

PROFESSIONAL WOMEN'S FORUM

Volume 22, Issue 9

Dedicated to the Advancement of Women at Work September 2017

www.professionalwomensforum.com

September 6 PWF Meeting—Laura Freeman Laura's Hemp Chocolates



Laura Freeman, the founder and long-time CEO of Laura's Lean Beef, has a new gig – Laura's Hemp Chocolates. Join us to hear about her three new companies all of which fold into her strategy of going local, and building a regional economy.



Recap: August Mtg.	2
New Mtg. Location	3
Committee Updates	4
Spotlight	5
Dreambuilders	6-7
Corporate Sponsorship	10
Bottom Line	11

Laura Freeman is a farm entrepreneur from east central Kentucky. She founded The Laura's Lean Beef Company in 1985 and was the President and CEO for 23 years. In 2005, she suffered a severe horse-back riding accident, after which she and her partner sold the company. In 2008, she liquidated her cow herd, leased the farm, and moved to Martha's Vineyard Island, Massachusetts, her husband's birthplace, where he and his family maintained some notoriety. Try as she might, she couldn't stand it. So last summer she and her husband put their properties on the market and moved back to Kentucky, to stay.

Continued on page 8

Next Meeting:

Wednesday, September 6, 2017

Location: The Campbell House

1375 S. Broadway
Lexington, KY 40504
(859) 255-4281

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 vegetarian plate or gluten-free.

Parking—Free!

REMINDER!!! NEXT MEETING SEPTEMBER 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 **September 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, September 4, 2017, will not be charged. After this, you will be billed. A reservation is a promise to pay. Reservations are required. **Because the meal is plated, walk-ins will be assessed an additional \$5 fee.**

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!

August Meeting Recap: Renovation of the Old Fayette County Courthouse

Holly Wiedemann

The Professional Women's Forum was honored to have Holly Wiedemann, President of AU Associates, speak to the audience at the August 2nd meeting. The AU in the company name stands for Adaptive Use, and Ms. Wiedemann's firm focuses on opportunities for urban infill as well as the revitalization of existing structures. She has a Master's Degree in Business Administration from Duke University and a Bachelor's degree in Environmental Design and Land Use Planning from the University of Georgia.



From left: Holly Wiedemann and Beverly Clemons,
Chair of Professional Women's Forum

Her topic focused on the \$33 million renovation of the old Fayette County Courthouse which was first built in 1898. Holly said that she grew up in a house built in the 1700's and always had an interest in older buildings. The old courthouse was vacated in 2002 when the new circuit and district courthouses were built a few blocks away. It became a museum for awhile, but after asbestos and other hazardous materials were found in the structure the building was shuttered. The city and concerned citizens did not want this beautiful building to be razed. With money from the city and state and Federal historic tax credits a plan for renovation began.

Uncovering and discovering many beautiful features has been exciting. There used to be a floor which held the HVAC for the courthouse. When the floor was removed the wonderful dome was revealed. The rotunda is 120 feet up from the main floor. Her firm is returning the monumental staircase and installing double hung windows. The building will be geothermal. Many artisans are involved with repairing the structure from stone masons to clock makers.

When completed the top or fourth floor will become an event space. LexEffect, an event management company, has already signed a multi-year lease. VisitLex, the merged government tourism group, will have a visitor and welcome center on the ground floor. Breeders' Cup will move its offices from Harrodsburg Road to the second floor. Famed Lexington restaurateur, Ouita Michel, will have a casual eatery on the ground floor making use of the existing patio.

Ms. Wiedemann thanked the Mayor and City Council of Lexington for saving the courthouse. She is a proponent of affordable housing and the reuse and restoration of existing structures. She said her firm recently purchased the former Y in Gardenside to convert it into affordable housing.

To learn more about AU Associates, their projects, and Holly Wiedemann please visit their website at <http://auassociates.com.s157318.gridserver.com/>. Holly's contact information is holly@auassociates.com and 859-233-2009.

New PWF Meeting Location Starting in October

PWF will move to its new meeting location, **October 4**, to **Copper Roux, 861 S Broadway, Lexington, KY 40504, (859) 523-7915**. Bayou Bluegrass is the catering company for Copper Roux. They used to do the catering for The Red Mile before their renovation. You will enjoy a buffet lunch!

<http://www.bayoubluegrass.com/>




membership
BASH

sponsored by 

September 21st, 5pm-7pm
 Four Points Sheraton
 1938 Stanton Way,
 Lexington 40511

Lite Hors d'oeuvres
Cash Bar
Prizes & more!

Members: \$10
Potential New Member: FREE
Members who bring a Potential New Member: FREE

RSVP TO PROWOMENSFORUM@AOL.COM

PWF Committee Notes—contact the committee chair for information

Membership/Networking: Rachel Lewis, 502-558-8975, rachel@bluegrassfamilyinsurance.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 6-7.

Program: Leslie Rion, 859-721-2469, lrion@meridianwealthllc.com—The committee welcomes your feedback regarding the programs. If you have a speaker or topic of interest that you think would appeal to the members, please contact Leslie.

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 Smashing Tomato.

Wednesday, September 20, 2017

Smashing Tomato

3801 Mall Rd #195, Lexington, KY 40503

(859) 273-0184

<https://smashingtomato.com/>



PWF BOARD— 2016-2017

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

Ericka Harney, Immediate Past Chair: 492-0677, ericka@erickaharney.com

Leslie Rion, Chair Elect: 721-2469, lrion@meridianwealthllc.com

Marci Adams, Secretary: 421-2057, maadams115@gmail.com

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

September Spotlight Member—Hannah Sloan

A fairly new member, Hannah Sloan is a native of Ashland, Kentucky. She moved to Lexington to go to college and she never left! Hannah is a Marketing Specialist for the University of Kentucky Federal Credit Union. “In my role at the credit union I work with our partner organizations to provide financial wellness benefits and solutions that can offer employers and organizations a free benefit to their employees, members, or volunteers. Our goal is reduce financial stress workplace by helping people take control of their finances and invest in their future.” Hannah has been at the UK Federal Credit Union for almost 11 months.



“One of my favorite things about my job is meeting our members and hearing their stories. I recently was at an event where I met a gentleman that has been a member of UKFCU since 1967. He told me what the credit union was like when he joined and about the people that had helped him over the years. Hearing his story and others inspire me every day.”

“When I was about 6 my grandfather told me to never sell myself short and always believe in myself. At 6 I didn't know what that meant, so I responded that I was short and not going to be as tall as Michael Jordan! Over the years, though, I came to realize the true meaning. Often times we are our own worst critic (myself included), however, we can be our biggest supporters. If we believe in ourselves anything is possible.”

In Hannah's spare time she likes to read, play golf, spend time with friends, and travel. “I am single with no pets, although I am considering getting a dog. I am an only child but the youngest of 10 grandchildren. Between all of the kids I stay pretty busy.”

“I may have only been at the credit union a short time, but I started out working marketing for the UK Student Center for two years and then worked for four years at Galls.”

Contact Hannah Sloan at (859) 264-4200, hsloan@ukfcu.org, and visit the website at www.ukfcu.org.

The one thing that doesn't abide by majority rule is a person's conscience.

Harper Lee

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 October



Access to breast cancer screenings and services can make the difference between an early breast cancer diagnosis (when outcomes are best), and a delayed diagnosis when the outcome may not be as positive. Seventy-five percent of our net funds stay local to help Kentuckiana residents impacted by the disease. The remaining twenty-five percent is dedicated to critical global breast cancer research.

The money raised through the **2015 Komen Kentucky Races for the Cure (Louisville and Lexington)** and galas helped us fund these critical services in 2016 for the following number of individuals: mammograms - 3,423; patient navigation - 1,379; treatment support services – 892; diagnostic services – 528; transportation assistance – 466; compression garments – 296; financial assistance – 216; survivorship programs – 51; and education – 70,270!

MEET OUR PARTNERS:

As noted, 25% of our net funds support research, in addition to that, Komen Kentucky is using the money from 2016 events to fund diagnostic screenings, treatment support services, education, and survivorship programs in 2017 through the medical and non-medical partners including:

In and Around Lexington KY

Saint Joseph – Yes, Mamm! - Screening and diagnostic services available at KentuckyOne Health Breast Care locations for uninsured/underinsured women and men in Fayette, Jessamine and surrounding counties, including underserved rural areas in Kentucky

Saint Joseph Berea – Yes, Mamm! - Screening mammography services available at Saint Joseph Berea for uninsured/underinsured women and men in Madison County and surrounding areas; transportation assistance; lodging assistance

As well as around Kentucky

Fund for the Arts - Emotional healing through the transformative power of the Arts

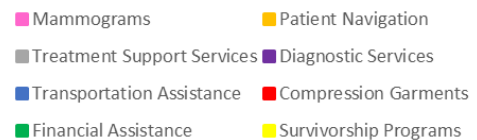
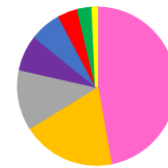
James Graham Brown Cancer Center – M. Krista Loyd Resource Center - Support for uninsured/underinsured individuals diagnosed with breast cancer; transportation assistance; prosthetics; bras; camis; puffs; wedge pillows; wigs; massage therapy; art therapy; breast health education

University of Louisville Hospital – Lymphedema Clinic - Lymphedema assessment, treatment, and rehabilitation

Ways for PWF to Support Susan G Komen Kentucky

At the Oct PWF meeting we will be collecting individual home spa **pink** items- shampoo, conditioner, glycerin soaps, wipes, nylon bath scrubby, nail polish, nail brush, emery boards, face masks. These items will be used in raffle baskets to help raise funds to support these services to Lexington and the surrounding areas. As always, if you would like Susan G Komen Kentucky to do the shopping then cash or a check to the agency is always appreciated.

In addition to research and education, Komen funds provide:



Annual Fundraiser: 2017 Komen Lexington Race for the Cure: Saturday, October 21, 2017

Susan G. Komen Kentucky • 207 N. Upper St, Ste D • Lexington, KY 40507 • 859.368.7133

komenkentucky.org



NAWBO
KENTUCKY
National Association of Women Business Owners
SYMPOSIUM
Business in the Bluegrass

HOSTED & SPONSORED BY:



BELLARMINE
UNIVERSITY
IN VERITATE AMORE
RUBEL 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.



MEDIA SPONSOR:



LUNCHEON SPONSOR:

Laura Freeman bio continued:

Once again, they landed at Mt. Folly Farm, part of which her daughter had been overseeing. She had certified much of the crop land organic, and had qualified for KDA's hemp program, which Laura supported, though the organic hemp grain yields had been breathtakingly poor.

Making a silk purse out of a sow's ear, Laura had started fiddling with hemp chocolates, using interns to make them in her kitchen, and selling them at farmer's markets. She knew she had a winner, and so went to Ruth Hunt Candies in Mt. Sterling, for a marketable product.

The day before Thanksgiving 2016, she and Ben Pasley, her COO, launched Laura's Mercantile, an online store selling hemp chocolates. Since then, her efforts have expanded to encompass a distillery in downtown Winchester, farm tourism, with a farm store and an air-B&B rental, and a heritage grain processing operation to open within the next six months. Her goal is to understand and develop the infrastructure for organics to thrive in east central Kentucky.

She is enthusiastic about everything, which can be a problem. But with Ben Pasley, they have put together a team which can pull it off.



The University of Kentucky (UK) Alumni Association, Fayette County Cooperative Extension Services, and UK Human Resources Staff Career Development are pleased to announce the winter/spring 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 you if you are motivated and currently out of work, underemployed or looking to make 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 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*:

September 12: Behavior Based Interviewing: What Is It & Why It Matters - Presented by Thomas Keene, PHR, Cooperative Extension HR Personnel Director

September 26: Networking Your Way To A New Job – Presented by Angela Keene, PHR, SHRM-CP, University of Kentucky College of Pharmacy HR



Upcoming Meetings

October 4—Kurt Becker, The Voice of Keeneland

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



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 2016/2017 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!

Sue Miller, Producer with **Al Torstrick Insurance Agency**, celebrated 31 years with the company!

Images Model & Talent Agency, LLC, recently had several of their clients win awards at the International Modeling & Talent Association event in Los Angeles. Images is owned by **Janie Olmstead**.

Terry Foody, RN, MSN, Speaker/Author, **Healthy Living**, has written another book. It is called *The Cherokee and the Newsmen*. She will be bringing some copies with her at the meetings.

Please submit any new job changes, promotions, etc. to **Prowomensforum@aol.com** by the 10th of the month

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:

*September 4
Labor Day*

*September 6
PWF meeting*

*September 10
Grandparents Day*

*September 11
Patriot Day*

*September 20
PWF Third Wednesday
Lunch*

*Smashing Tomato
Near Fayette Mall*

*September 22
First Day of Autumn*

...the bottom line

Finding Your Energy

Recently we had one of those picture perfect days at the end of summer. The sun was shining. The skies were blue with no clouds. The temperature was in the 70's and the humidity was very low. Fortunately, the day was a Saturday! Having grown up on a farm, I enjoy being outdoors as much as possible. On this beautiful day I took a walk around the neighborhood, helped trim the grass, weeded around the house, and clipped some shrubs. I was on a roll. The day before I had to do some chores indoors and it was a struggle for me to get through the day. What I had to do on that previous day did NOT give me energy!

Bottom line...

What gives you your energy??? Think of the tasks that you do each day, each week. Are there some jobs that you can fly through and others that just bog you down? Does the environment that you do these assignments make a difference? Maybe, in the coming days, keep track of what gives you energy and what doesn't. It just might be an assessment of where you need to be.

Take care

Professional Women's Forum

P.O. Box 1762
Lexington, KY 40588

