

PROFESSIONAL WOMEN'S FORUM

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Dedicated to the Advancement of Women at Work

December 2017

www.professionalwomensforum.com



December 6 Meeting—Jon Carloftis

Jon Carloftis is an award-winning landscape designer and popular lecturer. Since his professional start as a designer of rooftop gardens in New York, Carloftis' work has been in high demand. Jon's designs have been featured in several publications including Martha Stewart Living, Metropolitan Home, and House Beautiful, as well as on television for HGTV and Style TV.

Kentucky native Jon Carloftis—award-winning garden designer, garden writer, television guest, author, and lecturer—is a great American gardener. His more than 25-year career in gardening began far from home in New York City where he has become one of America's pioneers in rooftop/small space gardening.

As a 10th generation Kentuckian, Jon graduated from the University of Kentucky and moved to New York City in 1988. What was supposed to be a summer spent in the city before starting his business at home in Lexington ended up being a 25 year career of designing and installing rooftop gardens all over Manhattan.

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Next Meeting:

Wednesday, December 6, 2017

Location: Copper Roux
861 S. Broadway
Lexington, KY 40504
(859) 523-7915

Time: 11:30-1:00

Members: \$25

Guests: \$29

Check, cash, or credit
card*

*\$1 service fee if using a
credit card.

**When registering for
this meeting please let us
know if you need a vege-
tarian plate or gluten-
free.**

Parking—Free!

REMINDER!!! NEXT MEETING DECEMBER 6, 2017.

Please Email: Prowomensforum@aol.com or call 859-233-1171 and leave a message for the Professional Women's Forum. Reservations must be in by Friday, December 1, 2017, 5:00 p.m.. A confirmation note will be sent for all e-mail reservations. If you do not receive one, please call. Only cancellations received by 10:00 a.m., Monday, December 4, 2017, will not be charged. After this, you will be billed. A reservation is a promise to pay. Reservations are required.

If you are going to bring a guest (which we hope), please inform us of their name, company name, telephone number and email address. Be aware that if your guest does not come, you will be charged. A guest may attend twice in a fiscal year (October-September) before deciding to join.

To speed up the registration process at the meeting, please tell us when making a reservation if you **really, really**, need a receipt. We can have the receipt written before hand and you can have more time to eat and meet others. Thanks for helping us out!

November 1 Meeting Recap: Economic Update with Dr. Becky Naugle

Who says studying economic trends is boring??? Not if Dr. Becky Naugle, State Director, Kentucky Small Business Development Center, is presenting the material! Dr. Naugle made the November 1 meeting interesting and the audience took away many points of reference.

Dr. Naugle first started the program saying 2017 has a "7" in it and that usually means trouble! However, 2017 hasn't been much different than 2016. Inflation has stayed low, but there is some concern with the global financial stability. The United States is not alone. Its economy is tied to the rest of the world. In real estate, mortgage rates have remained low, but the inventory of houses is also low causing the prices of houses to go up. Good for the seller. Not so good for the buyer, especially first time buyers. The prices of oil and gas have remained low which has an impact on coal.

Kentucky mirrors the national average in employment, however Eastern Kentucky is near the national low. Lexington is near full employment which makes it difficult for employers to find good workers. The opioid crisis is making a major impact in labor force participation. Dr. Naugle said that 90% of emergency room treatment is for overdoses. 8 out of 9 fire calls are for opioid overdoses. She said that the medical community is looking at new pain treatment protocols to combat this crisis. Motor vehicle deaths have gone down while opioid overdose deaths have risen.

Dr. Naugle touched on the Kentucky state pension fund situation. Why it matters is that schools and government are the largest employers in the rural areas. There will be an impact on the workforce if many people take early retirement.

There has been a dramatic change in the types of jobs available. Professional services has the highest number of jobs. There will be more growth in healthcare and social assistance. Jobs in the Federal government have gone down significantly. There are 53 million freelancers making it 35% of the workforce.

Demographically, we are an aging population. 10,000 baby boomers retire each year. Millennials are now the largest generation ever, and they are the most diverse. Consumer spending has been down in 2017 and will probably do the same in 2018. Economists predict an uptick in 2019.

If your company doesn't have a video in some type of media you are missing the boat! Videos are essential to the Millennials. E-mail may change dramatically. Having a long term contract will go by the wayside. Crowdfunding validates new products. Millennials are having babies! There is a lot of market potential for products in that area. Free shipping! Who doesn't like that?? Delivery is a strong desire for Millennials. People will continue to eat out a lot and food trends include Vegan, Latina drinks, Filipino food, cookie dough, and bright colored wines.

Contact Dr. Becky Naugle at (859) 257-7744, lraug0@uky.edu, or visit the website at www.ksbdc.org.



PWF Committee Notes—contact the committee chair for information

Membership/Networking: Tamara Combs, 859-963-2241, tamara.combs@brittonjohnsonlaw.com

—Be inviting!!! Ask your friends and business associates to join PWF! Let's not keep the best kept secret to ourselves!

Dreambuilders: Melissa Bright, 859-492-1128, mcbright@twc.com—Please see Melissa's updates on pages 5-6.

Program: Open—If you have a speaker or topic of interest that you think would appeal to the members, please contact a member of the Program Committee or a member of the board.

PR/Social Media: Marci Adams, 859-421-2057, maadams115@gmail.com—The committee assists with social media and public relations.

Technology: Rhonda Bartlett, 859-271-8977, rb@rbdesignstudio.com—The committee helps with the PWF website and meeting setup.

Corporate Sponsorships: Alisa Rose, 859-333-8608, amrganz01@gmail.com and Angela Crow, 859-233-4462, angela.crow@uwbg.org—The committee helps with obtaining corporate sponsorships.

Third Wednesday PWF Networking Lunches

Third Wednesday Networking Lunches are a way to connect with your fellow PWF members outside of the regular monthly meetings. Usually 10-12 people attend, but we welcome as many as possible! Guests are welcome, too! The time is 11:30 a.m. Lunches for the next quarter will be at **Locals' Craft Food & Drink**.

Wednesday, December 20 , 2017

Locals' Craft Food & Drink

701 National Avenue

Lexington KY 40502

(859) 523-3249

www.localslex.com



PWF BOARD— 2017-2018

Michelle Buerger, Chair: 230-9425, michelle.buerger@bankatcity.com

Beverly Clemons, Immediate Past Chair: 296-2800, beverly@cmiconsulting.com

Dereka Bradley, Secretary: 367-3705, dereka.bradley@bankatcity.com

Diana Hughes, CPA, Treasurer: 259-3403, dhughes@hisle-cpa.com

December Spotlight Member—Terry Foody

From the latest records kept for the PWF database, Terry Foody, RN, MSN, has been a member since 1993! 24 years! Terry is a speaker and author and her company is called Healthy Living. “With a background in public health nursing, higher education and clinical research, I’ve offered workshops and personal consultation on healthy living for almost 20 years. I began speaking about nutrition, fitness and stress hardiness – a holistic plan. Then, my research on historical and current cholera epidemics placed me on the Speakers Bureau



for the Kentucky Humanities Council and later as the project coordinator for a LFUCG storm water quality grant on community health impact. In response to audience request and other prodding, I compiled my work on Lexington’s cholera epidemic into a book, *The Pie Seller, the Drunk and the Lady*. My second book – *The Cherokee and the Newsman* – reflects the importance of culture, literacy, and a free press.”

“I see myself as a nurse at the individual, family and community level. I have always been fascinated by systems - from the human body to the streams and trails in our landscapes. Speaking to different groups in a variety of settings and locals challenges/enhances my creativity and adaptability. I love it. I try to run or walk where I work.” Terry’s tip: “Keep sneakers in the car. Quick 20 minute walks perk up the body and soul.”

“Hobbies? I like being outside, caring for my home and land, and riding my bike. There were no sports for girls when I was in school, so now I run with high school kids and compete in masters track, road race and cross country at the national level.”

For PWF - **Foody for thought:** “Bring a strong physical presence to your business life. Give your body the nutrients it needs in regular meals. Stay active like a child to strengthen yourself and maintain mobility. Some people won’t do things unless they’re good at them. I jump in and do what I want, trying to get better as I go along. I may not be perfect, but I’m sure having fun!”

Courtesy, kindness, sincerity, truthfulness, thoughtfulness, and good manners translated into behavior reflects one’s true character.

Harry Banks

PWF Dreambuilder 2017 Projects

Women Helping Women

April—Basic clothing for school age children in need

for Lexington Women's Club

- Goal: 50 sets of new children's socks, underwear, hats, and mittens for school age children up to Youth Large

June—Literacy Rocks!

for Carnegie Learning Center

- Goal: 20 books (KY women writers preferred), 20 blank lined journals, 10 reams of copy paper (white/color), 5 boxes of pens, 2 tablets of flip chart paper, 5 boxes of large paper clips, 5 tape refills & 2 dispensers

Aug—"Give me your...tempest-tossed,"

for Kentucky Refugee Ministries

- Goal: Maxi pads, diapers from newborn and up, wipes

Oct—Working for a cure and supporting survivors

for Susan G. Komen of Kentucky

- Goal: 100 pink items to go in gift baskets for fundraiser survivor event.
*Items needed include individual home spa items—shampoo, conditioner, soaps, wipes, nylon bath scrubby, nail polish, nail brush, emery boards, facial masks

Dec—We Need a Little Christmas

for The Nest

- Goal: For Reindeer Express—wrapping paper, 50 rolls; board games, 20; children's toys are, of course, welcome; have the option to give through Amazon Wish List and the donations go straight to The Nest

How PWF Partners with other Organizations in the community

- **Dreambuilders**: Each year the Dreambuilders Committee identifies agencies who support women who work in Lexington that are a good fit. Once an agency is selected, then the committee will work with that agency to identify items for donation and delivery of those collected items. Special events for that agency may be featured in the PWF newsletter and on the website/social marketing. That same agency may be considered for support again in three years. This practice allows PWF to support a wide range of groups who are supporting women in Lexington.

- **Members of other organizations are invited to Join PWF**. As a member there are opportunities for sharing information about upcoming events in the newsletter as well as placing information on the Member Information Table just as members enter the room. Also as a member you or your designate can attend the monthly meeting and network with members so that they know what is coming up at your agency.

- A relatively new option is the **PWF Spotlight program**, where an organization sponsors a meeting and has the opportunity to speak to the group for 3 minutes before the keynote speaker. Also the Spotlight organization receives recognition leading up to the meeting in the newsletter and on the website / social marketing.

Dreambuilders Committee Project for December



THE NEST CENTER FOR WOMEN, CHILDREN AND FAMILIES

530 N. LIMESTONE STREET
LEXINGTON KY 40508
(859) 259-1974



How is the Nest Helping Women in Lexington KY? What can you do to support them?

THE NEST (<https://thenestlexington.org>)

- The Nest is a very important community service in Lexington KY which serves women in a myriad of ways with multiple programs housed under one roof.

Domestic Violence Counseling and Advocacy Program:

The Nest provides assessments, individual counseling, and legal advocacy for victims of domestic violence free of charge. Court advocates and a pro bono attorney can be provided when victims of domestic violence are seeking Emergency Protective Orders and Domestic Violence Orders in order to prevent further violence to the women and their children who have either witnessed the violence or have been victims of violence themselves. When victims of domestic violence seek protection from the Court, the advocates and attorney can reduce the stress and anxiety associated with navigating the court system and they provide support for the victim so that the victim's facts are properly presented to the Court.

Crisis Childcare Program:

The Childcare program at the Nest is the only drop-in respite childcare program in the area and one of the few in the country. Mothers can be assured that their children are well cared for by this state licensed program with a 3-STAR state rating. 80-90% of the time care is provided for free, with paying families' childcare cost being determined by a sliding scale.

Parent Education Classes:

The Cabinet for Families and Children often refers women who are exhibiting or at risk of exhibiting abusive tendencies to the Parent Education Classes at the Nest. Many times mothers are court ordered to attend these classes to assist in the reunification of mothers with their children. The Nest also offers baby – bonding classes to mothers who need assistance in caring for their newborns. These baby – bonding classes offer intensive training with a very low instructor to parent ratio. The infants come with their mothers to the classes for reality based instruction.

Where your support is needed- At the December 2017 meeting for the REINDEER EXPRESS

Please bring new and unwrapped:

- rolls of wrapping paper;
- TV /Movie themed toys for children age 5 and less,
- Example Doc McStuffin, Frozen, Superheroes, Sesame Street characters;
- family board games for children age 5 and less with TV/Movie Themes;

Or donate cash if you would like others to shop.



Jon Carloftis Bio Continued:

Within a few years of living in Chelsea, he bought an 1850's farmhouse in Bucks County, PA — close to all of his plant growers and carpenter, making it convenient... other than the daily trek in and out of the city. Although he has built gardens for famous people such as Julianne Moore, Edward Norton, Mike Myers, Google and many well known art collectors, his approach is very simple: first, figure out the problems that need fixed (views, noise, privacy, etc.) and then work with the interior of the space to pull the same feeling outdoors for a seamless connection. From traditional to modern, all of the gardens are built for entertaining and enjoying the outdoors through good design and knowledge of plants.

Now, the next chapter is unfolding back home in Lexington where he bought a historic 1851 historic home called Botherum that had fallen in disrepair and was boarded up. Within a year Jon and partner Dale Fisher received the highest honor in the state for historic restoration of the home and garden. Some amazing projects are ongoing such as the Maker's Mark Distillery and the Old Taylor Distillery renovations, Governor's Mansion gardens, EKV and University of the Cumberland's main gardens, several large horse farms and many roof gardens in both Louisville and Lexington. Jon decided to do less projects in NYC but still keeps and maintains some special clients once a month.





The University of Kentucky (UK) Alumni Association, Fayette County Cooperative Extension Services, and UK Human Resources Staff Career Development are pleased to announce the fall 2017 Central Kentucky Job Club schedule.

The purpose of the Job Club is to provide a positive environment for motivated job seekers to meet, connect, share and learn. The free group is open to the public and meets the second and fourth Tuesday of each month, from 9:00–10:15 a.m. at the Fayette County Cooperative Extension office, 1140 Harry Sykes Way (formerly Red Mile Place), Lexington, KY. Business attire is encouraged. Convenient, free parking is available.

Job Club is for anyone who is motivated to find employment, whether currently out of work, underemployed or making a career transition. In addition, recruiters and employers are always welcome and introduced to Job Club attendees.

For more information, call the UK Alumni Association at 859-257-8905, the Fayette Cooperative Extension office at 859-257-5582 or the UK Human Resources Staff Career Development office at 859-257-8920. Additional information including testimonials from former Job Club participants can be viewed at: www.ukalumni.net/jobclub.

Job Club Meeting Schedule*:

Nov. 28—Capitalizing on Your Personality Strengths in Your Job Search - *Presented by Melody Nall, MS, MCHES, Extension Specialist Community and Economic Development Initiative of Kentucky (CEDIK)*

Dec. 12—The Best of 2017: Stand-out Resources for Job Seekers and Career Changers - *Presented by Diane Kohler, UK HR Staff Career Development & Caroline Francis, UK Alumni Career Services*

Inclement Weather Policy: If Fayette County Public Schools are closed or on a delay, Job Club will not meet.



Upcoming Programs!

January 3: Mary Jo Perino – Sportscaster for WLEX TV

February 7: Jennifer Wilson – Wilson’s Nursery



Corporate Sponsorships with PWF

Support PWF while obtaining tangible benefits for your organization.

Thank you for your time in learning more about the Professional Women's Forum's (PWF) corporate partnership opportunities. We are excited to offer you the following benefits as we join with you to promote your company to PWF members and to the circle of influence which the organization has locally. Full information on PWF is available at professionalwomensforum.com.

The benefits of your corporate partnership will include:

- Opportunity to showcase your programs or benefits in membership & guests packets for a year
- Opportunity to reach potentially hundreds of PWF members to promote your products/services
- Recognition in PWF E-news blasts for 1 month prior to sponsored meeting
- Recognition on PWF website for one year from date sponsorship payment is received
- One complementary lunch provided at the monthly meeting you are sponsoring
- Corporate Partner Spotlight, 3-minute presentation & provide marketing materials for tables/display table at the monthly meeting being sponsored
- Corporate logo and link to your organization's website on professionalwomensforum.com, corporate logo on newsletter to PWF membership, link on Facebook, special name badge for corporate recognition when attending PWF monthly meetings and visual display with logo at monthly meetings.
- Host a special event at your location
- Opportunity to provide a door prize item

Best of all, PWF is an organization whose members support each other and our corporate partners.

Thank you for considering this opportunity to obtain visibility and representation within the business sector and gain access to our members as clients, suppliers, and subcontractors. This is an excellent opportunity for a collaboration that will bring a positive public and community relations image. If you have any questions about the corporate partnership levels, please feel free to contact us at amrganz01@gmail.com or at angela.crow@uwb.org

Alisa Rose and Angela Crow 2017/2018 Corporate Partnership Co-Chairs

SUPPORT OUR ADVERTISERS!!!



Rhonda Bartlett

RB Web & Design Studio
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Suite 248
Lexington, KY 40515



rb@rbdesignstudio.com
www.RBDesignStudio.com 859.271.8977

Want to place a business card ad in the Professional Women's Forum newsletter? **Business card ads are \$10 per month.** Space is limited to 10 per month with the exception of special events. The Professional Women's Forum newsletter is published monthly. The newsletter deadline is the first Friday of the month prior to publication.

Mail payment to:

PWF

P.O. Box 1762

Lexington, KY 40588

PWF MEMBER GOOD NEWS!

Hope Hurst Lanham, CEO, of Hurst Office Suppliers in Lexington has been elected to serve a three-year term on the board of directors of Independent Stationers, an industry leading nationwide member-owned business products cooperative.

Upcoming Meetings

December 6—Jon Carloftis, award-winning garden designer, garden writer, television guest, author, and lecturer

Professional Women's
Forum

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Email: Prowomensforum@aol.com
www.professionalwomensforum.com



Thanks to all of you who
have contributed to this
newsletter!

Dates to Remember:

*December 6
PWF meeting
Copper Roux*

*December 12
Hanukkah Begins*

*December 20
Third Wednesday Lunch
Locals'*

*December 21
Winter Begins*

*December 25
Christmas*

*December 26
Kwanzaa Begins*

...the bottom line

Old School Directions

My husband and I took a little getaway a few weeks ago. I'll say upfront that my sweet spouse is not a very good navigator. Being the planner that I am, I usually like to line up activities and travels in advance. I'll print off the directions to hotels and places of interest. We do not have one of those turn-by-turn gadgets on our car and I don't purchase one when we rent a car, either. OK. I'm old fashioned, but until I can't read a map that is the way I'll roll! Anyway, there was a hotel we were planning to stay overnight. We had never been to this town before. I had written down the address and looked at the internet map before heading out. We looked and we searched. My husband was chiding me because we hadn't purchased the turn-by-turn device. Getting desperate, I relented and got on my smart phone and googled the address. It showed the hotel was at the intersection of two roads. At that intersection there was absolutely nothing! Technology failed us, too! Finally, we saw a welcome center for the town. I physically got out of the car and asked for directions! Talk about old school! The kind lady gave me directions and we found the hotel.

Bottom line...

We have a variety of tools to help us get through our days. Sometimes, though, it's the tried and true methods that are the most successful. Happy traveling!

Take care

Professional Women's Forum

P.O. Box 1762
Lexington, KY 40588

