

PROFESSIONAL WOMEN'S FORUM

Volume 22, Issue 11

Dedicated to the Advancement of Women at Work

November 2017

www.professionalwomensforum.com



November 1 Meeting—Economic Update Dr. Becky Naugle, KY Small Business Development Center

Our economy is influenced by local, national, and international activities and in turn impact many aspects of our lives.

In these very interesting times there is no shortage of influences to watch.

On November 1st we will take a look at our economy and where it may be headed and what it means for you.

Come have some fun discussing what the outlook and trends may mean for you.

Becky Naugle's experience with professional women started early. When she was 13, she started working for a women-owned neighborhood grocery store. During high school, she worked at a local florist, owned by two amazing women. While attending college Becky worked in a variety of small businesses, most of which were owned by women. She received her Bachelor of Science in 1981 from Indiana University, making her the first in her family to attend and graduate from college.

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Next Meeting:

Wednesday, November 1, 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!

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REMINDER!!! NEXT MEETING NOVEMBER 1, 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 **October 27, 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, October 30, 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!

October 4 Meeting Recap: Kurt Becker, The Voice of Keeneland

The Kentucky horse community has been called a hardboot! Hardboot, Kurt Becker explained, is being slow or hard to change; old-fashioned! Hence, it took until April of 1997 that Keeneland relented and hired its first public address announcer for their Thoroughbred race meets. Fortunately, for Kurt, he was that first announcer! The philosophy at Keeneland is: horses are the focus, not the announcer!

Kurt had grown up in the horse industry with his father, Carl, in the Standardbred business. His father was the announcer at The Red Mile, and he will be inducted into the Harness Racing Hall of Fame. Sometimes, when Kurt's father could not be at a race, his dad would ask Kurt to fill in for him.

Calling horse races takes a lot of research and time watching tapes of different horses. He learns how to pronounce their names, the riders' names, and the owners. Kurt looks for the colors of the jockey silks. However, when the horses are racing on a dirt surface, the jockeys can become covered with mud and the cap is the only item distinguishable! He said that pink and yellow silks are his favorites as he can usually see them very clearly! Kurt also looks at the features of the horse in helping him to know their names. Keeneland was first built as a training facility. The grandstand faces to the west which makes it difficult to see the horses when the sun is shining in his eyes in the afternoon. Keeneland also has two finish lines, and he has to remember the length of the race when calling the winner.

Not only does Kurt Becker call races at Keeneland, he works as announcer for their sales. Additionally, Kurt is a host for pre-race coverage for Motor Racing Network, MRN, in the Monster Energy NASCAR Cup Series. Since 2006, he has been an announcer for the Barrett-Jackson Classic Car Auctions.

Kurt talked about how he loved car races and how he persistently wrote to MRN to get a job with them. After 8 years he finally was hired!

When asked the style of announcing he likes to emulate he said he respected the late Pat Summerall, who was an announcer for CBS, Fox, and ESPN. He tries to let the action speak for itself.

What would be his dream announcing job? Kurt Becker said he would love to announce the Indy 500!

Horses and horsepower! Those are Kurt's passions!

Follow Kurt Becker at <https://twitter.com/BeckerTrackside>



PWF Membership Bash Recap!

It was a great turnout for the PWF September Membership Bash held at the Four Points Sheraton in Lexington. There were 35 people including 15 potential members. Several of the guests had never been to a PWF function in the past. We want to thank **OneCommonwealth Financial Group**, with President, **Kimberly Johnson**, for sponsoring this event. We also want to thank **Crystal Walker**, Senior Representative, **Exclusive VIP Travel**, for providing the big prize for the evening, a 5 day/4 night stay in a resort in Cancun, Mexico, for any member bringing a potential member. **And the winners were...Rachel Lewis**, Bluegrass Family Insurance, who won the trip. **Caroline Francis**, University of Kentucky, won the photo shoot from Rochambeau Photography, and **Stephanie Johnson**, LBX Company LLC, won a Starbucks gift card donated by City National Bank, **Michelle Buerger** and **Dereka Bradley**.



PWF Networking at Sash and Bow!

Membership Chair, Tamara Combs, lined up a night of networking and shopping for PWF members and potential members at the new fashion boutique, Sash and Bow, on Walton Avenue. Crystal Walker won a \$25 gift card from the store! Below are some pictures from the event.



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 7-8.

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, November 15 , 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

November Spotlight Member—Dereka Bradley

The new PWF secretary for 2017-2018 is Dereka Bradley. Dereka is the Branch Manager for City National Bank in the Palomar location. “As a Branch Manager my responsibility is to ensure that excellent financial service is being provided to our customers while quality relationships are being built. At City National Bank we value the importance of community involvement and strive to make meaningful connections. I have worked for City National Bank for two years but have been in the banking industry since 2005.”

Dereka shares what she likes best about her job: “Unfortunately, financial stress consumes a lot of people, and when I can help relieve some of that stress by providing financial adjustments it really brings out the best in my job. There is nothing better than to find a solution that allows the customer to walk out of my office feeling like the weight of the world has been lifted.”

“An inspiring thought for other members would be, ‘Never underestimate others and most importantly, never underestimate ourselves.’ If you enjoy surprises then push yourself because you’ll always be amazed at what you can do!”

“During my down time, together with my family, I enjoy outdoor activities. We bow hunt, fish, camp, ski, and golf. Any chance I get to be outside admiring nature is where I want to be.”

“I am married to Bryan Bradley, an engineer for Bechtel Corporation in Richmond, Kentucky. We have one daughter, Molly, who is in the fourth grade at Whitehall Elementary, and we have Target, a one year-old ‘Kentucky Brown Dog’ that we adopted from the Madison County Humane Society.”

Dereka Bradley’s contact information is (859) 367-3705, dereka.bradley@bankatcity.com, and the website is www.bankatcity.com



Giving people a little more than they expect is a good way to get back a lot more than you'd expect.

Robert Half

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.



NAWBO
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SYMPOSIUM
Business in the Bluegrass

HOSTED & SPONSORED BY:



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RIBEL SCHOOL OF BUSINESS

SAVE THE DATE

NAWBO Kentucky is hosting its first state-wide Symposium on November 9 at Bellarmine University. This symposium will be open to any business owner or business professional. Our mission is to provide education, tactical skills, and resources to women in business.

DATE: November 9, 2017 / TIME: 8:00 a.m. - 3:45 p.m. / PLACE: Bellarmine University

For more information, visit: nawbokentucky.org/symposium



KEYNOTE SPEAKER:
Victoria MacRae-Samuels,
Maker's Mark® Bourbon Vice President, Operations
With more than 25 years of experience in the spirits industry, Victoria MacRae-Samuels holds the unique distinction of being the first woman to hold the title of vice president of operations of a bourbon distillery.

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by Andersen
WOMEN REFINEMENT
an Andersen Company

MEDIA SPONSOR: 

LUNCHEON SPONSOR: 

Dr. Becky Naugle bio continued:

In 1984 she started Cornucopia Catering while “keeping her day job”, working 80-plus hours a week to get her business off the ground. She worked with business owners and community leaders and was recruited to work with the Washington County Awareness Leadership program. This provided the opportunity for her to work on several community development projects, including small business development and retention.

After successfully exiting her business, she decided to continue her education by working on a master’s degree. The Indiana University faculty recruited her into the Instructional Systems Technology Ph.D. program. The program allowed her to focus on developing her training and consulting skills and also allowed her to pursue her interest in small business and leadership development. While completing her Ph.D., she worked for Charter Performance, a women-owned consulting firm in Indianapolis, which allowed her to further refine her consulting skills.

In 1998, she joined the University of Kentucky’s Small Business Development Center as an associate state director of the network. She became state director on Oct. 1, 1999. Each year the SBDC serves more than 2,500 clients and more than 3,000 training attendees across the state. The program has created a legacy of economic impact to the Commonwealth.



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*:

Oct. 24—The Business & Personal Value of LinkedIn - *Presented by Marc Whitt, UK Office of Philanthropy*
FREE resume reviews immediately following Job Club

Nov. 14—A Life Ring for Those Who Have Given Up Hope in Their Job Search - *Presented by Doug Bruce, President Covenant Executive Search*

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.





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
4750 Hartland Parkway
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!

Terry Foody, Speaker and Author, **Healthy Living**, spoke at the last History to Chew On Series at McConnell Springs, on October 10th. Her talk centered around her first book, *Lexington's Cholera Epidemic: The Pie Seller the Drunk, and the Lady*. Terry will also have a book launch for her second book, *The Cherokee and the Newsman*, at the Carnegie Center for Literacy & Learning, November 2, at 5:30 p.m.

Hurst Office Suppliers, Inc. has announced its plan to merge with Winchester-based Rees Office Products, effective October 13. The merged business, operating under the name of **Hurst Office Suppliers**, will form one of the largest independently owned office supply and furniture dealerships in Central Kentucky. **Hope Hurst Lanham** is the CEO.

Upcoming Meetings

November 1—Becky Naugle, State Director, Kentucky Small Business Development Center - University of Kentucky, Economic Update

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

Professional Women's
Forum

Phone: 859-233-1171
Email: Prowomensforum@aol.com
www.professionalwomensforum.com



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

Dates to Remember:

*November 1
PWF meeting
Copper Roux*

*November 5
Daylight Savings Time
Ends*

*November 7
Election Day*

*November 11
Veterans Day*

*November 15
Third Wednesday Lunch
Locals'*

*November 23
Thanksgiving*

...the bottom line

Attachments

A close relative of mine is considering a move 1000 miles away to be closer to her children and grandchildren. She is having a lot of mixed feelings about this major change in her life. She will be leaving a home in which she has lived in for over 30 years and a community where she grew up. She went to the new location to look at houses to buy. She came back very disappointed. Most of the houses were too small to put all of her treasured antique furniture and glassware. The thought of having to give up/sell those items were not sitting well with her. After talking to her about her house hunting trip I thought about my "attachments."

Bottom line...

What are you "attached" to? Are you attached to your job? The organizations that you belong? Your friends? Your phone? ☺ These questions pull us back to reality that we are all just stewards of our possessions. With the exception of the few people that get buried with their classic car or favorite recliner, we just can't take our stuff with us! It's what we do with our possessions that really matters.

Take care

Professional Women's Forum

P.O. Box 1762
Lexington, KY 40588

