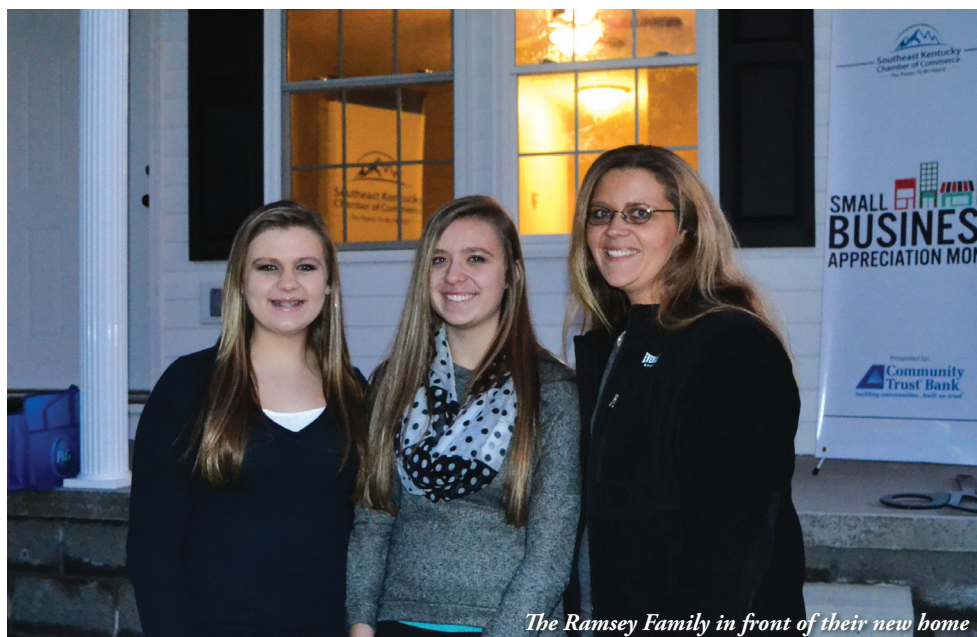
Indian Hills has been in operation since 1995 but recently opened a brand new building and facility in their same location at the end of last year. Their new building increased their square footage to nearly 4,000 square feet to expand their selection to carry a wider selection of wine, spirits, craft beer and accessories for any party or event. "We were very pleased with the turn out and impressed by the members of the Chamber that came out to support Indian Hills," Owner, Donnie May said.

"We were very excited to kick off



Small Business Appreciation Month at Indian Hills Wine and Spirits. The reason for this month is to celebrate and promote small businesses in our region. Indian Hills is the perfect example of a locally owned and operated successful business that has been in the region for almost 20 years, and that is definitely something to celebrate," SEK Chamber Interim President/CEO, Jacob Colley said.

For more information on Indian Hills Wine and Spirits, call them at (606) 433-1935.



*The Ramsey Family in front of their new home*

## ***Sandy Valley Habitat for Humanity***

On Thursday, November 20, the Business After Hours was hosted by Sandy Valley Habitat for Humanity. Members of the Chamber and the Habitat for Humanity community came out to welcome the Ramsey family into their new home on Robinson Heights in Pikeville.

A special ceremony was held outside of the newly renovated home. The family was presented with a commemorative bible, supplies, and keys to their new home by members of Habitat for Humanity's board of directors. The ceremony ended with the





Ramsey family cutting a ceremonial ribbon. Attendees took a tour of the home and enjoyed refreshments inside.

“As Chairman for the Southeast Kentucky Chamber of Commerce and board member for the Sandy Valley Habitat for Humanity, I know how hard both of these organizations work to improve our community.” John Blackburn said. “It is exciting to see them come together for this family’s special homecoming.”

Sandy Valley Habitat for Humanity is a non-profit, Christian housing ministry whose purpose is to build homes with families and to sell the houses at no profit and no interest to families who

could not otherwise afford a home. They were just recently awarded an Affordable Housing Program Grant from the Federal Home Loan Bank of Cincinnati to build 5 houses for low income family over the next three years. Now Sandy Valley Habitat is looking for families in need of a home. Families interested in applying for Habitat home or volunteering can contact Executive Director, Donna Casey, at (606) 437-4011. Find more information at their website [www.svhabitat.org](http://www.svhabitat.org).

## Above and Beyond... Just For You

The Chamber’s second Business After Hours was hosted at Above and Beyond... Just For You on Tuesday, November 18. Chamber Members and Above and Beyond customers got to tour the store, enjoy refreshments, shop their wide selection of merchandise, and celebrate a very successful small business.

Owned and operated by Susan, Delphia, and Howard Lockhart, Above and Beyond began as an antique and special events store. Now, the store has expanded to carry jewelry, accessories, décor and more. Above and Beyond continues to plan and decorate for special events, create arrangements, and refurbish furniture as well as sell the latest in home décor and gifts from brands including Spartina, Happy Everything-Coton Colors, Lilly Pulitzer, and the specialty furniture paint, Miss Mustard Seed Milk Paint. The staff also hosts workshops on Tuesdays at 10 a.m. and 6 p.m. to teach customers how to use milk paint for their next furniture project. Those interested can call the store at (606) 432-5575 to sign up for the workshop.

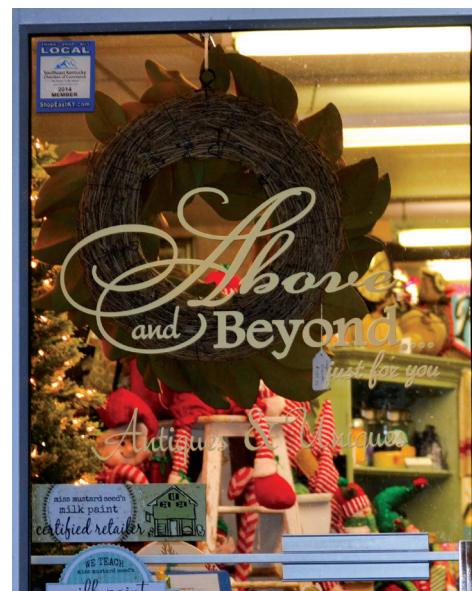
“As a small, family-owned business in



(From left to right) Owners Delphia, Howard, and Susan Lockhart and employee, Dawn Rowe.

eastern Kentucky, we have enjoyed partnering with and supporting the Southeast Kentucky Chamber of Commerce throughout this year,” Owner, Susan Lockhart said. “The Chamber’s support through free business seminars and events to network with other Chamber members, have enabled us to achieve a greater presence in our local community.”

For more information stop by their store at 1892 South Mayo Trail in Pikeville. They are open Monday – Saturday from 9:00 a.m. to 6:00 p.m.





## Small Business Appreciation Month Seminars

### ***“How to Grow Your Business Through Free Resources” Technical Assistance Seminar***

On Wednesday, November 12, the Chamber hosted its first of two free seminars. The seminar, “How to Grow Your Business through Free Resources,” featured bank and non-bank community lenders. The panel discussed key questions and concerns that many small businesses have about qualifying and obtaining financing for their businesses and other resources to make their business successful.

The panel included Justin Prater with the Kentucky Innovation Network, Brett Traver with Southeast Kentucky Economic Development, Paul Wright with Mountain Association for Community Economic Development, and Brett Keene with Community Trust Bank. The panel was able to explain the services that they offer and take questions from the floor. The audience included small business employees, owners, and entrepreneurs that were able to get important questions answered.



*Technical Assistance Seminar Panel*

### ***“How to Effectively Market Your Small Business” Marketing Seminar***

On Wednesday, November 19, the Chamber hosted its second free seminar, “How to Effectively Market Your Small Business.” The seminar featured representatives from local marketing firms who discussed the importance of marketing and services that agencies can provide to help small businesses grow their market.

The panel included Keith Casebolt with Casebolt Broadcasting and Marketing, David Branham with EKB Ad Agency, Tim Coles with LocalX Marketing and WYMT, and Rhonda Kretzer with Vantage Point, Inc. Topics discussed during the panel included understanding your target market, finding your unique selling point, and understanding the benefits of different media channels.



*Marketing Seminar Panel*





## Chamber Night Out at Jenny Wiley Theatre

The Southeast Kentucky Chamber of Commerce wrapped up the month with a Chamber Night Out. Over 50 Chamber members and their families enjoyed Jenny Wiley's production of "White Christmas" at the Pikeville Main Stage. This event concluded the Chamber's month-long series of events created to celebrate and promote local small businesses and their products and services before the rush of the Christmas season.

With the recent opening of its new Pikeville location and 50th anniversary celebration, Jenny Wiley Theatre has had a very busy year. The Pikeville Main Stage is concluding its 2014 run with the production "White Christmas." Shows are performed Tuesday through Saturday at 7:30 p.m. each week until December 20. For more information on Jenny Wiley Theatre or to buy tickets, visit their website at [www.jwtheatre.com](http://www.jwtheatre.com)

"Small Business Appreciation Month was created to not only celebrate local businesses but to help retain local dollars

in the regional economy because we know the Christmas shopping season is one that consumers typically spend their money outside of the region. We hope that this month has promoted our local businesses and that it will reflect in where people shop during the Christmas season." Jacob Colley, Interim President/CEO of the Chamber, said. "I would like to thank everyone that has been involved in making this month such a success, especially our presenting sponsor Community Trust Bank."



## The Men's Corner Celebrates 20th Anniversary

A part of the Southeast Kentucky Chamber of Commerce's Small Business Appreciation Month, presented by Community Trust Bank, is celebrating successful small businesses in the region. The Men's Corner, a men's specialty clothing store featuring hand-picked sportswear, suits and more, just celebrated its 20th anniversary providing high-quality clothing and accessories to the men of eastern Kentucky. The Men's Corner has become a successful and lasting business in the region due to the staff's passion for excellence, service, and quality.

Before owning The Men's Corner, Owner Jerry Bishop had been working at local retail stores for many years. During a sermon, he heard a quote by Victor Hugo "There is nothing more powerful than a dream whose time has come." His dream was to open a his own men's clothing store and knew his time was coming. The next day, he wrote the quote on a piece of paper

and hung it on his bulletin board at work. 20 years later it is still hanging in his office as a daily reminder of what he has accomplished

He opened the Men's Corner at The Weddington Plaza in Coal Run on October 4, 1994. Since then, the Men's Corner has been able to become a successful strong business without sacrificing its beliefs or its brand. "This store was founded on Christian principles and we're not willing to compromise our beliefs for success in business," Bishop said. Bishop has a strong team around him including sales clerks Corey Copley and Debbie Jackson, Carol Ratliff who does on-site alteration.

Bishop's advice to those looking to start a business is to find where there is a void in the economy, figure out what you can do better than anyone else, and provide an experience to compete with internet sales. Bishop knows what it takes to



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contend with shopping online and stores in bigger cities. "You have to provide an experience for your customers. That is very important." His passion for personal service and quality merchandise has created a successful and lasting business.

The Men's Corner provides sportswear brands such as Tommy Bahama, Peter Millar, Cutter & Buck, Southern Tide, and more. They also have quality suits from Jack Victor and S. Cohen. Women and men alike can also find exclusive University of Kentucky merchandise from Cutter & Buck. Next Spring they will begin selling Vineyard Vines as well. The Men's Corner also rents tuxedos.

Follow The Men's Corner's Facebook page for exclusive deals and new merchandise announcements. For more information, call them at (606) 433-1770 or visit them at 4135 North Mayo Trail.

## Laytent Energy Joins the Chamber



The Chamber is proud to welcome its newest member, Laytent Energy. Laytent Energy provides turnkey solar installations for homes, businesses and government facilities. They are not a traditional brick and mortar store but are now headquartered in Pikeville, KY. Laytent Energy Owners, Andrea Robinette and Brendon Coughtry, have a passion for the local community combined with a renewable energy commitment to the environment. “We want to create something we are proud of. We want to create something we can leave behind for future generations to follow and something to help families combat the rising costs of energy,” Robinette said.

Rising utility costs and unpredictable power bills sparked Robinette and Coughtry’s interest in alternative energy sources. In addition, by adding a solar

system to any home it increases the property value and resale value. All of these factors helped them decide to go solar in their own home and bring the service to the region. “Solar is something amazing. It feels so good to go outside and watch the meter run backwards,” Robinette said. “Providing a service that helps families lock in energy rates for years, increase property value, reduces grid dependence, decrease greenhouse emissions, and so much more is a business we can all feel good about.”

Laytent Energy and its customers play a role in America’s clean energy future. Carbon pollution is the leading cause of global climate change and these changes have consequences. Customers can reduce their carbon emissions by reducing the amount of energy they draw from the grid, leaving behind a cleaner, greener, and more sustainable environment.

The average size of a U.S. residential PV system is roughly 5 kW. A 5kw system will give customers around 8,100 Kwh of electricity a year, allowing the customer to reduce annual greenhouse gas emissions over the life of the system equivalent to:

eliminating 50 tons of waste sent to a landfill, not driving 332,450 miles, and removing 30 passenger vehicles from the roadways for a year. A 5kw solar system will also allow a reduction in carbon dioxide emissions equivalent to: 18,840 gallons of gasoline, 325 barrels of oil consumed, 3,650 incandescent light bulbs switched to CFLs, and 5,825 propane cylinders used for home barbecues. A 5kw solar system produces clean energy and therefore reduces the amount of carbon released into the atmosphere annually the same amount as 143 tree seedlings grown for 10 years and 4.6 acres of U.S. forest in one year

“Laytent Energy wants to give you the option to purchase American made panels, create your own renewable energy sources, and help improve the environment for your children and future generations. Lead by example; help make the world a cleaner, greener, and more sustainable place” Robinette said.

For more information on Laytent Energy, check out their website at [www.laytentenergy.com](http://www.laytentenergy.com) or call 1 (844) 523-8368.



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## Southeast Kentucky Chamber of Commerce Calendar of Events

### December 2014

- 2** Eggs and Issues - 7:30 a.m., Hilton Garden Inn
- 3** Executive Board Meeting - 8:30 a.m.
- 4** Board of Directors Meeting - 11:30 a.m.
- 9** Tim Short Superstore Ribbon Cutting - 1:00 p.m.
- 11** Patton Leadership Institute Session - 8:00 a.m. - 4:30 p.m.
- 24-25** Christmas Holiday - Chamber CLOSED

### January 2015

- 1** New Year's Day - Chamber CLOSED
- 15** Patton Leadership Institute Session  
8:00 a.m. - 4:30 p.m.

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