



Northern Kentucky BUSINESS JOURNAL

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A NORTHERN KENTUCKY CHAMBER OF COMMERCE PUBLICATION
www.nkychamber.com

Your Chamber at
Work for YOU:

#1

Minority Business Development and Diversity Awareness

The Chamber coordinates efforts to partner with local organizations to support the development of minority and women-owned businesses to promote diversity education and awareness. See Pages 18 & 20.

#2

Banking on Your Future

The Chamber provides high school students with opportunities to explore career options. See Page 17.

#3

Member Verification Deadline - Oct.25

The Northern Kentucky Chamber is in the process of updating its member records prior to printing the annual membership directory. Please review your online information and make any changes, additions or deletions.

Enhanced Website Listing:

For a more detailed description of your business in the online "LISTINGS" – "Chamber Members" section titled "Comments" add a 20-word description of your products and services. These comments are factored into internet keyword searches; potentially providing more hits to your business listing. See Page 22 for more details.

Member Testimonial

"We are blessed in our community, and the Northern Kentucky Chamber of Commerce specifically, with generous, forward-thinking, civic minded people who understand the meaning of that wonderfully appropriate quip.... There is no limit to what we can accomplish, if no one cares who gets the credit!"

- Bob Elliston, Turfway Park
2004-2005 Chair, Board of Directors

Fastest Growing Companies Announced by Chamber

The Northern Kentucky Chamber of Commerce is pleased to announce the 2004 "Emerging 30" and designate them the fastest growing small businesses in the area.

Now in its sixth year, the "Emerging 30" program touts companies that have appeared on the list as many as five times. That means these companies are experiencing extraordinary growth over a substantial amount of time.

"It is very difficult to sustain a high level of growth for such an extended period of time," said Kathie Hillner, a CPA with Anneken & Moser, P.S.C. and chair of the 2004 "Emerging 30" committee. "Being designated a high-growth company once is an accomplishment but receiving the designation multiple times makes a statement of properly managed growth in a receptive economic environment."

The 2004 "Emerging 30", broken down by number of appearances on the list are:

Five-time Designees: Pediatric Associates PSC

Four-time Designees: McHale's Catering & Event Specialists; Parsons & Associates LLC; Select Specialties Corporation.

Three-time Designees: Business Communication Services; Cardinal Laboratories, Inc.; The Christopher Financial Group, Inc.; Furniture Solutions Inc.; Wealth Advisors of Cincinnati, LLC.

Two-time Designees: ADCM, Inc.; BlueStar Inc.; Boggs & Colvin, LLC; Capital Software; C-Forward, Inc.; Chas Wagner Enterprises LLC; Cindy B! REALTORS; dbaDIRECT Inc.; Donna Salyers' Fabulous-Furs; FocusMark Group LLC; K4 Architecture, LLC; PediaMed Pharmaceuticals, Inc.

First Appearance: Comprehensive Medical Management; James E. Wilson, CPA, LLC; Jones Dietz & Schrand PLLC; Stand Energy Corporation; Sutton, Hicks, Lucas, Grayson & Braden, PLC; TV One.

Based on information provided by the 2004 "Emerging 30" this rapid growth can be attributed mostly to the fact that there is growth occurring throughout most areas of our local economy.

See Fastest Growing Companies on Page 5



Tuxes & Gowns – Dress to the Nine Glitter & Glamour – Will be Divine!!

The "White Tie & Glitter Gala" is a celebration of the 25th Anniversary of Leadership Northern Kentucky. Leadership graduate or not, it will be a night of excitement that you just have to experience. Two years of planning by the committee has designed an evening that is packed with entertainment and fun mixed with the nostalgia of rekindling of old friendships.

On October 9 at the Northern Kentucky Convention Center, the evening will begin with a cocktail hour featuring the smooth sounds of Don Fangman performing "Fang Sings Frank". The doors will then be opened to an awesome display of glittering lights, gorgeous decorations including individual class banners portraying each name of the participants in the last 25 years. You will then be able to relax and enjoy a delicious dinner under the stars.

Dr. James Votruba, President Northern Kentucky University will speak about the importance of leadership and how it affects us in both our business and personal lives. We will honor the ten Leaders of Distinction who have had a profound impact on our region and raised the bar for future generations of leaders.

A wonderful evening of dancing will commence with two exceptional bands providing the entertainment. You won't want to miss the sweet sounds of **The Dingos**, John Domaschko's

See 25th Anniversary of LNK on Page 7



Kentucky Secretary of Education to Speak at Government Forum

The October Government Forum will welcome Virginia Fox, Kentucky Secretary of Education, as the speaker.

Fox is former Executive Director and CEO of Kentucky Educational Television. She was one of the first 10 people to launch KET in 1968 and helped transform it into the largest PBS member network in the United States.

In working with KET, Fox became the first and only female CEO of a national organization in public broadcasting, the creator of the first National ITV Satellite Schedule, which serves over 23 million students annually, creator of SERC, the first public broadcaster/DOE interstate consortium for distance learning and the Founding Director of the Organization of State Broadcasting Executives.

The Government Forum will be held on Friday, October 8th at the Metropolitan Club, Covington. The luncheon begins at 11:30 a.m. and concludes at 1:30 p.m. The cost to attend is \$30 for Chamber members and \$40 for future members. All are welcome to attend. Reservations can be made by calling 578-8801 or online at www.nkychamber.com.

The 2004-2005 Title sponsor for the Government Forum series is Citigroup. The October sponsors are Deters, Benzinger & LaVelle, SSK Communities and The Kentucky Enquirer.



Virginia Fox



Get Out and Vote on November 2nd

Congratulations To ...



Shannon Ely Agency, an Agent/Registered Representative for **Nationwide Insurance and Financial Services**, opened their Northern Kentucky location on E. Main Street in Alexandria, KY. (L-R) **Ted Janssen**, Signs by Design; **Shannon Ely**, **Jason Richardson** and **Kerri Richardson** and **Pat Clark**, CMC Office Center-Turfway.

Eggs 'N Issues first time attendees...



First time attendees are pictured from September's Eggs 'N Issues program held at Five Seasons Country Club in Crestview Hills, Kentucky. **Front Row** (Left - Right): **Jill Stephens**, Citynet; **Megan Haake**, Paul Hemmer Companies (Sponsor); **Traci Russell**, Paul Hemmer Companies; **Bridgett Fitzgerald**, Paul Hemmer Companies; **Erin McNary**, Y.M.C.A. of Greater Cincinnati. **Back Row** (Left-Right): **Bob Elliston**, Turfway Park and 2004-05 Chair of the Board of the Northern Kentucky Chamber; **Keith Smith**, Verizon Wireless; **Doug Giordano**, Verizon Wireless; **Brad Rogers**, Paul Hemmer Companies; **Barry Kienzle**, Paul Hemmer Companies; **Kathy Groob**, Paul Hemmer Companies; **Jude Hehman**, Paul Hemmer Companies (Photo taken by Ray Hadorn, Hadorn Photographers).



Hoxworth Blood Center is proud of their newly renovated and expanded facility on Grandview Avenue in Ft. Mitchell. (L to R): **Gregg Boothe**, Hoxworth; **Lisa Roark**, Business Benefits, Inc.; **Patty Cochran**, CBS Personnel; **Michelle Clare**, **Dr. Patricia Carey** and **Tom Renner**, Hoxworth.



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What Members Are Saying!

What do healthcare, government regulations, networking and the Business Journal have in common? These are some of the business issues and benefits of membership told to us by our members.

The first Tuesday of each month a group of volunteers known as the Member Contact Committee, gather to complete a brief telephone survey. The intent of the survey is to



Barbara Moran

directly determine the issues that are affecting member businesses, as well as, to collect feedback about the Chamber. Ultimately, the purpose of the Member Contact Committee is to maintain a positive relationship with Chamber members.

During the survey, committee members review the variety of benefits the Chamber provides and how membership benefits their business. The monthly responses from the surveys are tallied and shared with the Chamber's Board of Directors. As with most processes, these results are only as good as the responses from membership. So, when you get a call from one of these committee members, please

take a few minutes with them to complete the survey.

The survey results provide the Chamber with an ongoing pulse of the issues and concerns of the business community. Several years ago our members told us the #1 issue affecting their business was finding skilled and qualified workers. The feedback was used to spearhead the creation of the Chamber's Workforce Development Collaborative (WDC), which focused on developing a more qualified workforce. Also in response, was the development of the Chamber's Work Ethic Diploma which was awarded to over 1,000 high school seniors this year.

Members are now telling us the #1 issue affecting their business is the cost of healthcare. In response, the Chamber is

currently structuring the 2005 State and Federal Legislative Agendas to include numerous policy recommendations on health care related issues. Other results include networking as the #1 reason over 55% of new members surveyed, joined the Northern Kentucky Chamber. Also, as a membership benefit, the monthly Business Journal was highly rated by all members.

The Member Contact Committee, chaired by Barbara Moran, A.G. Edwards & Sons, is in need of more members. It is the perfect committee for volunteers who have a limited amount of time to give. The committee meets the first Tuesday of each month from 8-10:00 a.m. at the Chamber. Please contact Janice Cushman, 859-578-6381 to get more information.

Congratulations To ...



Fantastic Sams celebrated their new location on Declaration Drive in Independence with a ribbon cutting and special event for "Locks for Love Foundation," a non-profit organization that provides hairpieces to financially disadvantaged children suffering from long-term medical hair loss. (L-R) **Sharon Rogers**, The Bank of Kentucky; **Bob Parsons**, Allstate Insurance; **Peggy Emerson**, cutting the ribbon with daughter **Carrie**; **Doug Emerson**, Owner; **Phyllis Stamper**, The Bank of Kentucky, and **Ted Janssen**, Signs by Design.



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Fastest Growing Companies

Continued From Page 1

The growth in our community tends to have less peaks and valleys and is generally more level. However, the infrastructure, diversification of industry, influx of new families and overall business friendly environment all combine to provide the appropriate situation for companies to grow quickly.

"As an area Northern Kentucky is not affected by economic trends as much as other parts of the country," said Carter Gaither, Manager - Finance & Administration for River Cities Capital Funds and member of the 2004 "Emerging 30" committee. "In terms of prosperity, we do not enjoy the high highs. Conversely, we are so stable that the low lows experienced in other areas are, for the most part, not experienced here."

The 2004 "Emerging 30" companies achieved tremendous results, growing at a much quicker pace than their competitors. Gazelle firms are defined as companies that are growing revenues at a rate of 20% per year. The 2004 "Emerging 30" designees averaged a 37% growth in revenues for 2003 and 73% over the last three years. These gazelle companies have added an average of five employees over the last year employing a total of 618 people in 2004. Five companies added 10 or more employees since 2003.



Steven Little

The environmental factors that have been fostering the growth of the 2004 fastest growing companies and the recent trends that have impacted their businesses, will be discussed by Steven S. Little, senior consultant for *Inc. Magazine* and business growth expert, at the Chamber's Eggs 'N Issues breakfast program on October 19. Mr. Little will also address achieving and sustaining growth using lessons he's learned as the president of three fast growth companies and best practices of organizations that achieve sustained and profitable growth.

The "Emerging 30" was open to all three-year and older small companies that were either headquartered in Boone, Kenton or Campbell Counties, or were Northern Kentucky Chamber members that

averaged at least 15% growth per year in revenues for the past three years. The businesses had to exceed \$250,000 in revenues and have fewer than 150 employees. Participating companies completed a questionnaire.

To make reservations for the October 19 Egg 'N Issues breakfast program, which will recognize the 2004 "Emerging 30" and

feature keynote speaker Steven Little, please use the enclosed Calendar of Events or contact the Chamber's Reservation Line at (859) 578-8801, the "one" number for reservations for all Chamber events. You can also register online at www.nkychamber.com.



Coming Soon TCB 2005

Team recruitment is starting! Join Helen Carroll, Toyota Motor Manufacturing NA and 2005 Campaign Chair, for the seventh annual Total Resource Campaign. For more information, please contact Janice Cushman, Vice President, Membership/Marketing at 859-578-6381.



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Leaders of Distinction

Kathy Collins

Kathy Collins is a trailblazer. As a young mother in the 1980s, she nurtured her family and her future, setting an example by working, taking college classes, volunteering in the community and managing her home. As a bank vice president today, Collins remains committed to family, business, education and society. She recently was honored as a Leader of Distinction.

“Kathy Collins has a multitude of accomplishments in the field of volunteerism and leadership,” said Marc Collins, who nominated his mother for the honor. “She was the first female president of a Leadership Northern Kentucky class in 1984 and has remained involved with the program for all these years. She also has served several nonprofit boards, has held leadership positions with United Way and has received national, regional and local honors for her commitment to Northern Kentucky.

“The list is long because her record of service is long,” Collins continued. “She is most deserving of this latest accolade.”

Kathy Collins has touched a wide range of organizations throughout the

region. The VP of private client services at Fifth Third Bank currently serves on the Board of Governors for The Metropolitan Club, the St. Elizabeth Hospital Medical Center Foundation, the Leadership Council of the Women’s Fund of the Greater Cincinnati Foundation, the Board of Trustees for Thomas More College Foundation and the Board of Directors for the Family Nurturing Center. She also is a member of the United Way Campaign Cabinet and remains active with Alumni Association. Through the years, she also has lent her time and talent to the Boards of the Sanitation District #1 and the Northern Kentucky Chamber of Commerce, Fine Arts Fund, Northern Kentucky Quest, the Cincinnati Association, the Enterprise Zone Board and the Northern Kentucky Area Development District.

“Kathy Collins has been a strong mentor to many young professional women in the Northern Kentucky community,” Charlotte Laird wrote in a letter supporting Collins. “Kathy leads by example and shares her knowledge and enthusiasm for the leadership role women need to fulfill in their professional environment as well as in their community.”



Kathy Collins

Judy Clabes, president and CEO of Scripps Howard Foundation, also applauded Collins’ style of servant leadership.

“Kathy Collins is so deserving of this award,” Clabes said. “She is a true leader and an exemplary role model – not just for women, but for all who care about their community. Kathy is a warm, gracious individual, a consummate professional, a devoted wife and mother, an energetic community servant and a good, decent person anybody would be proud to call ‘friend.’ She deserves this recognition and the gratitude of this community.”

Rick Robinson

Rick Robinson has a way of making things happen. That is not serendipity; it is hard work.

“As a member of the board, then as president for the past two seasons with the Kentucky Symphony Orchestra, Rick has raised the bar, provided sound leadership and participated directly in many of the Symphony’s productions, including serving a couple of stints as a roadie,” said James R. Cassidy, music director of the Kentucky Symphony Orchestra. “He is a tireless civic leader. It is with great pleasure that I support his nomination as a Leader of Distinction.”

Robinson, a partner in the law firm of Graydon, Head & Ritchey, LLP, is a 1994 graduate of Leadership Northern Kentucky. In addition to his work with the Kentucky Symphony Orchestra, Robinson also is active with the Northern Kentucky Chamber of Commerce, the American Cancer Society, the Kenton County Airport Board of Directors, the Northern Kentucky Port Authority, Behringer-Crawford Museum and Hook A Kid on Golf. He is a life member of the Covington Kenton County Jaycees and serves on the boards

of the Gateway Community College Foundation and the Healthpoint Foundation.

“When Rick agrees to a volunteer position, he fulfills his obligation and supports the organization 150 percent,” said nominator Anne M. Maxfield, executive director of the Northern Kentucky unit of the American Cancer Society. “I am impressed with his energy, vision, business savvy and general integrity....He is, what I call, ‘good people.’”

Joseph C. Cahoon, Jr., CEO of the American Cancer Society’s Mid-South Division, noted that Robinson has had an impact not just on Northern Kentucky, but also on a much larger region.

“Rick has made a tremendous impact on our Division Board and has been active at the state and community level for the American Cancer Society,” Cahoon said. “He has personally arranged meetings with members of the Kentucky General Assembly so that our staff and volunteers would have an opportunity to advocate for tobacco control, particularly among young people. He has been a tireless advocate of the importance of critical cancer screening and has raised thousands of dollars to fight cancer.”

At the same time, Robinson is raising more than dollars and cancer awareness. He is raising a family. He and his wife Linda have three children, and being a good father is job No. 1.

“Rick is foremost a family man,” said Sen. Jim Bunning, a friend of Robinson’s for more than 20 years. “He has an insightful way of balancing his professional life and personal life. Rick and Linda work as a team, and that is what has made them both successful.”



Rick Robinson

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Editor’s Note: For 25 years, Leadership Northern Kentucky has worked to meet our community’s need for active participation of informed and dedicated leaders. The innovative program was designed to educate, challenge and motivate potential leaders, and now has an alumni organization that is more than 700 strong. To help celebrate its anniversary year, Leadership Northern Kentucky is saluting 10 Leaders of Distinction: Graduates of the program who have made a significant positive impact on the community. The Community Records will profile one of these leaders each month from January through October. The Northern Kentucky Chamber of Commerce and Leadership Northern Kentucky Alumni will further honor the Leaders of Distinction at a gala on Oct. 9.

Chair's Corner

by Bob Elliston

Copy of the Speech at the Northern Kentucky Chamber of Commerce's Annual Meeting - September 16, 2004

First, allow me to offer my sincere thanks to Tim Rawe for his leadership over the past year at the Chamber. Tim, under your leadership, the Chamber has achieved unprecedented heights in terms of financial support for our organization,.... influence with policy makers locally, in Frankfort, and in Washington,and most certainly in the quality of volunteer leadership at all levels within the Chamber. You have much to do with these successes, and I know you will continue to have positive impact in the year's to come. I am counting on it!

Before I get started, I would like to recognize a few people who are very important to me. First, my wife Sharon, whose grace and generosity inspires me. My mom, Edna, and sister Patty, whose courage and determination drives me. And my colleagues at Turfway Park, who keep the horses running, counterclockwise so I can be here.

I must say, having watched that Chairman's video recap a few moments ago, I am truly humbled, and a little bit in awe of this role that I have now assumed. Those individuals who we have just heard from are, in large part responsible, for our community's position among the nation's most prosperous. To the 35 previous Chairman of the Board who have been so instrumental in the success of this organization, I will do everything I can not to mess it up in the brief 12 month period that the Chamber is saddled with me.

To be perfectly honest.....I don't think even I could wreck this train with the caliber of folks involved. We are blessed in our community, and the Northern Kentucky Chamber of Commerce specifically, with generous, forward-thinking, civic minded people who understand the meaning of that wonderfully appropriate quip...."There is no limit to what we can accomplish, if no one cares who gets the credit!"

So, too are we blessed, as an organization, with such a talented, tireless staff of professionals committed to improving the economic opportunities for each of its members, while challenging its



Bob Elliston

volunteers to give until it hurts....albeit only a little bit!

I think there is a pretty good shot that at 40 years of age, I am one of the youngest Chairman of the Board over the 35 years. If not, hopefully my picture in the hallway of the Chamber building will look younger than many of the other ones! If you will indulge me, and maybe a little youthful, idealistic exuberance.....last night when I went to bed

I dreamed....

I dreamt of a Northern Kentucky Special Events Center;

I dreamt of a safe, leisurely crossing of a new Brent Spence Bridge;

I dreamt of Sewer treatment plants so necessary to sustain our continued economic opportunity;

I dreamt of a budget agreement that appropriately funds our stretched school districts, with ample funding for the innovators at NKU & Gateway;

I dreamt of winning the Kentucky Derby (I really do that a lot!); but most of all

I dreamt of a community that cultivates individual expression, that embraces the rich differences of our culture and our people, that nurtures the best & brightest of the next generation, and creates economic opportunity for all within her.

I may be a little naïve to believe we can accomplish this all within the next year, but with your help we can chart our course and set sail. I look forward to embarking on the journey with each and every one of you.

Thank you.

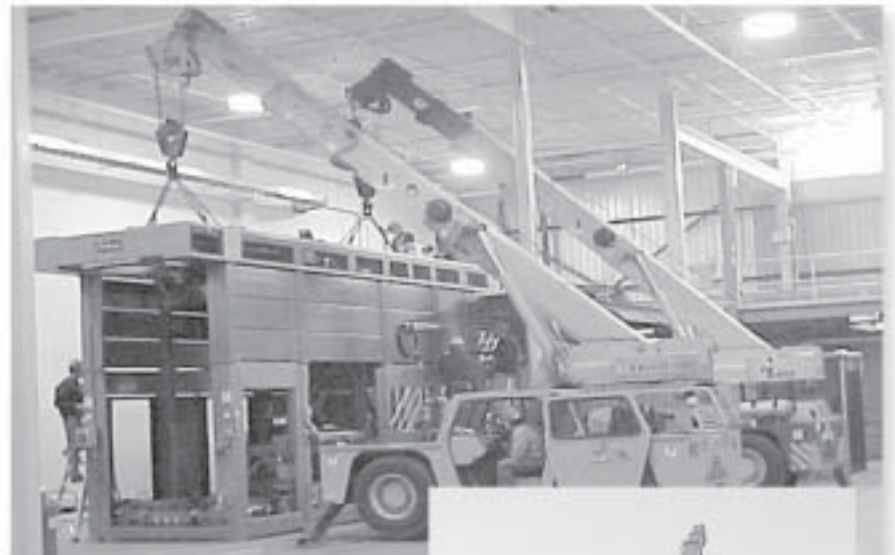
good times and perhaps make plans for the future with your new alumni friends.

Whether you're a leadership graduate or just want to party-hardy and enjoy the fun - it will certainly be an "Evening to Remember" that you won't want to miss! Make your reservation now and bring out your finery as we're looking forward to seeing you.

R.S.V.P. by calling Ruth Eger at (859) 578-6388 or register online at www.nkyleadership.com

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25th Anniversary of Leadership Northern Kentucky

Continued from Page 1

group as well as the **New Lime** featuring Mickey Foellger and his crew.

Non-stop music will be playing as you have the opportunity to renew past friendships, revisit old memories and meet the new members of leadership alumni that have joined since you graduated. You'll definitely want to impart some of your wisdom to them! Reminiscing about the

LNK Alumni Committee Work in 2003-2004 Sets the Stage for a Great Year Ahead!

For the Chamber year just ended, the Leadership Northern Kentucky Alumni Committee exceeded the goals established a year ago. We set a goal of \$5,000 for dues from membership and raised in excess of \$9,000. We created a more visible presence in the Northern Kentucky region by participating with the Family Nurturing Center in April for Child Abuse Awareness Month and donated dollars for a freedom sculpture for the National Underground Railroad Freedom Center. We are just a few days from celebrating a 25 year anniversary for the Leadership Northern Kentucky Program. Dale Silver and her Committee have been hard at work for over a year in planning this celebration on October 9th.

Kudos to Shad Sletto, Dale Silver, Dave Hatter, Jeff Bender, Tracie Stacy, Melissa Lutz, Lisa Raterman, Chris Fischer, Lauren Abel and Nancy Kinman, chair, for their service on the LNK Alumni Committee for 2003-2004.

For the 2004-2005, we welcome the Committee - - - Karen Bishop, Amy Quinn, Rita Daria, Tami Burgoyne, Dave Hatter, Laurie Battiston, Jeff Bender, Lauren Abel, Lisa Raterman and Carolyn Zink (co-chair) and Nancy Kinman (chair). Our focus will be on ways to market LNK graduates in order to utilize skills and experiences of the Leadership programs. In addition, we intend to raise additional funds from membership dues to provide scholarship support for Leadership Programs.

Volunteers are needed for committee work and specific events of LNK Alumni Committee. Contact Ruth Eger, reger@nkychamber.com, if you are interested.



Nancy Kinman
LNK Alumni Chair
2004-2005

Election 2004 Program Schedule On ICN6

When you go to the polls on **November 2**, will you be familiar with the candidates running in your district? If not, don't despair! The Northern Kentucky Chamber of Commerce and ICN6 have again teamed up to bring you candidate *interviews covering business issues important to our region throughout September and October. Please tune in with us every Tuesday and Thursday at 8:00 am, 11:30 am, and 10:30 pm.*

The October show schedule is as follows:

Tuesday, October 5
Mayor Butch Callery
Mayor, City of Covington

Thursday, October 7
Alex Edmondson, Bernie Moorman, Rob Sanders
Covington City Commission

Tuesday, October 12
Jerry Stricker, Jerry Bamberger, Neil Blunt and Thomas Schadler
Covington City Commission

Tuesday, October 14
Senator Jack Westwood (R) and Kathy Groob (D)
State Senate, District 23

Tuesday, October 19
Michael Slider (I)
4th Congressional District

Thursday, October 21
Geoff Davis (R)
4th Congressional District

Tuesday, October 26
Nick Clooney (D)
4th Congressional District

Thursday, October 28
Wrap Up Show

You will also find this program schedule on the Chamber's Voter Guide website at www.nkylvoterguide.com.

Congratulations To ...



The Gardens of Park Hills (formerly Town & Country), the newest full service banquet facility for McHale's Catering and Event Specialist, located on Dixie Highway held an open house to showcase their two new renovated banquet rooms. (L-R) front row: **Janie Behler, Jenny Schneider, Chuck McHale** and **Ted Janssen**, Signs by Design. (L-R) back row: **Jeff Nelson, Travis Feras, Dave Dreyer** and **Joe Finnegan**.



Wal-Mart Supercenter celebrated the opening of their newest Northern Kentucky location in Ft. Wright with a ribbon cutting celebration. (L-R) **Mary Lynn Brunemann**, St. Elizabeth Business Health Services; **David Gose**, Wal-Mart District Manager; **Ken Varda**, Store Mgr.; **Jennifer Powers**, Assistant Store Mgr.; **Geri Hale**, Wal-Mart and **Mark Kiser**, Kwik Copy Business Center.

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SIP, VET, and EPA – What do these have to do with clean AIR?

By Scott Walton

During the 2004 Kentucky General Assembly, the state unanimously voted to eliminate the Vehicle Emissions Testing (VET) program for Northern Kentucky counties. This statute required the Kentucky Division for Air Quality (KDAQ) to prepare a new plan to comply with the U.S. Environmental Protection Agency (EPA) rules, exclusive of VET.

Recently, the KDAQ proposed a new State Implementation Plan (SIP). The new SIP would offset pollution credits through new regulations on metal cleaning solvents and would also take credit from the shutdown of the electric furnace and associated equipment at the Newport Steel Corporation in Wilder, Kentucky.

On August 25, 2004, a public hearing was held to receive comments on the new SIP. At the hearing, the Northern Kentucky Chamber of Commerce (NKCC) Environmental Committee prepared and presented a public statement on behalf of the Chamber. The Chamber's position was as follows:

The Northern Kentucky Chamber believes that good air quality is a responsibility of the entire community, not just the business community. Both citizens and businesses generate emissions that affect air quality. Emission control strategies implemented by the Kentucky Division of Air Quality or any regulatory agency to put the region into ozone attainment should not excessively target single emission sources or industrial categories.

During the 2004 General Assembly

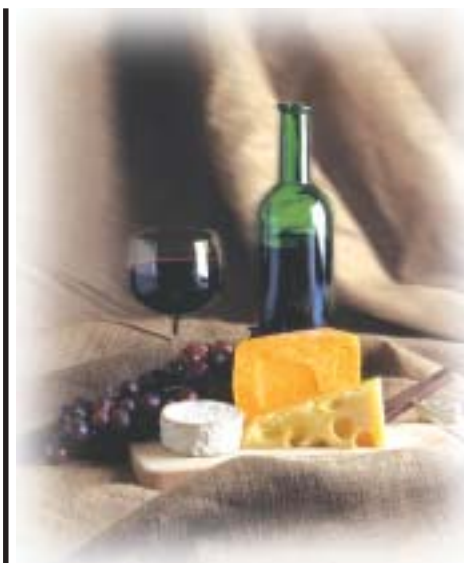
debate over eliminating the Vehicle Emission Testing program, business expressed its concern that if the vehicle emission testing program was eliminated, safeguards should protect businesses from a new strategy that unfairly shifts the burden of emission reduction more heavily on business than on all combined sources in the community.

The Chamber believes that eliminating available credits from the shutdown of furnace melting operations at Newport Steel is not the correct use of these credits. These credits are valuable assets and should remain with the business and industrial community. These credits should be held for the future use of business and industry. If they are eliminated and simply traded for the VET credits we currently have, we reduce the expansion options for business and industry in the community. As proposed, the Chamber believes industry is absorbing the heaviest burden in the

proposed strategy. The public can be negatively impacted with fewer job opportunities if regulatory burdens and in this case – emissions constraints on business – become excessive since business expansion and new location decisions depend heavily upon a favorable regulatory climate. As a result, the Northern Kentucky Chamber of Commerce does not support the use of these NOX and VOC credits for any portion of the emissions needed to eliminate vehicle emission testing in Northern Kentucky.

Recently, the U.S. EPA rejected the new SIP claiming the credits from the equipment shutdown at Newport Steel were unacceptable since the shutdown occurred three years ago. The Environmental Committee will continue to track the progress of this important issue. For copies of the Chamber's position or links to the new SIP, visit the Chamber's web site (<http://www.nkychamber.com/environmentalissues>) For questions or responses, please contact swwalton@psara.com.

Scott Walton works for PSARA Technologies, Inc. and serves as the chairman of the chamber's Environmental Issues Committee.



Business After Hours Wine Tasting!

Join us as we kick-off a new Chamber year with this fun event on November 4th.

Location and time to be announced.

WATCH FOR MORE DETAILS!



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Annual Dinner “Back to the Future” Celebrating 35 Years of Partnerships



Bill Robinson and Gary Bockleman, board members of the Cincinnati/Northern Kentucky International Airport and Melissa Hendrix of DBM posed in front of their sponsor “45 record.”



Covington Independent School District - Jack Moreland, Janice Cole and Debra Vance enjoyed “networking” with other members at the reception.



David Braun, Rick Robinson, Shawn Cox, Shari Cox and Chris Goddard enjoyed the cocktail reception.



Chamber members and guests socialized during the reception.



Past chairs- (Back Row (L-R)) Howard Wendling, Gloria Wendling, Ed Hengelbrock, Betty Pogue, Bud Pogue, (Front Row (L-R)) Jean Hengelbrock, Bob Fischer and Rosemary Fischer - enjoyed the 35th year celebration.



David Rose, WCPO Channel 9, was the guest emcee.



Over 1,000 Chamber members and guests attended this year's annual event.



Incoming Chair Bob Elliston (left) and outgoing Chair Tim Rawe (right) are shown passing the gavel of leadership.



Charlie Pangburn, past Chair (2001) of the Northern Kentucky Chamber of Commerce, was recognized for his recent service in Iraq with the U.S. Marines.

Award Winners were, from left: Jeff Eger, Sanitation District No. 1, Walter Pieschel Award; Kentucky Representative Jim Callahan, Walter R. Dunlevy Frontiersman Award; and Carol and Durran Alexander who accepted the Northern Kentucky ImageMaker Award on behalf of Shaun Alexander of the Seattle Seahawks and founder of the Shaun Alexander Family Foundation.





Congressional candidates Geoff Davis (R), Michael Slider (I) and Nick Cooney (D) gave their views to questions on key business issues at a special meeting of the Chamber's Board of Directors and Board of Advisors in September. The candidates were asked to respond to questions on Health Insurance cost reduction, legal reform, taxation, social security and the war in Iraq. For more information on these candidates, go the Chamber's website at www.nkylvoterguide.com.

LEGACY Hosts 4th District Congressional Debate

Geoff Davis and Nick Clooney confirm participation

LEGACY, a non-partisan, Northern Kentucky-based, young persons' leadership organization will host a debate featuring Republican and Democratic 4th Congressional District candidates Geoff Davis and Nick Clooney. The event was made possible thanks to the generous sponsorship of Citigroup and will take place on Wednesday, October 13, 2004 at 7:00 p.m. in Regents Hall of Northern Kentucky University.

Wade Williams, co-chair of the debate task force, outlined LEGACY's early vision for the debate: "We approached this opportunity with two primary goals: to guarantee the citizens of Northern Kentucky a forum to hear and be heard by the next 4th District congressional representative of Kentucky... and to do so without any cost

of admission. Legacy worked hard to create the forum and now, thanks to Citigroup, everyone can participate in the legislative process at no cost."

Rob Sanders, Legacy's other co-chair of the debate, is enthused about the civic benefits of the public forum. "We hope this event will foster increased voter turnout on Election Day in the entire 4th district. It will definitely help to educate voters on the issues facing our region", Sanders said.

The October 13 debate is planned for broadcast on local cable and potentially, statewide television. Questioning will be conducted by local reporters and media personalities.



Quarterly Private Sector Northern Kentucky Employment

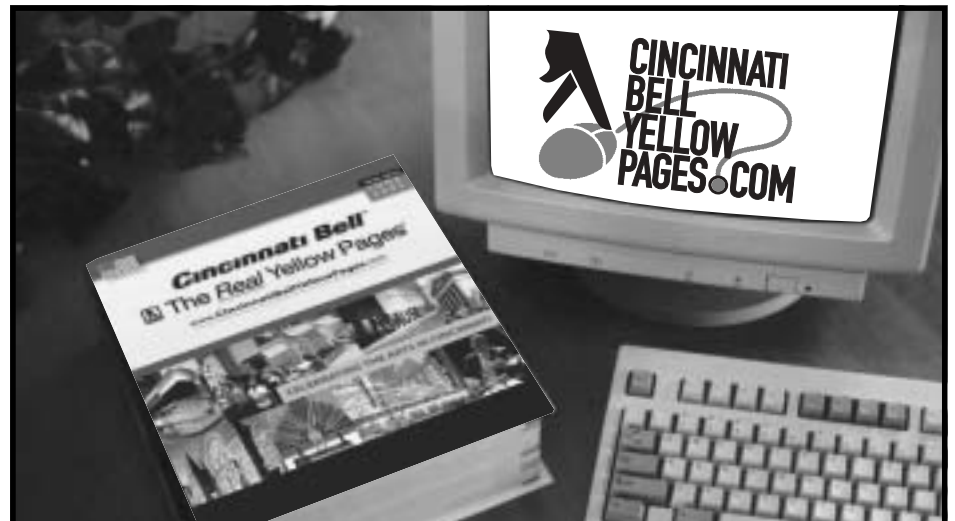
2001-1st Quarter to 2004 - 1st Quarter

2001-1st Quarter Employment	Utilities, Trans., &			Financial			Total
	Const.	Manufg.	Trade	Info.	Activity	Services	
Boone County	1,986	12,071	27,879	1,507	4,493	17,253	65,189
Campbell County	1,415	3,368	5,188	178	924	9,231	20,304
Kenton County	3,541	5,063	10,973	847	3,032	23,890	47,346
N. Ky.	6,942	20,502	44,040	2,532	8,449	50,374	132,839

2002-1st Quarter Employment	Const.	Manufg.	Trade	Info.	Activity	Services	Total
Boone County	2,073	10,366	26,958	1,552	5,109	16,806	62,864
Campbell County	1,500	2,948	4,881	258	949	9,707	20,243
Kenton County	3,460	4,702	10,443	743	2,874	24,259	46,481
N. Ky.	7,033	18,016	42,282	2,553	8,932	50,772	129,588

2003-1st Quarter Employment	Const.	Manufg.	Trade	Info.	Activity	Services	Total
Boone County	2,033	10,721	28,191	831	6,087	17,203	65,066
Campbell County	1,378	2,599	5,164	267	1,001	10,914	21,323
Kenton County	3,345	4,689	10,061	676	2,874	23,941	45,586
N. Ky.	6,756	18,009	43,416	1,774	9,962	52,058	131,975

2004-1st Quarter Employment	Const.	Manufg.	Trade	Info.	Activity	Services	Total
Boone County	2,067	10,926	28,507	834	5,982	17,666	65,982
Campbell County	1,532	2,558	5,242	275	1,058	11,339	22,004
Kenton County	3,642	4,637	9,954	627	2,850	24,508	46,218
N. Ky.	7,241	18,121	43,703	1,736	9,890	53,513	134,204



Congratulations To ...



Corian 123, a maker of customize countertops for individuals, remodelers, commercial and home builders is now located in Florence on Mall Road. (L-R) **Bob Parsons**, Allstate Insurance; **Ron Angel, Carleen Angel and Daryl Angel**, owners; **Pat Clark**, CMC Office Center-Turfway and **Kurt Polhgeers**, Shelter Insurance Agency.

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Bob Dole and George McGovern to Highlight NKU Lecture Series

The Fifth Annual Northern Kentucky University Alumni Lecture Series will feature two men who are synonymous with American politics in a discussion on "Governing in America: Patriarchs of Their Parties."

The lecture, which will feature former Republican presidential nominee and Senate Majority Leader Bob Dole and former Democratic presidential nominee and U.S. Senator George McGovern, will be held at 7 p.m. on October 5 in Regents Hall on NKU's Highland Heights campus. NKU alumna Tricia Macke will serve as Master of Ceremonies for the event.

"For us to be able to bring in Bob Dole and George McGovern for our 2004 Alumni Lecture speaks volumes about the importance of this annual event in Greater Cincinnati," said NKU President James Votruba. "The NKU Alumni Lecture Series offers the kind of insight and perspective that can only be gained by inviting nationally-renowned guests such as these to our campus."

Previous lectures have featured former U.S. House Speaker Newt Gingrich, political strategist James Carville, former New York Governor Mario Cuomo, former Republican presidential candidate Alan Keyes, and political pundits George Will and George Stephanopoulos.

Tickets are still available and are \$30 for the general public. NKU alumni, faculty and staff can purchase tickets for \$25 each; students for \$5 each. Tickets can be purchased in advance by calling (859) 572-5370.



Bob Dole



George McGovern

Congratulations To ...



Spanish on the Fly, a new company offering Spanish classes for busy people that can be customized for personal and professional needs. Training classes are held in the Huff Building on Beechwood Avenue, Ft. Mitchell, KY (L-R) **Mary Lynn Brunemann**, St. Elizabeth Business Health Services; **Lori Wall**, owner/trainer; **Joy Amann**, Huff Realty; **Joe Wall**; **Pat Mobley**, Huff Realty Career Development Director and **Rick Combs**, Edward Jones.

**Member Verification Deadline
October 25
See pages 1 & 22**

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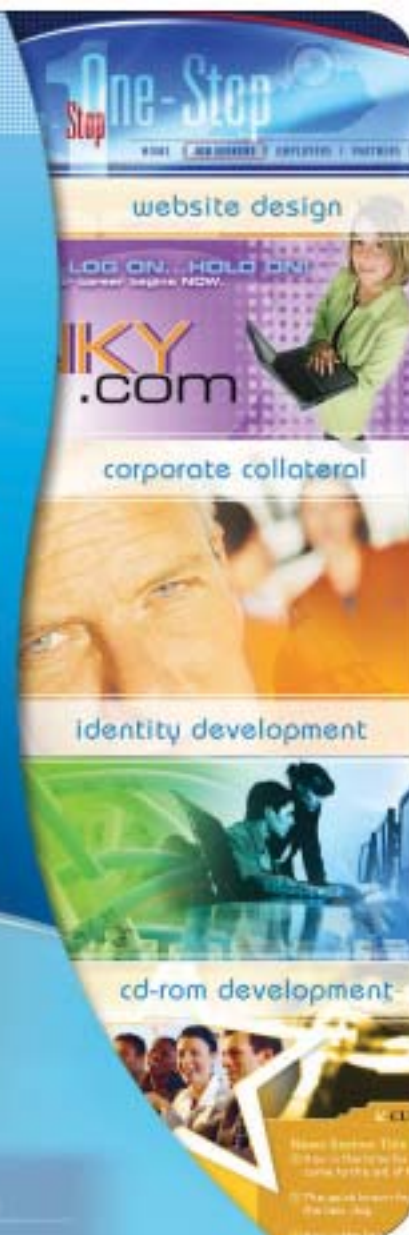
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Calendar of Events

Northern Kentucky Chamber of Commerce www.nkychamber.com

Upcoming Events at a Glance

Please refer to the enclosed Calendar of Events for a description of each event. You may also go to www.nkychamber.com and click on Special Events or call the Chamber's one reservation line at (859) 578-8801

TUESDAY, OCTOBER 5, 2004 4:00-6:00 P.M.
THE MARQUISE BANQUET & CONFERENCE CENTER, 1016 TOWN DRIVE, WILDER, KY

B.E.S.T. (Business Education Success Teams) KICK-OFF WORKSHOP
"Taking It to the Next Level...the Future of B.E.S.T."
 Sponsor: **TOYOTA**
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THURSDAY, OCTOBER 7, 2004 8:00-9:30 A.M.
CHAMBER CENTER, NOR-COM ROOM, 300 BUTTERMILK PIKE, FT. MITCHELL, KY

WATER COOLER TALK "How to Hire Right the First Time"
 Featured speaker: *Mary Willenborg, Entrepreneurial Solutions* Fall 2004 Series Sponsor:
 October program sponsor: **PNC BANK**

FRIDAY, OCTOBER 8, 2004 11:30 A.M. - 1:30 P.M.
METROPOLITAN CLUB, 50 W. RIVERCENTER BLVD., COVINGTON, KY

GOVERNMENT FORUM Kentucky Secretary of Education Virginia Fox
 October sponsors: Title sponsor: **citigroup**

SATURDAY, OCTOBER 9, 2004 6:00 P.M. - MIDNIGHT
NORTHERN KENTUCKY CONVENTION CENTER, ONE WEST RIVERCENTER BLVD., COVINGTON

WHITE TIE AND GLITTER GALA Leadership Northern Kentucky 25th Anniversary Celebration
 Diamond sponsor: **MASTERPIECE**
 Platinum sponsors: *Cinergy/ULH&P; The Drees Company; Fifth Third Bank Northern Kentucky; Huntington Bank; Paycor, Inc.; Toyota Motor Manufacturing North America, Inc.*
 Gold sponsors: *GBBN Architects, Inc.; Graydon Head & Ritchey, LLP; Greenebaum Doll & McDonald, PLLC; Paul Hemmer Companies; Charles Seligman Distributing Company; Taft, Stettinius & Hollister, LLP; VonLehman & Company, Inc.*

THURSDAY, OCTOBER 14, 2004 8:00-11:30 A.M.
CHAMBER CENTER, NOR-COM ROOM, 300 BUTTERMILK PIKE, FORT MITCHELL, KY

3rd ANNUAL HR GROUP 100 DIVERSITY TRAINING SESSION
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THURSDAY, OCTOBER 14, 2004 3:30-5:00 P.M.
CHAMBER CENTER, NOR-COM ROOM, 300 BUTTERMILK PIKE, FORT MITCHELL, KY

"GETTING THE MOST FROM YOUR CHAMBER MEMBERSHIP"
 Title sponsor: Meeting sponsors:

FRIDAY, OCTOBER 15, 2004 8:00-9:15 A.M.
CHAMBER CENTER, NOR-COM ROOM, 300 BUTTERMILK PIKE, FORT MITCHELL, KY

"A CHANCE TO MEET...Andrienne Zuberi, Supplier Diversity Program Manager, Fifth Third Bank"
 Fall 2004 Series sponsor: **TOYOTA**
TOYOTA MOTOR MANUFACTURING NORTH AMERICA, INC.
 October sponsor:

FRIDAY, OCTOBER 15, 2004 10:00 A.M. - 12:00 NOON
CHAMBER CENTER, NOR-COM I ROOM, 300 BUTTERMILK PIKE, FORT MITCHELL, KY

MINORITY BUSINESS ENTERPRISE CERTIFICATION ORIENTATION
 Featured speaker: *Kentuckiana Minority Business Council* Presented in cooperation with: **KMBC**

TUESDAY, OCTOBER 19, 2004 7:15-8:45 A.M.
RECEPTIONS BANQUET & CONFERENCE CENTER, 1379 DONALDSON ROAD, ERLANGER, KY

EGGS 'N ISSUES "2004 Emerging 30"
 Emerging 30 sponsor: **AdvantageBank**
 Featured speaker: *Steven S. Little, Senior Consultant for Inc. Magazine*
 October sponsors: Title sponsor:

THURSDAY, OCTOBER 21, 2004 8:00-9:30 A.M.
NKU METS CENTER FOR CORPORATE LEARNING, 3861 OLYMPIC BLVD., ERLANGER, KY

"CONFRONTING REALITY: DOING WHAT MATTERS TO GET THINGS DONE"
 Featured speaker and co-author: *Larry Bossidy, retired Chairman of the Board and CEO of Honeywell International* Presented in cooperation with:

THURSDAY, OCTOBER 28, 2004 1:00-6:00 P.M.
RECEPTIONS BANQUET & CONFERENCE CENTER, 1379 DONALDSON ROAD, ERLANGER, KY

1st ANNUAL JOBS FOR ALL - A Diversity Job Fair Event
 Participating Community Partners: *AARP Kentucky; BAWAC, Inc.; Centro de Amistad; U.S. Job Corp-Whitney Young Center; NAACP-Northern Kentucky Branch; Northern Kentucky Business Leadership Network; Northern Kentucky Community Action; NKU Latino and Multicultural Center for Regional Development; The Point Arc of N. Kentucky*
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Volunteer of the Month

Kathie Hillner

Kathie Hillner is a Certified Public Accountant with Anneken & Moser, P.S.C. and chairs the 2004 "Emerging 30" program recognizing the fastest growing small businesses in the area. This is her third year working with the "Emerging 30" program which is now a stand-alone committee. Kathie's involvement with the "Emerging 30" has helped to take it to a whole new level to create more visibility for the program and differentiate it from other awards programs. This year's designees will be part of an exclusive entrepreneurs' network created to provide an opportunity for these gazelle firms to have more interaction with one another. The "Emerging 30" helps portray Northern Kentucky in a positive light showcasing entrepreneurial activity and promoting the area's pro-business climate.



Kathie Hillner

Congratulations To ...



Sanitation District No. 1 dedicated their new outdoor environmental education center, Public Service Park on Saturday, September 11, 2004. Featured speakers were the Honorable LaJuana Wilcher, Secretary of the Kentucky Environmental and Public Protection Cabinet and United States Senator James Bunning.



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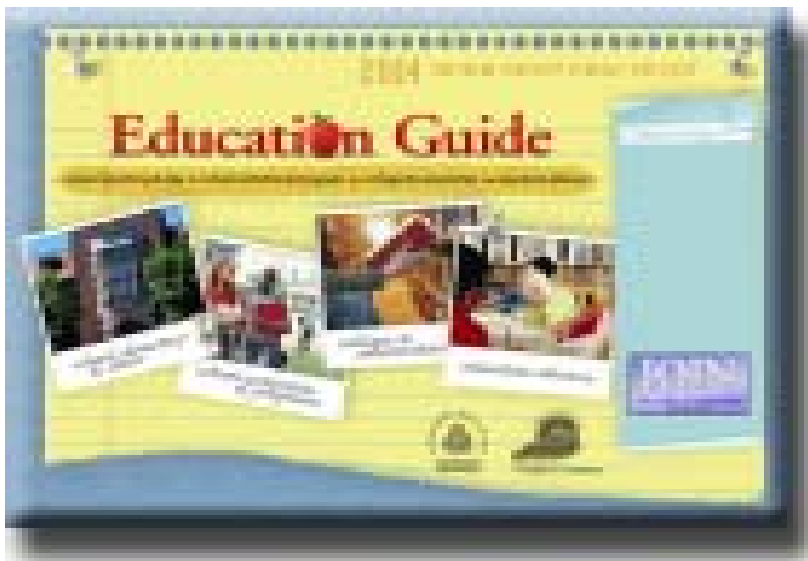
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A New Look for the 2004-2005 Education Guide!

The Northern Kentucky Chamber of Commerce Education Guide, a valuable tool for newcomers, realtors and parents will now be more accessible than ever! In order to give our community more access to this resource, the Guide is being published online and will be available in October 2004. The information provided will be similar to that found in past Education Guides, including school directories and statistics, activities and classes offered at each school, degrees offered at local colleges and universities, library information and much more! Another bonus is the direct links to the websites of each school or business that graciously agreed to display an advertisement to sponsor the project.

In addition, a benefit of the online guide is the accuracy of the information provided. Unlike past editions, the online version will allow for regular updates to be made to all school and district information, including local postsecondary institutions. In researching schools and districts throughout Northern Kentucky, visitors will have access to the most current data as it becomes available.

Beginning in mid-late October, the 2004-2005 Education Guide Online can be viewed by visiting www.educationguide-nky.com. If you are interested in sponsorship opportunities on the website, space is still available. To find out more, please contact Amanda Dixon, Education Coordinator, at 859-578-6396.

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Congratulations To ...



KeyBank broke ground on their third Northern Kentucky location on Alexandria Pike in Highland Heights. (L-R) **Christina Young**, Lexus RiverCenter; **Gene White**, Highland Heights City Council; **Steve Emerson**, President KeyBank Cincinnati District; **Steve Lehman**, Highland Heights City Council; **Steve Franzen**, Highland Heights City Attorney and **Andy Wilson**, Northern Kentucky University.

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Hebron, KY 41048

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Taylor Mill, KY 41015
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Sharon Jones
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Walton, KY 41094

Distribution Centers

Standard Textile - Central
Distribution Center
Randy Reeves
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Hebron, KY 41048

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Laura Paletta
8095 Connector Dr.
Florence, KY 41042

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John Allen
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Cincinnati, OH 45249

Wells Engineering, Inc.
Patrick Wells
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Florence, KY 41042

Equistran

Northern Kentucky Horse Center
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Sharon Martin
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Cincinnati Children's Hospital Medical Center

Cincinnati Museum Center At Union Terminal

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‘Banking on Your Future VII: There’s More to it than Dollars and Cents’

On October 18th, Northern Kentucky juniors and seniors will join together to experience first-hand the world of credit cards, insurance, loans, identity theft, interest rates and several other important topics that come along with fiscal responsibility. Sponsored by Citigroup, Northern Kentucky Tri-ED, the Education Alliance of Northern Kentucky and the Northern Kentucky Chamber of Commerce, *Banking on Your Future VII*, is certain to be more successful than ever!

Banking on Your Future VI: There’s More to it than Dollars and Cents is a program designed to teach high school students what they need to know about being financially responsible upon their completion of high school. Last year, nearly 20 schools from five Northern Kentucky counties bussed in approximately 500 students to participate in *Banking on Your Future*. Due to the continued success of the event, participation this year is expected to once again meet or exceed the previous year.

During the Career Connection, participating companies within the banking, finance, insurance, realty industries, and others will be featured at booths. Business representatives will be given an opportunity to address students on different aspects of being accountable for monetary funds. Citigroup will host four breakout sessions throughout the one-day event, including three sessions presented by different entities of Citigroup and the final featuring the Boone County Sheriff’s Department to teach students about identity theft, and how to protect themselves from this growing crime.

“Citigroup is committed to providing financial literacy to all people, especially our youth. It is important to educate young people about responsible spending, saving and investing. Banking on Your Future is a perfect match for Citigroup since our multiple businesses have expertise in all three areas. Our team members always enjoy sharing financial and career planning information with the high school students,” said Gregg Morton, Site President of Citigroup, Kentucky.

The event is being held at Receptions Banquet and Conference Center in Erlanger, KY on **Monday, October 18th, from 9:00 a.m. to 12:00 p.m.** A buffet lunch will follow with Gregg Morton, Citigroup Site President, as the keynote speaker. Business registration begins at 8:00 a.m., and students are scheduled to arrive at 9:00 a.m.

For more information on how your business or school can be involved, please contact Amanda Dixon, Education Coordinator, Northern Kentucky Chamber of Commerce, at 859-578-6396 or adixon@nkychamber.com.



B.E.S.T. Kick-Off Workshop Taking It to the Next Level...the Future of B.E.S.T.

Mark your calendar and start the school year off right by attending our Fall Workshop and becoming a B.E.S.T. Partner! This year’s B.E.S.T. (Business Education Success Teams) Kick-Off Workshop will offer two break-out sessions with separate emphasis on experienced and new partnerships – this year there is something for everyone!

Experienced partners will be given an opportunity to exchange ideas and share ways to strengthen existing partnerships during a panel discussion featuring representatives from experienced schools and businesses. For those new to B.E.S.T., you will learn about the program, hear testimonials from experienced partners and receive an overview of partnership requirements and sample activities to help build a successful partnership. We strongly encourage all schools in need, interested businesses wanting to work with one of our schools seeking a partner, and representatives from current partnerships to attend!

The B.E.S.T. Kick-Off Workshop, sponsored by Toyota Motor Manufacturing North America Inc., will be held Tuesday, October 5th, from 4:00-6:00 p.m. at The Marquise Banquet & Conference Center in Wilder, KY. There is no charge to attend. Light hors d’oeuvres and beverages will be provided.

Please register by September 30th at www.nkychamber.com or call 578-8801. For more information on the Workshop, please contact Amanda Dixon, Education Coordinator, at 859-578-6396.

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Pro-Diversity Job Fair Planned

The Northern Kentucky Chamber of Commerce is offering employers an opportunity to participate in a one-of-a-kind pro-diversity job fair. Sponsored by GE Capital Consumer Card Co., "Jobs For All" will be held Thursday, October 28, 1-6 p.m., at Receptions Banquet and Conference Center, Erlanger.

What makes this job fair unique? According to Nancy A. Spivey, Vice President, Workforce and Education, "This event is being marketed to an array of individuals. We have approached over 20 community service agencies, representing populations of diverse cultures and backgrounds. Our goal is to improve workforce diversity in our business community."

Job seekers from the following community agencies will be invited to participate:

- BAWAC, Inc.
- AARP-Kentucky
- Centro de Amistad
- U.S. Job Corp-Whitney Young Center
- NAACP-Northern Kentucky Branch
- Northern Kentucky Business Leadership Network
- Northern Kentucky Community Action
- NKU Latino & Multicultural Center for Regional Development
- The Point Arc of Northern Kentucky

Transportation is being provided by TANK.

Employer registration is \$50 for chamber members; \$100 prospective members. For more information, visit www.nkychamber.com or call 859-578-6399.

The Northern Kentucky Chamber of Commerce Presents:
2004 Fall Series of "A Chance to Meet..."
 sponsored by:
TOYOTA

TOYOTA MOTOR MANUFACTURING NORTH AMERICA, INC.

- October 15 "A Chance to Meet...Andriene Zuberi, Fifth Third Bank"
sponsored by: API Printing
- November 19 "A Chance to Meet...Wright Patterson Airforce Base"
sponsored by: The Work Book
- December 17 "A Chance to Meet...Rusty Osterbrook, The Fischer Group"
sponsored by: The Derringer Company
- January 21 "A Chance to Meet...Richard Rugnao, YUM Foods"
sponsored by: St. Elizabeth Medical Center

All programs will be held: 8:00-9:15 a.m.
 usually the third Friday of each month

Chamber Center, 300 Buttermilk Pike, Ft. Mitchell
 Cost: \$15.00 for Northern Kentucky African American & Cincinnati Chamber Members, SCOMBC & KMBC certified MBE's;
 \$30 for others;
 (breakfast included)
 Seating is limited; Reservations are recommended.

For more information or to make a reservation please call Sheri at (859)578-8801 or refer to the enclosed Calendar of Events.

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Membership Has Its Privileges: Leads & Roundtables Are Exclusive Clubs for Members

Article 2 of 2

Doing Business with Chamber Members is your Northern Kentucky Chamber's very own leads exchange program created in 1996 to offer a structured environment for Chamber members to do more direct networking with one another. The leads exchange program, similar to other leads groups and tips clubs, offers a non-competitive environment for sales people to exchange leads and referrals with each other.

"I joined a leads group so I could get more qualified referrals and leads," said Chris Pieper, Investment Officer for Morgan Stanley and chair of the Chamber's leads exchange program.

"In my industry, people invest their money with people they trust. My leads group has helped me leverage the existing relationships that my fellow group members have with the potential clients they are referring to me."

Leads exchange programs have been helping individuals increase their business

profits for a long time. The Chamber is offering a tremendous networking opportunity to serious individuals that have the desire to improve their bottom lines. The Chamber's leads exchange program is a way for Chamber members to meet regularly and receive exclusive and qualified leads.

There are currently five groups in existence ranging in size from 15 to 30

people per group. Groups are limited to one person per industry/profession per group and are filled on a first come, first served basis.

Participation in the groups is exclusive to Chamber members. The groups operate autonomously and each group has its own set of officers. The groups meet at least twice a month and the frequent meetings help group members establish relationships to feel more comfortable when providing a lead or referral to a fellow group member. Attendance is

required and is a necessity for members to receive the most benefit from their participation.

"As the chair of the leads program, it is my goal to make all Chamber members

aware of this great opportunity to get more business," said Chris. "Sales people set aside time each month for cold calls. By setting aside two-three hours a month to attend a leads group, those same sales people will receive direct referrals and better leads that are more likely to result in a sale."

To participate in the program, members should contact Amy

Simpson, Coordinator, Business Development, at (859) 578-6397 for an application or complete the online application at www.nkychamber.com. The fee to participate in the leads exchange program is \$120 per year and is based on the anniversary date of when a member joins a group.



Chris Pieper

Leads Exchange Success Story:

Vicky Mary of Victoria Travel and member of Leads Group #5 received a lead from Joy Rolfsen of HQ Global Workplaces that resulted in a booking for a European vacation.

Congratulations To ...



The **Northern Kentucky Horse Center**, a premier horse center in Verona, is a 450+ acre facility that serves the community through lessons, trails, boarding, training and other forms of horse recreation. (L-R) Lori Gibberson, Time Warner Telecom; Millennium in the Moonlight (horse), Sean Fox, Barb Fox, NKY Horse Center; Rick Combs, Edward Jones; Joanne Toebe, David C. Dineen, Diane Dineen and Jim Hilgefert, Von Lehman Technology Group.

Want to know
more about the
Chamber's
Lead Exchange
Program?



Call Amy
Simpson at
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October is National Diversity Awareness Month

Diversity More Broadly Defined

By Dr. Peg Gutsell and Ms. Sandy Kerlin
Co-Directors, Inclusion Network

Diversity is a common theme in today's work place. We're constantly thinking about and planning for meeting the needs of a diverse customer base. And to get the most qualified workers, we're looking to recruit from a diverse candidate pool as we realize that the most "diverse" companies have a leg up in the global marketplace.

Usually when we are looking at diversity issues, we're thinking along only a few dimensions. We are learning to reach out to members of different races and to people from different ethnic backgrounds. We're also pretty good at connecting with both men and women. Recently, we've begun to think about how important it is to include people of all ages. For example, older workers may bring a history of working effectively with customers, while younger workers may bring new ideas and enthusiasm for a product. The combination can result in an effective team approach in a business sales model. There are some groups still left out of the mix. Despite the fact that people who have disabilities are the largest minority group in the country, we rarely consider how representation from this group can positively impact our businesses.

The American Association of People with Disabilities (AAPD) reports that there are 56 million Americans who have disabilities. The unemployment rate for members of this group is estimated to be between 60 and 70%. Employers often worry about the practical aspects or costs of accommodating workers with disabilities, though such accommodations typically cost less than \$500. The Job Accommodation Network reports that on average, for every \$1 an employer spends in disability-related accommodations, \$34 is saved in worker's compensation, insurance and training costs. Even more important is the opportunity that including a worker who has a disability can present to a company. The pay off is in leveraging a different perspective, creative problem-solving skills and unique experiences—diversity—that's what it's about. 79% of people with disabilities who are unemployed can and want to

work. In a 30 year study by the Dupont Corporation, some findings are that workers with disabilities had 97% above average safety records; 86% above average attendance and 90% above average job performance.

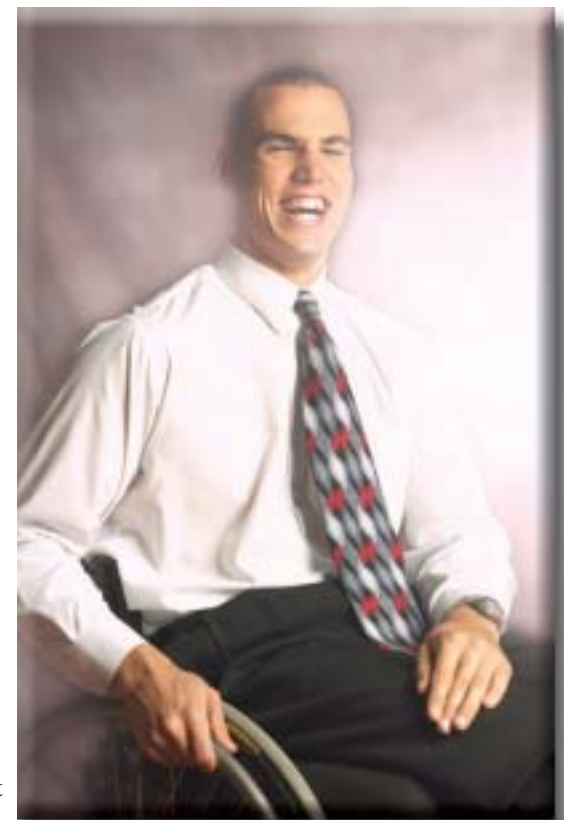
Some features that are "accommodations" in our community, that we see every day, interestingly enough, work for all of us. Consider, for instance, the simple curb cut. Ostensibly, this is an innovation that was designed to enable people who use wheelchairs to access the public right-of-way. On a daily basis, you might encounter a person in a wheelchair using a nearby curb cut. And it's almost guaranteed that you will see a delivery person or a parent with a baby stroller using the curb cut also. In fact, the phrase "curb cut effect" refers to the phenomenon of developing products and services for people with disabilities that become invaluable to all of us. How many of us listen to our favorite fiction writer, inspirational book or how-to manual on the way to work? Originally, what were referred to as "talking books" were recorded for people who, for one reason or another, can't read print? Now many of us rely on getting information or being entertained by listening. Most of us would be lost without our cell phones. Telephones were originally invented as a means of directly amplifying sound to facilitate communication for people who were hard of hearing. And the examples continue, in one situation after another, involving the capacities and needs of people with disabilities has long-term, far-reaching advantages. The organizations or companies who spearhead these innovations continue to take leadership roles in their arenas and capture new markets.

A local case in point can be experienced at a local stadium. The cup holders installed at every seat were the result of a suggestion from an Inclusion Network focus group member who has a physical disability that makes it difficult to hold a drink. She commented that she never purchases a drink because she cannot manage it for the entire length of a game and would appreciate a "cup holder". The planning team for the stadium picked up on her comment and realized that holding a drink or finding a place to set it down is a problem for many fans. Cup holders were installed and are

often on the list of frequently mentioned favorite features of the state-of-the-art stadium. A different perspective led to a product enhancement that works for everyone.

This kind of innovation can happen in your business too. The bottom line is about broadening our definition of diversity to be sure to take advantage of the added value, the different perspective and the experience that people with disabilities can bring to the workforce, and ultimately to our products and services. Make sure that your outreach and recruiting strategies include marketing job opportunities and your workplace to people who have disabilities. Embrace the challenge and benefits of welcoming and promoting the investment in diverse skills and talents. Seeing it a new way—it might be just what your company needs.

Dr. Peg Gutsell and Ms. Sandy Kerlin are Co-Directors of the Inclusion Network, a not-for-profit organization that provides consultation and training services in the Greater Cincinnati Area to promote the inclusion of people with



disabilities in all aspects of community life. Dr. Gutsell and Ms. Kerlin can be contacted by calling 513-345-1330.

3rd Annual Diversity Workshop To Focus On "Un-Retirement Generation"

The Northern Kentucky Chamber of Commerce HR Group 100 will hold its 3rd annual diversity training session Thursday, October 14 at Receptions Banquet & Conference Center, 1379 Donaldson Rd., Erlanger. Registration and hot buffet breakfast will be available from 7:30-8 a.m. The program will begin promptly at 8 and conclude by 11:30 a.m.

This year's forum features Cathy Fyock, CSP, SPHR, an employment strategist and leader in providing insights and solutions for an aging and changing work force. Sponsored by AARP-Kentucky, Fyock's presentation "The New Workforce Diversity Challenge: Un-retirement-Inclusion for the Older Generation of Workers" will offer attendees current data and future insight into the largest group of available workers in the country.

Fyock has authored numerous articles and books, including "America's Work Force Is Coming of Age: What Every Business Needs to Know To Recruit, Train, Manage and Retain An Aging Work Force" and "UnRetirement: A Career Guide for the Retired...the Soon To Be Retired...the Never-Want-To-Be Retired."

The workshop will include information on:

- Why should employers be concerned with employment issues for older Americans?
- Why are employers still so reluctant to develop strategies to recruit and retain older workers?
- What are the common "myths" or misconceptions about hiring older workers?
- What should organizations do to attract and retain this population?
- What organizational strategies should be modified to accommodate older workers?
- Training supervisors to be responsive to a new set of needs
- How other companies have modified their benefits programs to attract and retain this population
- Steps needed to avoid age discrimination throughout the employment process

This extended session is free to chamber members, \$10 for non/future Chamber members. Register at 859-578-8801 or www.nkychamber.com.



Cathy Fyock



THANK YOU
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Water Cooler Talk

2004 Fall Series



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Water Cooler Talk



A sold out crowd attended the kick off of the 2004 Fall Water Cooler Talk Series.

Jana Alverson, Lynn McInturf Sales Associates, emphasizes her point at the September Water Cooler Talk. "Mastering the Art of Selling" was the topic of the September program.

Attendees have a great time interacting with other attendees at the Water Cooler Talk program. Water Cooler Talk is a discussion session specifically for small business owners to interact with one another and receive expert advice on different topics. The programs are held on the first Thursday of each month September thru June, and topics change for each session. Please call the Chamber's Reservation Line at (859) 578-8801 to make your reservations or check the enclosed Calendar of Events.



Sam Asmah, NKU Small Business Development Center and **Jana Alverson**, Lynn McInturf Sales Associates take a minute to pose for the camera. The Chamber partners with the NKU Small Business Development Center to put on the Water Cooler Talk programs.



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Northern Kentucky Chamber of Commerce and NKU Small Business Development Center present:

Water CoolerTalk 2004 Fall Series

sponsored by: **PNCBANK**

- October 7, 2004** "How to Hire Right the First Time"
Presented by: Mary Willenborg, Entrepreneurial Solutions
sponsored by: Precision Construction Corp.
- November 4, 2004** "Marketing 101-Back to Basics"
Presented by: Wendy Vonderhaar, Intriatic Marketing & Design
sponsored by: Hoxworth Blood Center
- December 2, 2004** "Can Customers Find You on The Web? (Search Engine Optimization)"
Presented by: Dave Hatter, Libertas Technologies
sponsored by: EGC Construction Corp.
- January 6, 2005** "You Can Do It: Believe in Your Dreams and Grow Your Business Like Crazy"
Presented by: Julie Isphording
sponsored by: Systems InSight, Inc.

All programs will be held: 8:00 - 9:30 a.m. (usually the 1st Thursday of each month)
Chamber Center, NOR-COM Room,
300 Buttermilk Pike, Ft. Mitchell

\$10 Chamber members and NKU SBDC referrals; \$20 others

For more information or to make a reservation call Sheri at (859) 578-8801 or see the enclosed Calendar of Events or visit our website at www.nkychamber.com. Subscriptions are available for \$40.00 and entitles the subscriber to one admission to all five programs. (Five admissions for the price of four.)

Seating is limited; Reservations are recommended

A Chance to Meet...



"A Chance to Meet..." is a program designed for vendors and suppliers to learn what is required to do business with major companies in the region. It is a chance to get a foot in the door. These programs are held on the third Friday of the month September through June and featured companies change for each session.



At the September program, featured speaker **Greg Fogelman**, Viox Services, takes time after the program to explain specific purchasing procedures with **Bill Evans**, Apex Environmental (left).



Whitney Calvert, Advanced Office Systems, Inc. and **Don Rigling**, Designers Midwest take a few minutes after the "A Chance to Meet..." program to do some networking. See Page 18 for upcoming "A Chance to Meet..." programs.

Member Verification Deadline - Oct.25

Continued From Page 1

- Each member is entitled to have one Chamber representative for every \$100 in dues - up to twenty representatives. Please add additional representatives that you would like to have included in the directory and delete those representative(s) who are no longer with your company.
- Verify your company's website address, phone and fax numbers as well as each representative's e-mail address, title and address if different from that listed.
- Fill in any missing or update any incorrect information.
- Verify the classified category under which your business is currently listed (similar to those found in the yellow pages of the telephone book).

All Chamber members can access their online member profile through a secured Members Only section by:

1. Logging onto the Chamber's website, clicking "Members Only" and "Member Verification."
2. Enter Username (same as your email address) and Password.

This will open the Member Profile screen and allow editing of your organization's profile. For questions or more assistance, please contact Sheri Goodenough at 859-578-6393.

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Northern Kentucky

	July 2004	June 2004	Change 1 Month Ago	July 2003	Change 1 Year Ago
Labor Force					
Boone County	53,729	53,370	0.7	51,965	3.4
Campbell County	47,805	47,860	-0.1	46,076	3.8
Kenton County	85,202	85,202	0.0	81,950	4.0
Northern Kentucky Total	186,736	186,432	0.2	179,991	3.7
Northern Kentucky Total (SA)	183,073	182,300	0.4	176,729	3.6
Cincinnati PMSA (000's)	907.5	902.1	0.6	899.2	0.9
Employment					
Boone County	51,356	50,817	1.1	49,255	4.3
Campbell County	45,858	45,377	1.1	43,982	4.3
Kenton County	81,644	80,787	1.1	78,304	4.3
Northern Kentucky Total	178,858	176,981	1.1	171,541	4.3
Northern Kentucky Total (SA)	175,416	173,732	1.0	168,145	4.3
Cincinnati PMSA (000's)	881.6	884.6	-0.3	873.5	0.9
Goods Producing Industries	146.1	145.1	0.7	150.4	-2.9
Service Providing Industries	735.5	739.5	-0.5	723.1	1.7
Unemployment Rates (%)			Difference		Difference
Boone County	4.4	4.8	-0.4	5.2	-0.8
Campbell County	4.1	5.2	-1.1	4.5	-0.5
Kenton County	4.2	5.2	-1.0	4.4	-0.3
Northern Kentucky	4.2	5.1	-0.9	4.7	-0.5
Northern Kentucky (SA)	4.2	5.1	-0.9	4.9	-0.7
Cincinnati PMSA	5.0	5.4	-0.4	5.1	-0.1
Kentucky	5.4	5.6	-0.2	6.7	-1.3
Comparable U.S.	5.7	5.8	-0.1	6.3	-0.6
Insured Unemployment Claimants			% Change		% Change
Boone, Campbell, Kenton Cou	1,467	1,585	-7.4	1,757	-16.5
Kentucky	34,156	35,717	-4.4	43,341	-21.2
Industrial Activity			% Change		% Change
Industrial Electric Sales (Excl. Steel)					
ULH&P Co. (mil. KWH)*	64.6	64.5	0.2	65.0	-0.6
PMSA Manuf. Employment (00	104.5	104.8	-0.3	107.4	-2.7
Durable Goods	58.6	58.2	0.7	58.8	-0.3
Nondurable Goods	45.9	46.6	-1.5	48.6	-5.6
UNITED STATES		Latest Preceding	Same		
		Month/	Month/	Period	
Output, Production & Income		Quarter	Quarter	Year Ago	
Real "GDP" (Gross Domestic P (Billions of chained 2000 dollars; quarterly data at seasonally adjusted annual rates)	2nd	10,771.4	10,697.5	10,287.4	
Federal Reserve Board Index of Industrial Production (1997=100)	August	116.6	116.5	110.9	
Composite Index of Leading In (1996 = 100)	June	116.2	116.4	NA	
Personal Income (Billions of do (Seasonally Adjusted Annual Rates)	July	9.628	9.617	9.175	
Inflation					
Consumer Price Indexes (1982-84 = 100)					
"All Urban Consumers" (CPI- "Revised" (CPI-W)	August	189.5	189.4	184.5	
Cincinnati/Northern Kentucky (CMSA) CPI-U (1st Half of 2004)	August	185.0	184.9	180.3	
Producer Price Index for Finished Goods (1982	August	175.4	2.0**	0.4*	
Employment (Seasonally Adjusted)					
Labor Force Total (millions)	August	147.7	147.9	146.6	
Employment Total (millions)	August	139.7	139.7	137.7	
Unemployment Rates (%)	August	5.4	5.5	6.1	

July 2004	rJune 2003	July 2003	% Change from previous mon.	% Change from same mon.1yr. ago
166.9	175.9	162.4	-5.1	2.8

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 (2) In-County as Stated on Form 3541: 300
 (3) Other Classes Mailed Through the USPS:
 Total Free Distribution (Sum of 13c(1) and (2)): 375
 d. Total Distribution (Sum of 13b and 13c): 6750
 e. Copies not Distributed: 50
 f. Total (Sum of 13d and 13e): 7000
 g. Paid and/or Requested Circulation (13b, divided by 100, times 100): 6375
 14. Publication of Statement of Ownership:
 Publication required. Will be printed in the October issue of this publication.
 Publication not required.
 15. Signature and Title of Editor, Publisher, Business Manager, or Owner: [Signature] Date: 9/28/2004

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Instructions to Publishers

- Complete and file one copy of this form with your postmaster annually on or before October 1. Keep a copy of the completed form for your records.
- In cases where the stockholder or security holder is a trustee, include in item 10 and 11 the name of the person or corporation for whom the trustee is acting. Also include the names and addresses of individuals who are stockholders who own or hold 1 percent or more of the total amount of bonds, mortgages, or other securities of the publishing corporation. In item 11, if none, check the box. Use blank sheets if more space is required.
- Be sure to furnish all circulation information called for in item 13. Free circulation must be shown in items 13c, e, and f.
- Item 13b, "Copies Not Distributed," must include (1) newspaper copies originally stated on Form 3541, and returned to the publisher; (2) estimated returns from news agents; and (3) copies for office use, leftovers, spoiled, and all other copies not distributed.
- If the publication had Periodicals authorization as a general or requester publication, this Statement of Ownership, Management, and Circulation must be published; it must be printed in any issue in October or, if the publication is not published during October, the first issue printed after October.
- In item 14, indicate the date of the issue in which this Statement of Ownership will be published.
- Item 15 must be signed. Failure to file or publish a statement of ownership may lead to suspension of Periodicals authorization.

PS Form 3526, October 1999 (Reverse)

The *Now* Place to Be



"Hebron is a great area to live in -- good schools, nice homes -- but when it comes to shopping there's not a lot there. Our goal is to bring in the amenities people want and need. For companies looking to expand, this is a great opportunity to get in on the ground floor of a growing community."

*Bill Toebben
Toebben Companies*

North Bend Square **Retail Center**

Trade Area

Located less than 1 mile from I-275 on State Route 237 in Hebron, North Bend Square Retail Center is anchored by a 50,000 square foot Remke Grocery Store. The leasable area is 22,000 square feet which can be divided to meet your exact business needs.

3 Mile Demographics

Population	15,992
Average Household Income	\$91,947
Daytime Population	13,075
Number of Households	5,298 & growing!
Traffic Count on State Route 237	11,700 VPD

859-331-1560

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