

■ GREATER OWENSBORO

Business

Second Quarter 2010

His 'n Hers Entrepreneurs

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Jody Wassmer
President
Greater Owensboro Chamber of Commerce

It was about two years ago that Cheri Middleton walked into the chamber of commerce office for the first time. She talked initially with our office manager, Ashley Bradshaw, and explained that she was new to town and was starting a new business centered on retro candy baskets. Before long, all of the chamber staff was intrigued by her captivating style and upbeat nature and crowded around to hear more.

She told us she was opening her shop in the front of her fiancée’s steel fabrication business on Daviess Street. She told us about having a similar business in Ohio and how Cheri’s Creations would be the culmination of her thoughts and skills on how to create a successful venture. By the time Cheri walked out of the chamber office 30 minutes later, we all looked at each other and knew she would be successful. She had a drive that would somehow work.

Here we are several months later and Cheri and her fiancée, Ray, are featured on the cover of Greater Owensboro Business, and I couldn’t be more pleased. They embody the idea that hard-working people with an idea and enthusiasm can build their dream—and in the middle of economic downturn.

If you think a retro candy basket business is unique, how about a sommelier? Jena Hunter moved here from Nashville and is doing well as an extensively trained wine expert. Who says we don’t have variety in Owensboro? We have thriving unique businesses and exciting and positive personalities behind them. They’re excited about Owensboro and we’re excited to have them here.

P.S. – If you’re on Twitter, be sure to follow me @jwassmer.



Beck Glenn
Special Publications Editor
Messenger-Inquirer

Last quarter we began a major overhaul of this publication in response to reader requests. This issue builds on those improvements with a new design and more local content. And Joy Campbell, who covers the business beat for the Messenger-Inquirer, is also our new staff writer.

The new “On the Move” feature (page 4) has generated the most response. This section spotlights business owners and executive level managers who are active in the community – earning awards, serving on boards or getting a transfer or promotion.

Submit releases for “On the Move” or any other press releases or story ideas for this publication to me at bglen@messenger-inquirer.com.

On the Cover:

Ray Middleton, owner of On Time Fab, with his wife Cheri Middleton inside Cheri’s Creations at 1122 Daviess Street.

GREATER OWENSBORO
Business

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Higher ed remains a challenge

In the Green River Area Development District, 82.2 percent of residents age 25 and above have graduated from high school or earned a GED. This is above the state average of 81.3 percent.

Only 16.6 percent of GRADD area resi-

dents age 25 and above are college graduates, compared the state average of 19.7 percent.

Source: US Census Bureau 1990 and 2000 Census, 2008 American Community Survey



Small-biz owners remain wary



Small-business owners are slightly more confident that sales will improve, but they remain hesitant to bring on new workers or spend more on company improvements.

Firms with less than 500 staffers employ about half the country's non-government workers, according to the Small Business Administration. How confident they feel about the economic recovery is crucial to forecasting American job growth.

The companies polled in January were slightly more pessimistic than they were during the fourth quarter. The Wells Fargo/Gallup Small Business Index came in at -16 compared with -15 at the end of last year. But the measurement of future expectations rose to 13 from 9. A score of zero suggests small business owners are neutral about their companies; a positive score indicates optimism.

Business owners were slightly more confident that their sales and cash flows will improve over the next year. Most still don't plan on adding to depressed payrolls or spending more money on their companies, however.

Nearly a quarter said they planned to increase investment in their business, but a third said they will cut capital spending. The rest planned no changes.

The jobs picture remains glum: two-thirds said payrolls would stay the same, and only 18 percent said they want to increase jobs. Thirteen percent of those surveyed plan to cut jobs. That's following a year during which 35 percent of those polled said their company lost jobs.

The Wells Fargo/Gallup survey telephoned 605 small-business owners from Jan. 18 to Jan. 22. The margin of sampling error is plus or minus 4 percentage points.

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Faye D. Murry, Advertising Director
270.691.7240, fmurry@messenger-inquirer.com

Yvette Nelson,
Advertising Display Manager
270.691.7238, ynelson@messenger-inquirer.com

Beck Glenn, Special Publications Editor
270.691.7233, bglenm@messenger-inquirer.com

John Shelton, Graphic Designer

To Advertise:
ynelson@messenger-inquirer.com

Staff Writer
Joy Campbell

Staff Photographer
John Dunham

Contributors
Tali Arbel, Joyce M. Rosenberg

Editorial Board
Rick Jones
Livingston Laboratories/
Junior Janitorial Services, Inc.

Jody Wassmer
Greater Owensboro
Chamber of Commerce

On the Move



Janie Marksberry recently obtained her license as a real estate broker and has opened her own company, **Marksberry Real Estate LLC**.

Marksberry has 24 years' experience in the real estate field. When she was licensed

in 1985 as a real estate sales associate, she began a nine-year career in Lexington before returning to Owensboro in 1994. Marksberry obtained her Certified Real Property Appraisers license after joining Marksberry Appraisal with her father, Bill Marksberry.

She recently escrowed her certified appraiser's license to concentrate on her real estate sales and marketing office. In 2006, Marksberry said, she was the first in the area to offer video tours of homes.

Park Regency Apartments, a senior independent and retirement community, has hired **Amy M. Pride** as its executive director.



Prior to joining Park Regency, Pride was the executive director for Heritage Place Assisted Living Center in Owensboro.

She graduated from Owensboro Catholic High School and received her bachelor's degree in social work from the University of Kentucky.

Pride serves as the secretary for Girls Incorporated's board of trustees, serves on the Owensboro Catholic Elementary School PTO board and is the chairwoman of the Family Life Committee at Immaculate Catholic Church.



Gregory L. Moore, CPA, CFP, PFS, CRC, Shareholder and Director of Financial Advisory Services with **Riney Hancock CPAs**, has been reappointed to serve as Chairman of PKF North America's Investment Advisory Services Committee

for 2010.

Moore is also an Investment Advisor Representative with RiverCities Asset Management, LLC, a Registered Investment Advisor, which provides fee-only investment

advisory services. RiverCities Asset Management, LLC is an affiliate of Riney Hancock.

Edna Syra Barnes, CPA, Shareholder and Director of the Medical/Dental Group with Riney Hancock CPAs, has been reappointed to serve as the national consultant of PKF North America's Healthcare Services committee for 2010.



Both, Moore and Barnes are leaders in their field, with proven track records providing services and solutions to clients. These leaders are chosen based on their depth of knowledge and experience.

PKF North America is a membership association comprised of 86 independent accounting and consulting firms in North America that are dedicated to serving middle market businesses and individual clients.

Riney Hancock CPAs has been successfully serving the financial needs of the tri-state area since 1973, and takes great pride in helping individual and business clients succeed. Riney Hancock offers more than traditional accounting services; they also provide financial advisory services for businesses, wealth and investment management services, personal financial planning, comprehensive tax planning and consulting, litigation support and valuations and medical/dental practice management consulting.

Sharon D. Coffman has been named human resources director for **WaxWorks/VideoWorks**.

Coffman is a 2008 summa cum laude bachelor of science graduate of Brescia University, where she was a Brescia STARS and Alpha Chi National Honor Society member.

She serves as government affairs chairwoman of the Owensboro Society for Human Resource Management and serves on the Big Rivers Red Cross Board Human Resources Committee, Healthy Horizons Steering Committee, United Way Campaign Cabinet and Health & Fitness Classic Leadership Team.

WaxWorks/VideoWorks is a 60-year-old national wholesale distributor of video products. It is listed as the oldest continuous family-owned entertainment company in America.

Jesse Mountjoy of **Sullivan, Mountjoy, Stainback & Miller PSC**, has been elected chairman of the board of directors of the Green River Area Community Foundation.

He succeeds Jennifer Rone.

Other officers for 2010 are vice chairman, Jiten Shah, executive director of the Green River Area Development District; secretary, Tracy Thacker of Edward Jones Investments; treasurer, Gregory C. Longtine, financial consultant with Wells Fargo Advisors.

New board members recently elected to three-year terms are Betty Bowles, Tim Gooch and Vicki Stogsdill. Fred May, Mitch Settle, Shah and George Thacker were re-elected to second terms on the board.

Don Penn Moore III of **Don Moore Automotive Group** in Owensboro has been installed as the chairman-elect of the Kentucky Automobile Dealers Association.

The Kentucky Federation of Business and Professional Women has recognized **Sherion Manley-Roberts** of Owensboro as its 2009 Woman of the Year.

She is president of Owensboro Business and Professional Women Inc. and public information officer for Daviess County Emergency Management.

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Canteen Service Co. of Owensboro Inc. has announced the following organizational changes:

Gary Schroader has been named president of the locally owned franchise.

Schroader, a 32-year veteran of the company, will also continue to serve as controller of the business.

Keith Sharber has been appointed vice president, in addition to his current duties as human resources manager.

Sharber has been with Canteen for 23 years.

Keith Survant has been named the company's secretary, in addition to his role as operations manager.

Survant is a 22-year Canteen veteran.

The company, owned by Jerry H. Haase since 1976, has nearly 300 employees with operations in Owensboro, Bowling Green, Elizabethtown and Hopkinsville in Kentucky and Evansville and Vincennes in Indiana.

Jason and Kate Higdon, owners of **Captured Moments Photography**, and their digital artist, **Beth Eckstein**, were recognized at the Kentucky Professional Photographers Association PhotoProExpo Convention in Covington in January.

Kate Higdon was honored with six images being accepted for exhibition at the convention.

Her "Tiny Papoose" earned a blue ribbon and "Check Your Attitude at the Door" earned a blue ribbon and received a score in the "excellent" category.

Jason Higdon also had six images accepted for exhibition.

He received three awards - "Captivating" received the Senior Court of Honors Award; "Mr. Sinatra, Eat Your Heart Out" won the Kodak Gallery Award; and he was named one of the top five photographers of Kentucky.

Eckstein also had six images accepted for exhibition.

Three of her images - "What Do You Think I Am ... A Piece of Meat?" "Make a Wish," and "Burst of Light" earned blue



ribbons.

Eckstein also received the Horizon Award, which is presented for the highest print score for a first-time entrant.

Jason and Kate Higdon were also recognized as "Rising Stars" by the president of the Kentucky Professional Photographers Association.

Travis Ray Chaney, a certified master planner and certified master coach, was awarded Franchise Consultant of the Year at the Ameriprise Leadership Conference in Phoenix.

He is a partner at **Watson, Chaney and Associates**, a financial advisory branch of Ameriprise Financial Services Inc. in Owensboro,

Chaney finished first out of 135 franchise consultants in year-over-year revenue growth with his group of 41 franchise owners beating the national average by 13 percentage points. He also finished No. 3 in the overall franchise consultant scorecard that measures the key metrics of running a successful practice.

Chaney is also the founder and CEO of **Dynamic Directions**, a coaching and consulting firm for financial advisers.

The Greater Owensboro Chamber of Commerce recently added new members to its 23-person board of directors.

New three-year board members are **Mike Beckwith**, chief financial officer of First Security Bank; **Levi Reames**, owner of Comfort Keepers; **Ramona Osborne**, executive director of Ohio Valley Surgical Specialists; and **Charles Kamuf Jr.**, an attorney with Kamuf, Pace & Kamuf.

Ken Lawson, owner of Thriftway, also recently joined the board.

Special one-year directors are the **Rev. Larry Hostetter**, president of Brescia University; **Stephanie Keelin**, development director of the Boulware Mission; **Chad Hall**, business services officer at BB&T; **Adam Hancock**, supervisor at Riney Hancock CPAs; **Brian Wilborn**, associate financial advisor at Ameriprise Financial; **John Kazlauskas**, Owensboro city commissioner; **Mike Riney**, Daviess County commissioner; and **Sim Davenport**, regional director of external and legislative affairs for AT&T.

Suzanne Northern Blazar, general manager of distribution of UniFirst, is the chairwoman of the board of directors in 2010.



The Owensboro Board of Realtors recently awarded **Connie Lou Barnett** and **Bill O'Bryan** its 2009 Distinguished Service Award.

The award recognizes local leaders "whose performance of service and involvement in political and/or community activities is extraordinary."

David Slaughter was named 2009 Realtor of the year.

The award has been presented since 1966 to an active member of the Owensboro Board of Realtors who has "provided outstanding service to his profession and his community."

Ben Hartz of **Hartz Construction** is the new board member from Owensboro on the Kentuckiana Chapter of the Associated Builders and Contractors Inc. board of directors for 2010.

The 14-member board oversees ABC Kentuckiana's finances, strategic planning and activities and represents more than 450 merit shop construction trade companies in Kentucky and southern Indiana.



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His 'n Hers **entrepreneurs**

Couple making strides in very different businesses

By Joy Campbell

Married duo Cheri and Ray Middleton each started very different businesses during the current recession — working out of the same building at 1122 Daviess St. for 18 months.

Ray Middleton's On Time Fab, Inc., a metal fabrication business that he launched in January 2008, grew out of the Daviess Street building and is now at 3021 Medley Road.

Six months after her husband became a small business owner, Cheri Middleton opened Cheri's Creations, a balloon and gift basket company that specializes in Retro Candy Bouquets. And it grew into much of the space her husband's business once occupied.

The Middletons are supporting each other as they carve out very different niches in their respective markets.

For 18 months, the couple shared a 10x12-foot office. He had his drafting table, desk and printer, and she had her own desk and printer.

"We really had no real tensions; we get along well," Cheri Middleton said.

While the two have very different products and approached opening their businesses very differently, they agree on why each has been able to ride out the recession so far: They are willing to do what it takes to make their customers happy and to have them return.

Providing top notch customer service is a must when so many people are scrambling to get pieces of the same pie, they said.

And they nurture the "steady Eddie's" — those valuable repeat customers.

"I tell everybody that I don't know anything but the recession," Ray Middleton said. "This is a competitive business. ... But I'm the king of persistence. I spend a lot of my time looking for work."

For those who got into business before the recession "work came to them," he said. "Now, they're finding they have to go out and get it."

Why Owensboro?

Ray Middleton was born in Lawrenceburg, Ind., just over the Ohio River from Cincinnati. He stayed in his hometown until 15 years ago when he decided the small town he loved was being "gobbled up" by Cincinnati.

His ancestors were from Kentucky, so he decided to send out resumes all over the Commonwealth — except in Louisville and



Ray Middleton guides his product onto a pallet at On Time Fab, 3021 Medley Road. Photos by John Dunham

Cheri Middleton inserts candy into a gift basket in the back of her shop, Cheri's Creations. Each item in the basket is attached to a stick and arranged by hand.



Lexington.

He had interviews in Bowling Green, Bonnierville and Owensboro. His meeting at Owensboro's Industrial Mold and Machine went well, and he decided to take the job.

Cheri Middleton grew up in Springfield, Oh., and had been working as a district manager for a junior clothing company for seven years with 33 managers reporting to her. She traveled a lot.

She and her future husband's paths crossed at The Thirsty Turtle in Lawrenceburg.

"My sister and I were eating chicken wings, and I'm sure he thought we were cute," she laughed. "He walked over and asked me out. ... In two weeks, we went out, and as they say, the rest is history."

Cheri Middleton looked for work in

Owensboro. She opened a store for a company in Madisonville. She moved to Owensboro, and was driving back and forth to her job.

"When Ray opened his business and it took off, he needed help," she said. "So, I resigned my position and went to work for him."

After only a few months working in the former tool and die building, Cheri looked at

the storefront and announced to Ray that she wanted to start a gift basket business.

Ray Middleton recalled his reaction.

"I said, 'You're gonna starve to death, but go ahead,'" he said. "I pictured crackers and cheese and wine. But when I saw what she had in mind, I was impressed."

Cheri and Ray Middleton negotiated the space they needed for each business.



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Above: Fabricator Brent Chancellor makes a bracket. Left: Shop foreman Steve McComb, owner Ray Middleton and fabricator Brent Chancellor at On Time Fab in Owensboro.

Anatomy of start-ups

At first, Ray Middleton worked at his new business part-time while continuing his full time job at Daramic, Inc. He knew it was time to go full-blast when his employer started making changes.

Five months after his start-up, Middleton left Daramic and devoted full time to his business.

Daramic restructured and announced last fall that it would lay off half the work force at its lead-acid battery separator company in Owensboro by early January of this year.

The Indiana native said he didn't have a business plan; he took a common sense approach.

"I talked to people already in the business and to potential customers," Middleton said. "I know my competitors; we all get along well."

Cheri Middleton went to work for her husband keeping books and doing some marketing and promotional work for him.

"He's an amazing businessman," she said. "I would listen to him, and he called the same guy every week. Finally, one day, that guy said yes."

Both had more than a few moments when they couldn't understand why they weren't getting more customers.

"Being in business is terror followed by excitement; you hope the terror moments are less," Ray Middleton said.

On Time Fab now has four full-time employees along with both Middletons.

They are discussing launching another part-time business — making specialized construction tool boxes. Ray is working on the prototype.

"I want to make tool boxes you actually work out of," he said.

In the first year, the company doubled what the Middletons set as a goal, and in year two, it saw 118 percent growth in gross sales over the first year, Cheri Middleton said.

"The way he's trending now, it's looking good for this year," she said.

Ray Middleton said it didn't take him long to realize he could make more money in the office than in the shop. He spends most of his time finding and then landing work and getting the materials. He bids most of his jobs.

"For me, I have to stay flexible," he said. "One of the reasons I think I've been successful is that I don't concentrate on one industry — doing just mining or manufacturing or sheet metal; I do it all."

Cheri Middleton wrote a business plan for her balloon and gift basket business 20 years ago, but the timing was never right to implement it. She knew what she wanted.

Cheri's Creations features specialty and themed baskets for every occasion.

Some of her newer baskets were born from customer's requests. Like the Redneck Basket.

She has an Owensboro basket, and one for coffee lovers, and a spa collection. Her offerings also include specialty buckets and mugs and Retro Candy from the 1950s through the '90s.

Her bereavement gifts feature a memory box and other items arranged in a basket.

She admits it was a bit scary when Ray Middleton moved On Time Fab to Medley Road.

"He was helping a lot with utilities," she said.

Ray Middleton leased half of the building to Bivins Race Cars to add revenue.

In her current space, Cheri Middleton has room for six stations to build her creations, plus a shipping station and inventory space. She ships all over the country.

Having good, dependable employees like her store manager Angie Cox is another key for a small business, Cheri Middleton said.

"We are organized so well; we know exactly what goes in each basket, unless it's a custom basket," she said. "We have pull lists for each one to tell what to pull from the inventory."

The Internet site for Cheri's Creations — www.cheriscreations.com — launched in December, and the owner is hoping it will

generate more business.

Ray and Cheri Middleton make each other laugh — another key to their success, they claim.

At breakfast one morning, they were bemoaning their plight a bit, but that quickly turned into a litany of lighthearted answers to "You Might Be a Small Business If..."

"Owning a business is a lot like playing poker," Ray Middleton said. "You have so much in the pot, you have to see the next card."

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Business **start-up tips** from the Middletons

- Hire good people and let them know when they do a good job.

"A thank-you has to do sometime," Ray Middleton said.

He keeps a refrigerator stocked with his employees' favorite soft drinks and water and provides sandwich lunches each day. They also take "Popsickle" breaks.

- Provide exceptional customer service. It can make the difference in landing a job and keeping a customer.

- Shop for insurance and study it thoroughly. It will be a huge cost of doing business.

"This usually comes as a complete shock to new business owners," Ray Middleton said.

- Have a marketing plan.

"In my business, it's advertising," Cheri Middleton said. "If you think you're going to open the door and immediately have customers, you will be disappointed."

Cheri Middleton calls herself a shameless self-promoter.

"I also invest a lot of money to let people know what we do and how to reach us," she said.

- Don't expect to have a paycheck for a while. It will take from two to five years to draw a paycheck for yourself, the Middletons said.

"I'm still looking forward to that," Cheri Middleton said.

- Expect to work as hard as you've ever worked. The Middletons are up at 4 a.m. and are at The HealthPark by 5:15 a.m. Ray Middleton arrives at his shop by 6:30.

"We leave home when it's dark, and come home after dark," Ray Middleton said.

- Have a support network.

"If we didn't support each other, we couldn't make it," Cheri Middleton said. In their early days, both were anxious when the phone didn't ring and customers didn't walk in. They encouraged each other.

- Join the chamber of commerce.

"The chamber gives me a voice," Ray Middleton said. "I can go to the chamber and say, 'This is a problem I'm having in this area.'" The chamber can ask questions within the industry and gather information, he said.

Cheri Middleton took tiny buckets of



Cheri Middleton's "redneck" basket includes items like Spam, RC Cola and Moon Pies.

candy to the chamber and introduced herself and her business. She joined and was asked to co-chair the Chamber Ambassadors. She also was nominated for Entrepreneur of the Year in her first year of business.

- Pay attention to the cost of materials and shop for the best price, no matter how small the item. It adds up.

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All in a day's work

Working hard is fun, educational for Owensboro Sommelier



Sommelier Jena Hunter pours red wine for a visitor at the weekly wine tasting at J's Liquors and Cheese Shop, 2216 New Hartford Road. Hunter hosts the wine tasting every Thursday evening from 4:30 to 7:30. Photos by John Dunham

By Joy Campbell

Jena Hunter grew up loving wine.

As a 17-year-old, she traveled to five countries in Europe and visited some of the wine regions in France and Germany.

Now a sommelier, the 31-year-old has moved her business, A Vino Affair, to Owensboro from Nashville and is consulting, educating and planning events from home wine parties to corporate occasions.

"My goal is to be a master sommelier (MS) and a master of wine (MW) by age 34," Hunter said. "There are no females that hold both titles, and only two males on the globe."

The world has only 134 master sommeliers, and only 16 of them are women, she said.

"It takes longer to study and gain those certifications and titles than it does to become a surgeon," Hunter said. "You have to learn about soil types, geography, geology, weather patterns and a lot more."

The Brentwood, Tenn., native already has worked and studied and tasted wine on both coasts and has met world-renowned winemakers along the way.

She worked at The Federalist in Boston as events coordinator and running the wine dinners. The restaurant boasts a 132-page wine list that includes a \$15,000 bottle of wine.

In Boston, Hunter also worked with Sandy Block, who was the first MW on the East Coast.

Her resume includes roles as wine director for four restaurants.

She also has worked in New York City and "all over the country and overseas," she said.

Hunter was the general manager at Restaurant Zola, "arguably the best restaurant in Nashville," she said. The owners won several awards before surprising patrons with their decision to close the popular dining spot and move to a tropical island to run a fishing resort.

"I have gone to hundreds and hundreds of tastings as a patron or as part of the event," she said. "...Finding a mind-blowing wine for less than \$15 is great; it's what I do for people and what I teach."

Since moving from Nashville seven months ago, Hunter has been consulting for Bryant Distributing and is conducting wine-tastings from 4:30 to 7:30 each Thursday for J's Liquors and Cheese Shop.

"They're free and always fun and educational," she said.

She writes her own tasting notes, something that impresses Bill Armendarez, a J's Liquors employee who has worked with Hunter on the wine tastings.

"I read her wine notes, and just go, 'Wow'. She brings a lot of expertise and is doing a great job for us," Armendarez said. "She has a great ability to differentiate — a great nose and a sensitive palate."

Here's a sampling of Hunter's wine notes included in a recent "Ode to the Zinfandel."

"7Deadly Zins - The name states almost all you need to know! You will be sinfully impressed and swept off of your feet at the same time. Gorgeous bright red berries and caramel on nose. Palate sings with dark berries, cocoa, black pepper, orange rind, and a deep jamminess that you will love savoring! Food pairings - Bold steaks, bold spices and bold sauces! Think glorious Ribeye with steamed yams, any boldly spiced risotto, burgers, hearty chicken dishes such as chicken parm."

J's began hosting wine tastings in 2003.

Patrons may go online at jsliquors.com and learn what Hunter will be featuring on Thursdays.

Hunter also is currently conducting events for the Campbell Club and for Gambinus Libation Emporium, which she calls "just what Owensboro needed."

"I love teaching about and promoting wine," she said. "It's not just about wine spirits; it's about full beverage design and cost analysis for retailers and more."

More people are drinking wine now than ever before, especially young people, she said.

Hunter, an only child, calls her mother her best friend and role model.

"She has never held me back," the ambitious wine savant said. "Wherever I've been, she thinks it's another good place to visit."

As a youngster, in addition to her keen interest in wine, Hunter was an equestrian — riding the big jumper horses. She showed and traveled across the Southeast.

"My mom told me then that I chose two of the most ritzy and most expensive things to pursue," she said.

Hunter said she "followed her heart" to Owensboro about seven months ago. That relationship ended, but she is staying and building her business.

"The man upstairs may have another plan for me," she said. "In a few years, I hope to open a wine boutique. The sky's the limit."

Jena Hunter may be found on the Web at www.avinoaffair.net



"I love teaching about and promoting wine. It's not just about wine spirits; it's about full beverage design and cost analysis for retailers and more."

Show me the **money**



Some 11 percent of the 2,114 small-business owners surveyed in February by the National Federation of Independent Business said that they couldn't get their borrowing needs met, a record high.

On the flip side, only 27 percent were able to get the loans they needed, a record low for the survey since it started in 1983.

The government generally defines small businesses as those with fewer than 500 employees. If these companies can't borrow, it's bad for the overall economy since they employ over half of all private-sector workers.



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Millennials seek work's benefits: leisure & money

By Tali Arbel

Millennials want more vacation and time for themselves away from the job than young people did 30 years ago, and they also value compensation more, according to a recent study.

That may be setting them up for intense disappointments in today's labor market.

Those born starting in the early 1980s put a bigger emphasis on time away from work than previous generations. They're slightly less likely to say that work should be "a very central part" of one's life, and tend to value a job more for salary and advancement opportunities rather than as a source of friends or an avenue to learn new skills.

Gen Y, the youngest generation in American workplaces, may see time off as necessary because of how hard they saw their parents work, said San Diego State University psychology professor Jean Twenge. She has a study analyzing generational differences in attitudes toward work in an upcoming issue of the *Journal of Management*.

But as unemployment has grown for young people, their expectations for money, job promotion and leisure time are encountering workplace reality. In today's world, that means tepid growth in salaries and benefits, and heavy competition for positions.

The Conference Board, a private research group, said in January that job satisfaction for those under 25 was at a record low in 2009.

"High expectations are colliding with reality and leading to a lot of disappointment and dissatisfaction," said Twenge.

In her study, Twenge culled data from high school seniors taking the annual "Monitoring the Future" survey in 1976, 1991 and 2006. About 15,000 seniors nationwide take the survey each spring.

The 2008 report, from after the recession

began, showed that 17- and 18-year-olds valued leisure time away from work even more than they had two years before, Twenge said.

And other surveys second this finding, despite the recession. College students in summer 2009 said they valued job security more than in previous years, but they also continued to say work-life balance was important, according to a survey by Universum, a human resources consultancy.



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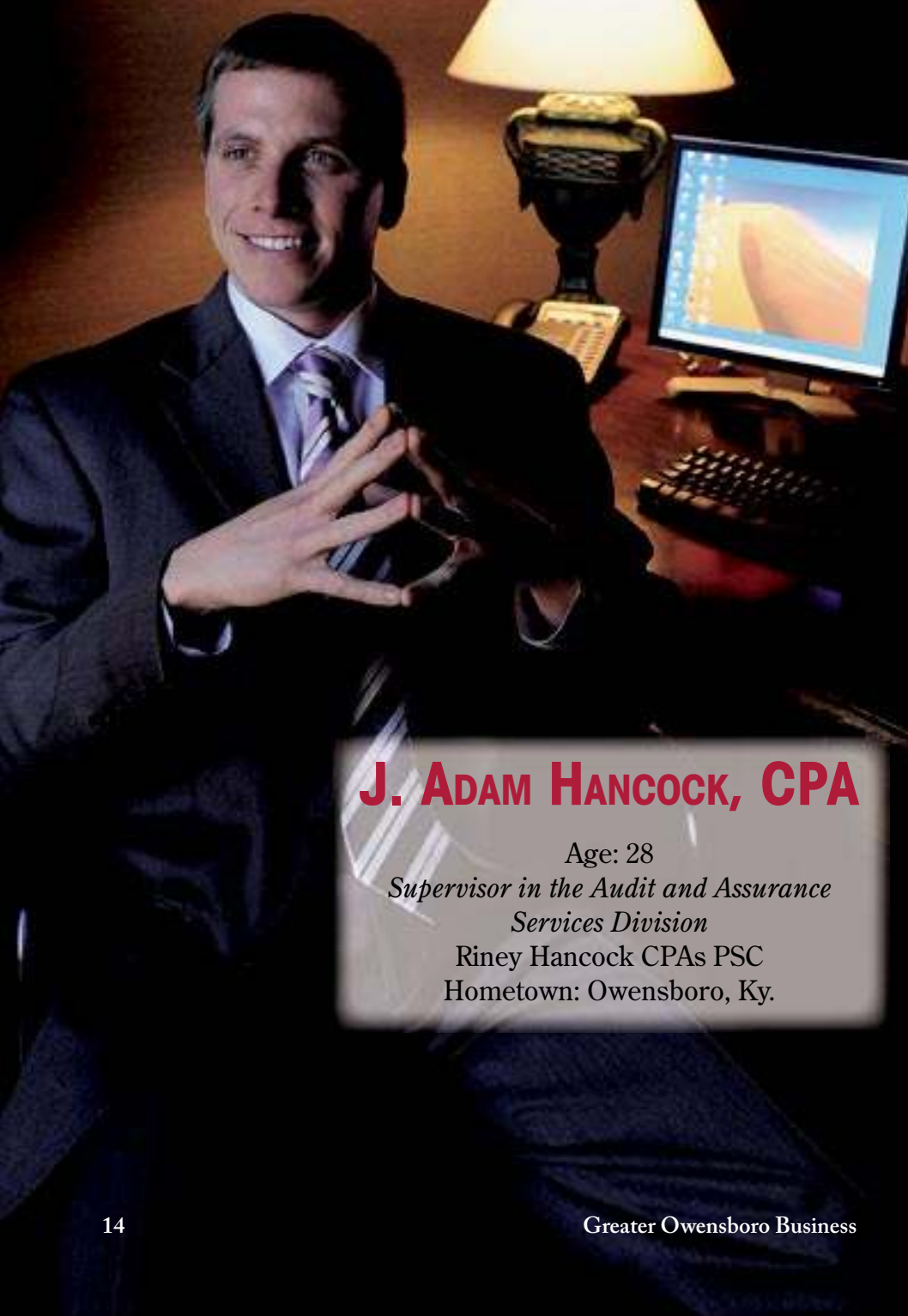
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Young Professional



J. ADAM HANCOCK, CPA

Age: 28

Supervisor in the Audit and Assurance Services Division

Riney Hancock CPAs PSC
Hometown: Owensboro, Ky.

Civic and Volunteer

Activities:

Kentucky State Parks Foundation Board
Greater Owensboro Chamber of Commerce
Special Director
Chamber Young Professionals
Finance Chair and Past Chair
Friday After 5 Co-Chair

Education:

Graduate of Owensboro Catholic High
Bachelor of Science in Accounting,
Kentucky Wesleyan College
Certified Public Accountant,
Kentucky State Board of Accountancy

Professional Affiliations:

American Institute of Certified Public Accountants
Kentucky Society of Certified Public Accountants (KYCPA)
KYCPA Accounting Career Opportunities Committee

How long have you served in your current position?

My designation as Supervisor began July 1, 2009, but I have been in the Audit and Assurance Services Division since January 1, 2005.

A young person in your profession could live and work practically anywhere. Why do you choose to live and work in the greater Owensboro area?

First and foremost, my family. One thing I have learned in life is that through everything, your family will always be with you and I value every minute that I can be with them.

Secondly, why not? If you think about it we really have the best of both worlds here in Owensboro. We are less than two hours from two major metropolitan areas, an easy drive to experience a "big city" if you will, and within 500 miles of basically every major city and destination in the mid to Eastern United States. Although we are this close, Owensboro has maintained its status as a great place to raise a family, and considering I recently married my lovely wife Daile, it is something that drives me to stay here.

As a young professional, it is nice to see progress in Owensboro and the recent wave of development and enthusiasm for our city has been inspiring. Progress is something my generation craves and it seems Owensboro is headed in the right direction.

What is your opinion of the downtown Owensboro development project? What are your friends saying about it?

This is a tough question to answer because it has been such a debated and passionate topic, but the majority of my friends and colleagues, myself included, see this as a giant leap forward for Owensboro. As I said before, our generation wants change, wants new things for our community, and the redevelopment project is a great opportunity for our community to move forward. It is great for Owensboro to realize that in order to attract and keep individuals, as well as businesses, this is the type of progress we must make happen. Now more than ever, we need to support our city, support our county, and realize that we have such a great thing here and we need to feed it with improvements that will benefit Owensboro in the long run. "Indecision and delays are the parents of failure." – George Canning.

Do you ever see Riney Hancock moving to a downtown location as that area becomes more active?

If the right opportunity came along it would be possible, but considering that we have been in this same location since 1976,

it would have to be a great one. Loyalty is something Riney Hancock values — we have had clients since our inception in 1973. My point is that our reputation as a trusted CPA firm, not a prime location, normally drives our business. However, looking for more business is always something for which we strive, so if we saw a move as an opportunity, we would.

Riney Hancock & Co., PSC, has recently become Riney Hancock CPAs. What is behind the name change?

Basically, it is to distinguish our company as an accounting firm. When you look at Riney, Hancock & Co., PSC it is hard to tell what it is we do. Riney Hancock CPAs lets those unfamiliar with our company know that we are a group of Certified Public Accountants. I must say, it is much more modern and definitely catchier.

Riney Hancock recently hired their first full-time marketing director, is that a trend in the world of CPA firms?

As I said before, when an opportunity comes along you must seize it. Our marketing director, Jeana Sorrells, came to us from a large accounting firm based in Nashville.

She has specialized in marketing for an accounting firm and she is bright, motivated, and an extremely friendly person who will be an absolute A plus addition to the firm. I would not say that the trend is for firms to hire marketing directors, and if anything, many larger accounting firms are downsizing. The economy has affected the accounting world just like any other business, but this sometimes benefits regional firms such as ours because of our lower fees.

What are some of your company's biggest challenges right now?

The economy poses a challenge to any business at this point; however, it can be an opportunity for a firm such as ours to enhance its value in the eyes of our clients by offering innovative solutions and ideas to help curb the struggles from a down economy. Also, considering that our firm started in 1973 and has experienced substantial growth through the years, obvious challenges would be succession planning and maintaining our client base. Having a plan in place for those who are approaching retirement is essential for any business and is especially important to an accounting firm's longevity. It is necessary to attract and retain new clientele in order to sustain the company's success and move forward into the future.

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Complete count committees:

key to a successful 2010 census

Every 10 years, as mandated by the U.S. Constitution, our nation conducts a census — an effort to count every person living in the United States. This multibillion-dollar operation requires years of planning and more than a half million temporary workers.

The key to this endeavor is having every household fill out and mail back a completed census form. Participation is critical, as the results determine how Congress is apportioned and how more than \$400 billion in federal funds are distributed annually to state, local and tribal areas.

One way to help ensure that everyone is counted is to form Complete Count Committees in communities, municipalities, cities, counties, states, and tribal governments across the country.

Complete Count Committees are volunteer teams consisting of community leaders, faith-based groups, schools, businesses, media outlets and others who work together to make sure entire communities are counted.

“We want the 2010 Census to be the most accurate yet, and we are again calling upon Complete Count Committees to help us achieve that goal,” said Dr. Robert Groves, director of the U.S. Census Bureau. “To ensure an accurate count and distribution of funds for schools, roads and elderly services, the support of local Complete Count Committees is vital.”

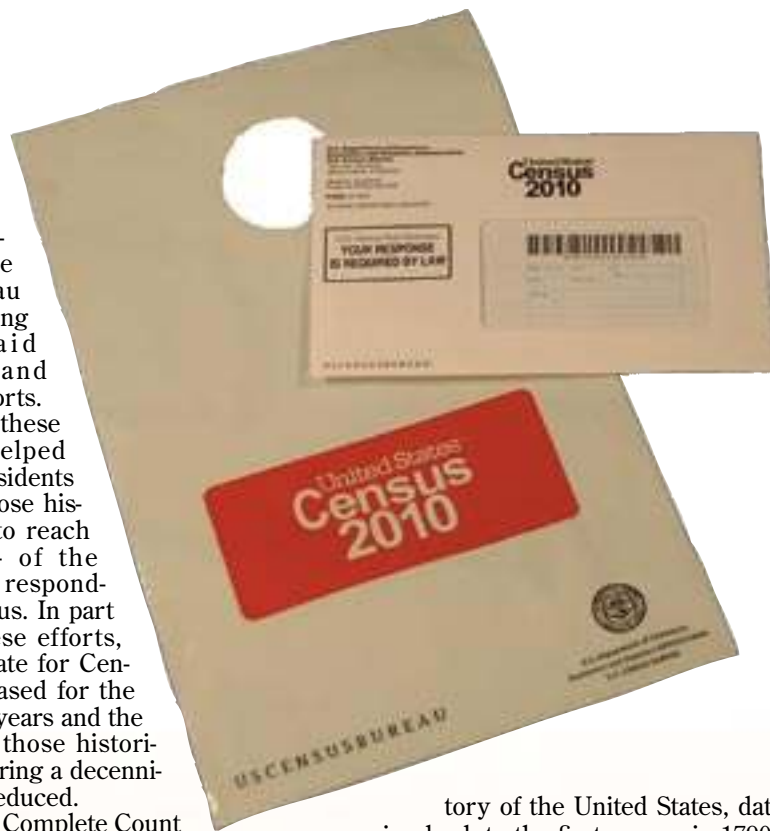
A variety of state, county, municipal, tribal and community-based organizations formed 11,800 Complete Count Committees during Census 2000. These commit-

tees developed targeted outreach plans specific to their communities to supplement what the Census Bureau was already doing through paid advertising and partnership efforts.

As a result, these committees helped inform local residents — including those historically hard to reach populations— of the importance of responding to the census. In part because of these efforts, the response rate for Census 2000 increased for the first time in 30 years and the undercount of those historically missed during a decennial census was reduced.

In short, the Complete Count Committees, when combined with the Census Bureau’s paid advertising and partnership program, made a huge improvement in the quality and accuracy of Census 2000. In 2010, we need even more of these committees to help educate and inform our increasingly diverse nation.

The 2010 Census will have one of the shortest census questionnaires in the his-



tory of the United States, dating back to the first census in 1790. The 2010 Census will ask just name, gender, age, race, ethnicity, relationship and whether the head of household owns or rents their home. The census form will take only about 10 minutes on average to complete, and answers are protected by law and strictly confidential.

For more information visit the Census Bureau’s Web site at census.gov.

Raises or rebuild?

A business owner's dilemma

By Joyce M. Rosenberg

Business is starting to creep upward at some small companies. And employees who have gone without raises or had their salaries cut over the past two years are hoping that more money coming in will lead to a raise in the near future.

But owners who need to rebuild their businesses may not be able to give those raises. They may need to put the revenue toward equipment purchases they've had to put off. Or they may need to travel to more trade shows to prospect for new customers.

It's not an easy decision, especially in a company whose employees have sacrificed for the good of the company.

Human resources consultants advised owners during the recession to be open with employees about business and the challenges that their companies face. It's no different now, when employees are hoping for raises that may not be forthcoming.

HR professionals say owners need to be sensitive to the fact that employees who have gone without raises are likely to feel some resentment if they see money going toward equipment or a new hire. So before an owner invests thousands of dollars in, say, a new server, he or she needs to let the staff know that raises won't be forthcoming. And, an owner needs to explain to employees that they stand to ultimately benefit from the purchase.

"If they can tie getting the server to increased productivity or ability to serve cus-

tomers that will result in a higher level of revenue," employees are likely to accept the boss' decision, said Rick Gibbs, a senior human resources specialist with Administaff, a Houston-based company that provides HR outsourcing.

Likewise, a new employee who can bring in more business will help generate income that can fund those raises.

Gibbs also suggested telling staffers, "we need to get additional business before we loosen up the budget on salaries." In that way, the boss is letting workers know that raises are still a priority, and that as business continues to pick up, they'll be rewarded.

Don Mallo, a vice president at Extensis, a Woodbridge, N.J.-based company that provides HR outsourcing, recommends that owners also explain what other steps the company took before making the wage freeze. For example, what other expenses were cut.

Owners should try to give employees some lead time before announcing that there won't be any raises. So if you usually give raises in April, "don't do it in the second week in March," Mallo said, explaining that staffers need time, ideally two or three months, to prepare financially for a salary freeze.

And if your company has several locations, hold a conference call so everyone gets the news at once. The last thing you want is to cause hard feelings because some staffers didn't get the news directly from you first.



You may not be able to give staffers more money right now, but there are other benefits that won't cost as much. And maybe they'll cost the company nothing.

Mallo noted that some staffers would rather have time than money. So creating a flex-time policy or allowing them to telecommute on some days is likely to be well received.

He also said that improving benefits like health insurance will also be appreciated. "It's another way of showing concern for the employees," he said.

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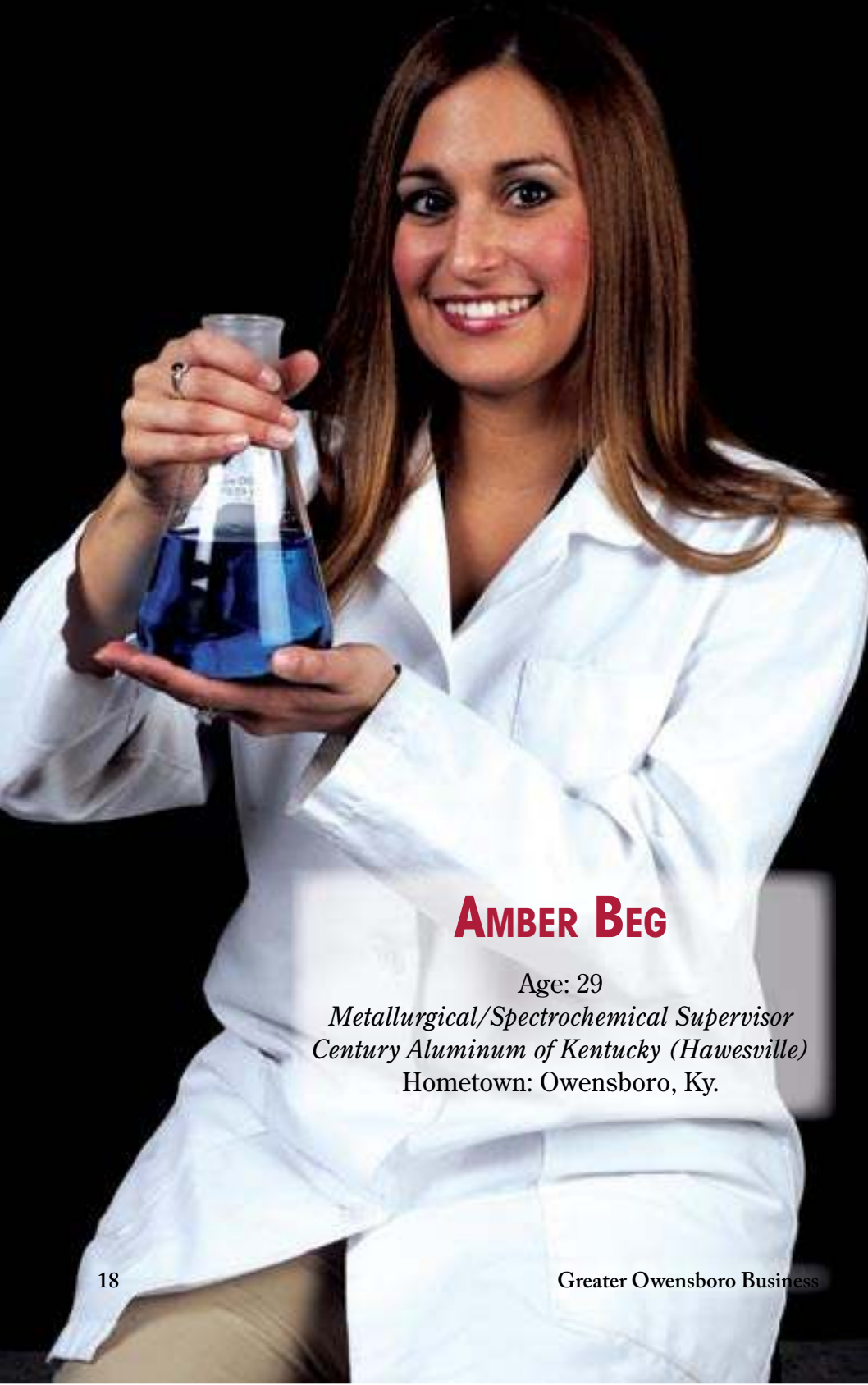
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Young Professional



AMBER BEG

Age: 29

*Metallurgical/Spectrochemical Supervisor
Century Aluminum of Kentucky (Hawesville)*

Hometown: Owensboro, Ky.

Civic and Volunteer Activities:

Emerge Owensboro
Century Aluminum Wellness Committee
Team Coordinator

Education:

Bachelor of Science, Biology and Chemistry,
Western Kentucky University

How long have you served in your current position?

4 years

A young person in your profession could live and work practically anywhere. Why do you choose to live and work in the greater Owensboro area?

I choose to live and work in the greater Owensboro area for many reasons. For one, I am very close to my family and it is so nice to be back home. I have two sisters that are my best friends and I love being able to spend more time with them. One of the things I love most about Owensboro as a city is that we are a close knit community, where people are friendly and we have our own unique culture. Although we are a growing community, Owensboro still has that "small town" feel. It is also nice to live in Owensboro and have a career in my field of study.

What is your opinion of the redevelopment project in downtown Owensboro? What are your friends saying about the project?

I fully support the downtown redevelopment project. We are a river city and should take advantage of the opportunities that exist downtown and on the riverfront. There are so many positive aspects to the project, including the opportunity to attract new business, provide leisure activities and entertainment and encourage the community to come together. My friends have mixed emotions on the project as some support it and some are a little skeptical as I think that is normal for any change. However, I am excited to see the end result and I am confident that more opinions will be in favor of the change once it is complete.

As a member of the first Emerge Owensboro class, what have you gained from the experience so far?

Emerge Owensboro has been a wonderful experience for me. The class has exposed me to various components of our community, from education to community service organizations.

It has been a very eye-opening experience as well because I have not only been educated on the positive developments in Owensboro, but also the challenges we face.

I have met so many wonderful people, including the Emerge Owensboro administrators, fellow classmates and class speakers from various businesses and organizations throughout the city. It has been a very positive experience and I would recommend this program to anyone!

What does a chemist do at an aluminum smelter? What does your typical work day include?

As a Chemist at Century Aluminum, I am responsible for performing various analyses with precision and accurately reporting results.

Analyses are very important for efficient operation of the plant as certain materials and elements must be within a certain range.

We not only test materials and elements that are responsible for the actual process of producing molten metal, but also the aluminum end product for purity. Environmental testing is also performed on groundwater and air to ensure a safe environment not only within the plant, but also in the surrounding area.

How does membership in the Kentucky Aluminum Network benefit Century Aluminum?

Membership in the Kentucky Aluminum Network (KAN) provides necessary support to promote the long term sustainability of Century Aluminum as well as other aluminum producers across Kentucky. Identifying core issues and challenges and communicating those with elected officials are all components that will help the aluminum industry remain competitive.

What are some of Century Aluminum's biggest challenges right now?

As with any industry in the present day, Century Aluminum has been impacted by the economic crisis. Power costs are also a big challenge down the road, with possible increases in the upcoming year. We also have a large population of employees who are at retirement age and have had many years of experience and knowledge. Therefore, it is crucial to recruit new, knowledgeable talent to this area in the years to come.



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