

SOARSUMMIT

P I K E V I L L E , K Y



INTO THE FUTURE

Appalachian Wireless Arena
Pikeville, Kentucky
October 19 – 20

Presented By



Appalachian
Regional
Commission

SOAR SUMMIT

Presented By



Appalachian
Regional
Commission

ABOUT THE VENUE

Appalachian Wireless Arena

Opened in October 2005, the Appalachian Wireless Area is the premier venue for entertainment and conferences right in the heart of downtown Pikeville — Eastern Kentucky's center for culture, education, and entertainment.

The 126,000-square foot facility has an arena floor of approximately 24,000 square feet and concert seating for up to 7,000 people. It is designed as a multi-purpose facility, complete with approximately 5,000 square feet of ballroom space overlooking the arena floor.

The Appalachian Center for the Arts

The Appalachian Center for the Arts, or The App as it is referred to by locals, is a dynamic space for theater, music, visual arts, and community enrichment in downtown Pikeville. The App provides the highest quality arts education designed to encourage collaboration, partnership, and civic engagement for the people in our region. For The App, the arts are essential; as a way to promote cultural change and growth, celebrate and build on the area's rich cultural history, and, most importantly, enrich and entertain.

New Beginnings Fellowship Church

New Beginnings Fellowship Church is a non-denominational Christian church in downtown Pikeville, located beside the Main Street Entrance to the Appalachian Wireless Arena. The church has extensive outreach programs, including FaithLife Market, Renew Faithlife Counseling, the Battleline Boxing Gym, and Together for the Mountains.

Restrooms

Restrooms are conveniently located on the arena concourse and in the lobby of the second-floor ballroom.

Wifi

We are proud to offer FREE wifi to SOAR Summit attendees thanks to the generosity of Deloitte. Please use the SOAR Summit network to connect.

Be sure to tag us on your social media channels.

#SOARSummit #EKY #appalachia

TABLE OF CONTENTS

Downtown Pikeville Map.....	4
Welcome Letters	6
Agenda Day 1	9
Agenda Day 2	13
2022 Sponsors	15
SOAR Corporate Partners	16
SOAR Overview	19
Featured Speakers.....	20
Keynote Speakers	23
SOAR Innovation Fiscal Year Report.....	25
SOAR Events.....	26
SOAR Healthcare Events.....	28
Meet the SOAR Innovation Team.....	31
SOAR On the Road.....	38
SOAR SUMMIT Exhibit Hall Map	51

Shuttle Service

We will have complimentary shuttle service available throughout the SOAR Summit. Shuttles will run to and from the Appalachian Wireless Arena and Pikeville hotels (Hampton Inn, Landmark Inn, and Holiday Inn Express) at the following times:

Wednesday, October 19

6:45 a.m. to 9:30 p.m.

Thursday, October 20

6:45 a.m. to 5 p.m.

The **SOAR Summit Reception**, presented by the University of Pikeville, will be held at the MountainTop Media Stage on the Main Street Entrance of Appalachian Wireless Arena. The Reception will be from 5:30 p.m. to 8 p.m. on Wednesday, October 19. In case of inclement weather, the Reception will be moved indoors at the Appalachian Wireless Arena in the Plenary Session area. Join us for entertainment provided by the University of Pikeville, heavy hors d'oeuvres, refreshments, and a cash bar. And stay late for the After Party, featuring Julie Goff and the Swagtones, at 8 p.m.

USE HASHTAGS **#SOARsummit #appalachia #eky**

Keeping Appalachia Connected.

A stylized wireless signal icon consisting of three concentric, curved lines in blue and white, positioned above the word 'Appalachian'.
Appalachian

WIRELESS

An **East Kentucky Network** Company

Downtown Pikeville, Ky

SHOPPING

1. Appalachian Wireless
2. Appcycled
3. Art & Gift Shoppe
4. Bridgett's Quilting
5. CC Belle
6. Dance World & Clothing
7. Dueling Barrels Distillery
8. Friends Drift Inn
9. Grace Custom Signs
10. Lewis Floral
11. Pink Pig Yarn Shop
12. Small Town Tattoo
13. The Classy Stork
14. The Shoppes at 225
15. Two Chicks and Co.
16. You, Me & Pottery

DINING

17. Bank 253
 18. Bears Den Nutrition
 19. Broken Throne Brewing
 20. Chirico's Ristorante
 21. Domino's
 22. Dorsie's Dairy Bar
 23. Faithlife Market
 24. Joyce's Place
 25. The Great Hall
 26. The Coffee Guy Café
- Blue highlighted Businesses - Dining & Nightlife

ATTRACTIONS & ENTERTAINMENT

27. Appalachian Center for the Arts (The APP)
Alley Art/Umbrella Photo Opp
Downtown Bears
28. Appalachian Wireless Arena
Mountain Top Media Stage
29. Big Sandy Heritage Center Museum
30. Riverfill 10 Cinema
31. New Beginnings Church

visitpikeville.com for more info and attractions

Pikeville Main Street, Inc.
Minta Trimble, Director
606-899-2489 | minta.trimble@pikevilleky.gov



TOGETHER WE FIGHT CANCER



Experts Backed by a Multi-Disciplinary Team

Oncology physicians are experts in the fight against cancer. They don't do it alone. Pikeville Medical Center's oncology team is backed by the full support of multi-disciplinary specialists starting at the time of a patient's diagnosis and throughout the course of care. From general, urologic and reconstructive surgeons, to pulmonologists, radiologists, specialty pharmacists and more, Pikeville Medical Center surrounds patients with the individualized care needed to optimize outcomes in the battle against cancer.

We Are Here for You

(606) 430-2212 | pikevillehospital.org

PIKEVILLE
MEDICAL CENTER
Leonard Lawson Cancer Center

WELCOME LETTERS



Dear Friends of SOAR,

Thank you for attending the 2022 SOAR Summit and engaging in such a rare opportunity to shape the future of Kentucky's Appalachian Region. Make no mistake about the purpose of this summit: It is within our power and our own mountain ingenuity to plan our work and work our plan for such a critical time as this.

Our hearts are heavy with the immense loss that we have suffered in the mountains this year. We started July with the loss of three brave law enforcement officers in the line of duty in Allen, Kentucky, and ended the month with a catastrophic flood that spanned more than a dozen Eastern Kentucky counties and claimed the lives of at least 41 individuals. Despite the historic damage, the true heart of our region has been revealed in our darkest hour – an unmatched display of heroism and resilience. To every first responder, National Guard member, Kentucky State Trooper, search and rescue team member, muck crew, rebuilder, and every local leader, we collectively salute you for standing in the gap for the people of southern and eastern Kentucky.

It is that same determination and bravery that inspires our efforts through SOAR. Together, we are contending for hope for the sake of our next generation in Kentucky's Appalachian region. Growth and revitalization are possible, thanks to your commitment in each community. Let me assure you that our work this week is more important than ever before. So, let's pull up our bootstraps and get to work.

Enjoy the SOAR Summit!

Sincerely,

Harold "Hal" Rogers

Dean of the U.S. House of Representatives
Co-founding Principal of SOAR



Welcome.

We are honored to have you join us for the eighth annual SOAR Summit. Eastern Kentucky is a critical part of the broader Appalachian community and economic development ecosystem. That is why we at ARC are leading the charge in providing organizations like SOAR with the tools needed to help fill the economic gaps in coal-impacted communities.

We are keenly aware of the challenges Eastern Kentucky has faced—and continues to face—as a result of the changing economy and the recent flooding, which has upended the lives of our friends and neighbors. We are also aware of the importance of supporting you in building resilience and adapting to the needs in your communities—not just today, but for years to come. That is why the theme of this year's summit "Into the Future" is a perfect encapsulation for what we—together—will be able to accomplish when we think not just about immediate challenges, but of strategies that will help our region thrive and, eventually, compete with the rest of the nation.

SOAR has been a great partner for ARC as we strive toward the common mission of bringing Appalachia to parity with the rest of the country. We support SOAR in their efforts to utilize their core values—including leadership, teamwork, creativity, and grit—to help grow regional prosperity, expand broadband and remote work capabilities, and bring quality healthcare to the region.

During this summit, you'll learn how you can help foster entrepreneurship, secure connectivity, and drive innovation in the region. You'll also see more than 100 exhibitors from Eastern Kentucky's 54 Appalachian counties, exemplifying how the area continues to grow and the success that can be accomplished when Appalachians work together.

I'll have the pleasure of sharing more information about how ARC is partnering with SOAR to strengthen economic growth in Eastern Kentucky on Thursday, October 20 during the afternoon plenary session. I look forward to discussing ways we can work together now and "Into the Future" to build not only a stronger Appalachian Kentucky but also a more united Appalachian Region.

Thanks for all you do to serve your communities.

Sincerely,

Gayle C. Manchin
ARC Federal Co-Chair

WELCOME LETTERS



Team Kentucky,

Welcome to the 2022 SOAR Summit! I'm so glad to be back with this group of inspiring leaders from across our commonwealth, to continue our work in building a better Eastern Kentucky for every family. You can feel the spirit of cooperation and partnership that each person brings to this event.

I want to talk about our families and neighbors in Eastern Kentucky who are still picking up the pieces after July's devastating floods. We have made the same promise in the East that we made to Western Kentucky after the tornadoes: We will be there for the long haul. In this state, we may get knocked down, but we're never knocked out.

In August, I called a special session to help Kentuckians affected by the flooding. Just a few days later, I signed into law the \$212 million Eastern Kentucky State Aid Funding for Emergencies, or EKSAFE. This bill was not just bipartisan; it was nonpartisan.

In addition to state legislators, I'm grateful to federal partners for their assistance. Almost \$73 million in grants have been approved under the Federal Emergency Management Agency (FEMA) Individuals and Households Program for 7,785 households. Over \$50 million has been approved under the U.S. Small Business Administration for 662 applicants. Kentucky has received approval from the federal Food and Nutrition Service to allow flood survivors in Eastern Kentucky to purchase hot food with SNAP benefits until Nov. 1.

The generosity and collaboration of so many has been inspiring, but the needs remain great. If you can, please donate to the Team Eastern Kentucky Relief Fund, and let's continue to lift these families in our prayers. To contribute, visit TeamEKYFloodReliefFund.ky.gov. For other information regarding flooding, visit governor.ky.gov/FloodResources.

Despite these historic challenges, Appalachian Kentucky is building back stronger. This region's growing economic momentum will create new, world-class opportunities for generations to come. Since I took office, we've announced 103 new economic development projects in SOAR counties, which included more than \$1.5 billion dollars in new investment and created more than 4,470 new jobs.

As we begin to connect and learn together at this summit, I want to thank the City of Pikeville and Appalachian Wireless Arena for hosting this amazing event. Your hard work does not go unnoticed, especially during such a difficult season for Eastern Kentucky.

Enjoy the 2022 SOAR Summit!

Gov. Andy Beshear

TEAM
KENTUCKY

FOR OTHER INFORMATION REGARDING FLOODING

governor.ky.gov/FloodResources



WELCOME LETTERS



Dear 2022 SOAR Summit Guests,

Hello and welcome to the 2022 SOAR Summit! It is an honor to host you in the City of Pikeville for an exciting two days at the Appalachian Wireless Arena. We thank our presenting sponsors, Appalachian Wireless and the Appalachian Regional Commission, for bringing us all together.

It has been a difficult year for much of our region, and our hearts – and helping hands – have continuously gone out to our neighbors and friends. From the pandemic to the flooding and other tragic losses, we have stepped up as a region to help each other through difficult times and show that we are truly ONE Appalachia.

Over the next few days, I hope you'll take time to celebrate that same spirit of togetherness. I know we will all benefit from the exhibits and breakout sessions that await us. The SOAR Summit provides a unique opportunity to celebrate what makes Appalachia such a special place.

Folks from all over are starting to explore Pikeville and our region. In Pikeville, travelers can kayak the river, hike in the mountains of Eastern Kentucky, or catch a play at the Appalachian Center for the Arts. We encourage visitors to 'Let the Mountains Move You!' Once you do, I have no doubt that Pikeville will feel like this is where you're meant to be.

An exceptional place to live, work and raise a family, Pikeville prides itself as a beacon of hope for all of Appalachia. Welcome to our great city!

Sincerely,
Jimmy Carter
Pikeville Mayor



Welcome to Pike County!

On behalf of the Pike County Fiscal Court and the Office of the Pike County Judge Executive, I am delighted to welcome everyone to the 2022 SOAR Summit presented by Appalachian Wireless and the Appalachian Regional Commission. I am honored for Pike County to be the host county and excited for you to join us for this important summit.

Your presence is an indication that you are committed to making a positive difference, not only in your county, but throughout Eastern Kentucky. As leaders in your communities, you have the vision, the knowledge, and the experience to take the information obtained during these two days and assist with paving eastern Kentucky's way into the future. As you reunite with old friends and make new ones, I hope that the networking will prove to be beneficial to your community as we work together to improve the quality of life in the heartland of central Appalachia.

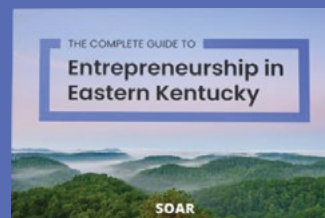
I would like to thank each of you for attending the 2022 SOAR Summit. Best wishes for a productive summit, and I hope you enjoy your stay.

Sincerely,
Ray S. Jones
Pike County Judge Executive

SOAR

***The Complete Guide
to Entrepreneurship
in Eastern Kentucky***

Download today!





Presented
By



Appalachian
Regional
Commission

Day 1 • Wednesday, October 19

Programming
Presented By



Production
Sponsored By



arc
Addiction
Recovery Care

7 a.m. to 5 p.m. Registration

Appalachian Wireless Arena
Main Street Entrance

Sponsored By



11:30 a.m. to 1 p.m. Lunch

Appalachian Wireless Arena
Concourse

Sponsored By



7 a.m. to 8 a.m. Breakfast

Appalachian Wireless Arena
Concourse

Sponsored By



1 p.m. to 3 p.m. Focus Sessions

See sessions and locations on next page

3 p.m. to 5 p.m. Plenary Session

Appalachian Wireless Arena

- Congressman Hal Rogers, SOAR Co-Principal Officer
- Governor Andy Beshear, SOAR Co-Principal Officer
- Colby Hall, SOAR Executive Director
- Kimberly S. McCann, SOAR Executive Board Chair
- Mark Rembert, Director Research & Knowledge, Center on Rural Innovation
- Ryan Quarles, Commissioner, Kentucky Department of Agriculture

8 a.m. to 3 p.m. Exhibit Hall Open

Sponsored By



8 a.m. to 11:30 a.m.

Focus Sessions

See sessions and locations on next page

5:30 p.m. to 8 p.m.

SOAR Summit Reception

MountainTop Media Stage
Appalachian Wireless Arena
Main Street Entrance

Presented By



Find Your focus

Throughout the Summit you'll have the opportunity to attend Focus Sessions leading up to our afternoon Plenary Sessions. Enjoy these sessions and take time to visit the Exhibit Hall.



Presented
By



Appalachian
Regional
Commission

Day 1 • Wednesday, October 19

Find Your focus

FOCUS Sessions Presented By



BROADBAND

*All sessions held at Appalachian Wireless Arena
(2nd Floor Ballroom).*

8 a.m. to 8:20 a.m.

Forming Community Broadband Boards

- Colby Hall, Executive Director, SOAR

8:20 a.m. to 8:50 a.m.

Looking at State Broadband Planning in 2023

- Meghan Sandfoss, Executive Director, Kentucky Office of Broadband Development
- Chip Spann, Federal Program Officer, National Telecommunications and Information Administration

8:50 a.m. to 9:20 a.m.

Microsoft Airband and Digital Equity Data

- Ryan Palmer, Global Equity Strategist, Microsoft

9:20 a.m. to 9:50 a.m.

A Conversation with the Kentucky Public Service Commission

- Mary Pat Regan, Member, Kentucky Public Service Commission

9:50 a.m. to 10 a.m.

Break

10 a.m. to 10:45 a.m.

Using Data from the Kentucky Speed Test Initiative on Grant Applications

- Lonnie Lawson, President and CEO, The Center for Rural Development
- Richard Taylor, Executive Vice President, The Center for Rural Development

10:45 a.m. to 11:30 a.m.

Prioritizing Broadband Projects in your Community

- Kyle Rosner, VP of Government Affairs, All Points Broadband

11:30 a.m. to 1 p.m.

Lunch

1 p.m. to 1:45 p.m.

How to Write a Broadband Grant

- Kyle Rosner, VP of Government Affairs, All Points Broadband

1:45 p.m. to 2:30 p.m.

State and Federal Broadband Funding Sources

- Stephanie Bell, VP of Government Affairs, Windstream
- Harry Clark, Rowan County Judge-Executive



Presented
By



Appalachian
Regional
Commission

Day 1 • Wednesday, October 19

Find Your focus

HEALTHY COMMUNITIES

All sessions held on the Arena Floor at the Appalachian Wireless Arena.

9:30 a.m. to 10:15 a.m.

Community-Based Solutions for Better Health: A Conversation on Obesity Prevention

Moderator

- Allison Adams, Vice President for Policy, Foundation for a Healthy Kentucky

Panelists

- Shannon Smith, Vice President of Advocacy, American Heart Association
- Tim Sizemore, Chair of the Fitness for Life around Grant County Coalition and Program Manager at the Office of Education Technology
- McKenzie Fox, Special Projects Coordinator, Kentucky Horticulture Council

10:15 a.m. to 10:30 a.m.

Improving Health Outcomes in Eastern Kentucky

- Kenyetta Pinkston, Community Engagement Manager, Unite Us

10:30 a.m. to 11:15 a.m.

Community-Based Solutions for Better Health: A Conversation on Tobacco Use Prevention

Moderator

- Allison Adams, Vice President for Policy, Foundation for a Healthy Kentucky

Panelists

- Ellen Cartmell, Tobacco Prevention and Cessation Program Manager, Kentucky Department for Public Health
- Tara Vostad, Health Promotion Specialists, Kentucky River District Health Department
- Sherrie Stidham, Public Health School Liaison, Kentucky River District Health Department
- Matthew Sanders, Youth Advisory Committee, UK "I Can End the Trend" Program

LOCAL FOOD

All sessions held at the Appalachian Center for the Arts.

9:30 a.m. to 10:15 a.m.

Agriculture Funding and its Impact in Eastern Kentucky

Moderator

- Bill McCloskey, Deputy Director, Kentucky Office on Agriculture Policy

Panelists

- Lesia Birchfield, District Administrative Secretary, Pike County Conservation District
- Kevin Gurtowski, Extension Associate, Robinson Center for Appalachian Resource Sustainability
- Chad Smith, Director of Promotion and Development, Kentucky Department of Agriculture
- Tony Burnett, Supervisory District Conservationist
- Tony Nott, Assistant State Conservationist, USDA Natural Resources Conservation Service
- Kevin Whitaker, Representative, USDA Farm Service Agency

10:30 a.m. to 11:15 a.m.

Building Diverse Markets

Moderator

- Bill McCloskey, Deputy Director, Kentucky Office on Agriculture Policy

Panelists

- Will Bowling, Old Homeplace Farm
- Joey and Gina Farmer, Lucky Clover Farm
- Charlie and Joyce Pinson, Friends Drift Inn



Presented
By



Appalachian
Regional
Commission

Day 1 • Wednesday, October 19

Find Your focus

WORKFORCE

All sessions held at New Beginnings Fellowship Church.

9:30 a.m. to 10:15 a.m.

Second Chance Employment and Re-Entry

Moderator

- Nancy Hale, President and CEO of Operation UNITE

Panelists

- Tim Robinson, CEO and Founder, Addiction Recovery Care
- Jeff Whitehead, Executive Director, EKCEP
- Seth Long, Executive Director of HOMES, Board Member of FAHE
- Morgan Kirk, Director of Workforce Recovery Program, Kentucky Chamber

WORKFORCE

10:30 a.m. to 11:15 a.m.

Establishing Remote Work as a Sector in Eastern Kentucky

- Ben Ledo, VP, Enterprise Sales, Make My Move
- Matthew Bauer, VP, Connected Communities, Wireless Research Center of North Carolina

SMALL BUSINESS

Session to be held at the Appalachian Center for the Arts.

1 p.m. to 2:30 p.m.

Social Media Workshop

- JC Phelps, Business Coach, Kentucky Small Business Development Center

Powered By



Find Your focus

Throughout the Summit you'll have the opportunity to attend Focus Sessions leading up to our afternoon Plenary Sessions. Enjoy these sessions and take time to visit the Exhibit Hall.

FOCUS Sessions Presented By



SOARSUMMIT INTO THE FUTURE 2022 AGENDA



Presented
By



Appalachian
Regional
Commission

Day 2 • Thursday, October 20

Programming
Presented By



Kentucky Chamber

Production
Sponsored By



arc
Addiction
Recovery Care

7 a.m. to 9 p.m. Registration

Appalachian Wireless Arena
Main Street Entrance

Sponsored By



KENTUCKY
COMMUNITY & TECHNICAL
COLLEGE SYSTEM

11:30 a.m. to 1 p.m. Lunch

Appalachian Wireless Arena
Concourse

Sponsored By

Appalachia
Proud



7 a.m. to 8 a.m. Breakfast

Appalachian Wireless Arena Concourse

Sponsored By



8 a.m. to Noon Exhibit Hall Open

Sponsored By



8 a.m. to 11:30 a.m. Focus Sessions

See sessions and locations on next page

1 p.m. to 4 p.m. Plenary Session

Appalachian Wireless Arena

- Congressman Hal Rogers, SOAR Co-Principal Officer
- Gayle Manchin, ARC Federal Co-Chair
- Robert Schena, Chairman, CEO and Co-Founder, Rajant Corporation
- Ben Ledo, VP of Enterprise Sales, MakeMyMove
- Janice Way, President, Leadership Kentucky

Find Your focus

Throughout the Summit you'll have the opportunity to attend Focus Sessions leading up to our afternoon Plenary Sessions. Enjoy these sessions and take time to visit the Exhibit Hall.

FOCUS Sessions Presented By



Kentucky
League
of Cities





Presented
By



Appalachian
Regional
Commission

Day 2 • Thursday, October 20

BROADBAND

All sessions held at Appalachian Wireless Arena (2nd Floor Ballroom).

8 a.m. to 8:15 a.m.

The Affordable Connectivity Program

- Conner Thomas, Partners for Rural Impact

8:15 a.m. to 9 a.m.

Alternative Financing Options for Broadband

- Tom Coverick, Managing Director, KeyBanc Capital Markets
- Eric Rex, Vice President, KeyBanc Capital Markets

9 a.m. to 9:45 a.m.

Emerging Technologies: A Panel on Future Broadband Solutions

Panelists

- Justin Warren, Rural Broadband Sales Director, Rajant Corporation
- Billy Forsyth, Business Development Manager of Government and Education, Accelecom
- Darrell Maynard, CEO, Eastern Telephone & Technologies
- Scott Kiser, Director of Technology, Wise County (VA) School District

9:45 a.m. to 10 a.m.

Break

10 a.m. to 10:30 a.m.

Digital Literacy and Skilling to Obtain High-Paying Remote Work Jobs

- Matthew Bauer, VP of Connected Communities, Wireless Research Center of North Carolina

10:30 a.m. to 11:15 a.m.

An Electric's Perspective

Moderator

- Hilda Legg, President, Legg Strategies,

Panelists

- Butch Massey, Vice President Engineering and Operations, Warren Rural Electric Cooperative
- David Kramer, Senior Director, AltaFiber

TOURISM

Session to be held at the Appalachian Center for the Arts

10:30 a.m. to 11:30 a.m.

How to leverage Broadband to grow Tourism and Entrepreneurship in Eastern Kentucky

Moderator

- David Brock, Director of Operations, KY Innovation

Panelists

- Erik Hubbard, Backroads of Appalachia
- Scott Smith, First Frontier Appalachian Trails

DOWNTOWN REVITALIZATION

Session to be held at the Appalachian Center for the Arts.

8 a.m. to 10 a.m.

Center on Rural Innovation Community Entrepreneurial Ecosystem Workshop

- Molly Pyle, Head of Entrepreneurship, Center on Rural Innovation

SMALL BUSINESS

All sessions held at New Beginnings Fellowship Church.

9 a.m. to 10 a.m.

How to Craft a Winning Pitch

- Kelby Price, Managing Partner, Keyhorse Capital
- Kevin Norvell, Program Director, Kentucky SBDC



10:00 a.m. to 10:15 a.m.

Break

10:15 a.m. to 11:30 a.m.

Speed Pitch Competition

Find Your **focus**



Presented
By
Presented
By



Appalachian
Regional
Commission

Sponsor Recognition

Reception
Presented By



Production
Sponsored By



Exhibit Hall
Presented By



Videos
Sponsored By



Student Scholarships
Sponsored By



Registration
Sponsored By



Volunteers and Supplies
Sponsored By



Programming
Sponsored By



Innovation Alley
Presented By



Technology
Sponsored By



Focus Sessions
Sponsored By



Network Lounge
Sponsored By



Day 1 Breakfast
Sponsored By



Day 1 Lunch
Sponsored By



Day 2 Breakfast
Sponsored By



Day 2 Lunch
Presented By



Breaks

Sponsored By



SOAR CORPORATE PARTNERS

Presenting Partners



HealthCare



Founding Partners



East Kentucky Partners



Unity Partners



Cornerstone Partners



Grassroots Partners





ANNOUNCES

SOAR

SERVICE ORGANIZATION
OF THE YEAR



*Thank
you*

"Our team is comprised of a group of Eastern Kentuckians and it's our mission to make the region the best version of itself."

Colby Hall
SOAR Executive Director

SOAR-ky.org

SOAR

Have an idea for
your community?

...

Want to develop it?

...

Download our Grants
101 Playbook and
connect with a
member of our team.

The Grants 101 Playbook
for Eastern Kentucky





STILL THE BEST. ALWAYS GETTING BETTER.

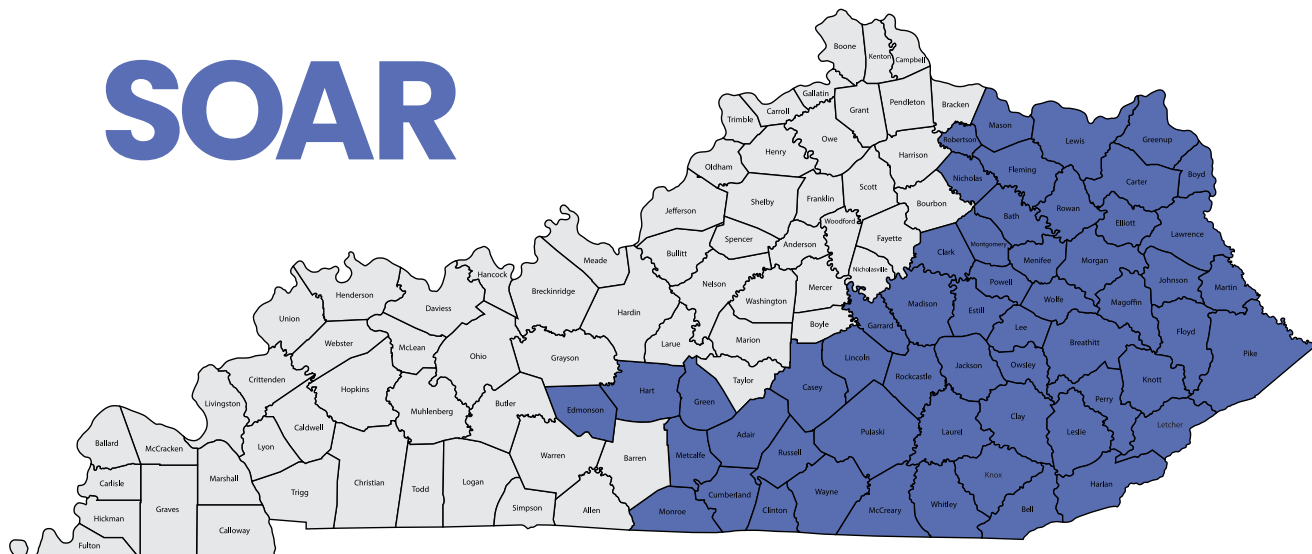
For the seventh year in a row, UK HealthCare has been ranked #1 hospital in Kentucky by U.S. News Best Hospitals. Seven years at the top—and we're always improving. Always conducting new research. Always finding new treatments.

See how we're moving the field of medicine forward and advancing care for all Kentuckians at ukhealthcare.com/best



SOAR OVERVIEW

SOAR



The voice of Appalachia Kentucky

SOAR is a regional nonpartisan nonprofit that champions local projects, programs, and advocacy for the 54 ARC-mandated counties in Eastern Kentucky. Our mandate: To fill the economic gaps left by the decline of the coal industry. Our task: To rally our communities to help us achieve these goals together for the good of all."

BOARD LISTING

Chris Deaton | Senture, President and CEO
 Elmer Whitaker | Whitaker Bank, Inc, CEO
 Les Fugate | Brown-Forman, VP and Director of State and Local Public Affairs
 Barry Martin | Primary Care Centers of Eastern Kentucky, CEO
 Mike Johnson | Incoming CEO, Appalachian Wireless
 Stephen Frazier | Taarter Farm and Ranch Equipment, CEO
 Jean Hale - Retired Chairman, President, CEO, Community Trust Bank
 Kim McCann | Partner/Attorney, Vanantwerp
 Donovan Blackburn (Treasurer) | CEO, Pikeville Medical Center
 Robert Stivers | Senate | President, State of Kentucky
 David Osborne | Speaker House of Representatives, State of Kentucky
 Hon. Albey Brock | Congressman Appointed Judge Executive, Bell County
 John Will Stacy | Governor Appointed Judge Executive, Morgan County
 Rocky Adkins (Proxy for Governor) | Senior Advisor, State of Kentucky
 Carlos Cameron (Proxy for Congressman) | District Director, Congressman 5th Congressional District

CO-PRINCIPAL OFFICERS

Congressman Hal Rogers
 Governor Andy Beshear

STAFF LISTING

Colby Hall | Executive Director
 Joshua Ball | Chief Operating Officer
 Keriston Smith | Chief Financial Officer
 Sabrina McWhorter | Manager of SOAR Innovation
 Karen Roberts Prater | Business Manager
 Kristin Brown-Norman | Digital Strategy Coordinator
 Latasha Friend | Client Success Coordinator
 Misty Lewis Feltner | Digital Media Coordinator
 Claudette Enriquez | Strategic Communications Coordinator
 Lizzie Gillum | Digital Navigator
 Lilly Hemuth-Malone | CDC Public Health Associate

FEATURED SPEAKERS



CONGRESSMAN HAL ROGERS

SOAR Co-Principal Officer

Serving Kentucky's 5th Congressional District since 1981, Hal Rogers has been elected to 21 consecutive terms representing the people of southern and eastern Kentucky. On September 2, 2021, he made history as the longest-serving Member of Congress from Kentucky. On March 18, 2022, he became Dean of the U.S. House of Representatives, as the longest-serving Member in the House. His longevity of service is proof that Congressman Rogers focuses on economic development, job creation, fighting illegal drug use, preserving the natural treasures of Appalachia, avidly listening to his constituents, and advocating for the interests of the region where he was raised.

Born in rural Kentucky and representing one of the poorest Congressional Districts in the nation, Rogers' vision for a stronger region spurred some of the greatest success stories in southern and eastern Kentucky. Organizations such as Eastern Kentucky PRIDE, Operation UNITE, Southeast Kentucky Economic Development (SKED), The Center for Rural Development and Shaping Our Appalachian Region (SOAR) have brought local communities together by revitalizing the environment, providing hope in the fight against drugs, building small businesses, and creating jobs by increasing tourism in one of the most beautiful parts of the country.

Nationally, as Chairman of the powerful House Appropriations Committee from 2011 to 2016, he reduced the size and scope of government by reining in federal spending, conducting rigorous but thoughtful oversight of federal agencies, and restoring fiscal discipline and transparency to our budget process. Rogers led Congress to reduce discretionary spending by a historic amount, cutting \$126 billion in discretionary spending since 2010. During his tenure, Chairman Rogers led the way for regular order, conducting 650 oversight hearings and considering more than 2,000 amendments to appropriations bills on the floor.

With nearly 40 years of experience on the Appropriations Committee, he has served on more than ten different subcommittees, including leadership roles as Chairman or Ranking Member of five. Notably, Rogers was tapped in 2003 to lead the first Subcommittee on Homeland Security. Through this important role, Rogers fought to ensure our first responders received the necessary funds to protect against terrorist threats; demanded tough answers from FEMA in the wake of federal responses to wildfires, hurricanes, and flash floods; and insisted on enforcement of our country's immigration laws and stronger border security.

Whether Rogers is on Capitol Hill ensuring the appropriate use of taxpayer dollars, fighting to secure the homeland, scrutinizing federal government agencies, or at home in southern and eastern Kentucky working to make a difference in the lives of the individuals he represents, Rogers remains committed to being a strong voice in Congress for fiscal responsibility, economic development, a strong national defense, and a prosperous future for America.

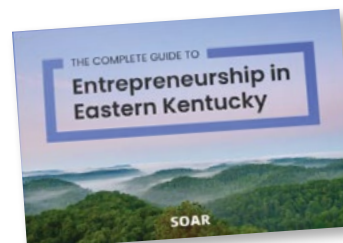
Let us help you.

The Complete Guide to Entrepreneurship in Eastern Kentucky

Just because you don't have a million dollar marketing budget or an office on Fifth Avenue doesn't mean you're not an entrepreneur. If you sell something at a store, from your home, or online — you're an entrepreneur.

Let us help you be a successful one, with small business advice, free resources, and tons of know-how from Eastern Kentucky experts who've done it before.

Download now.



FEATURED SPEAKERS



GOVERNOR ANDY BESHEAR

SOAR Co-Principal Officer

Andy Beshear grew up in Fayette, Franklin, and Clark counties and graduated from Henry Clay High School. He is the son of Steve and Jane Beshear, the 61st Governor and first lady. Along the way, they instilled in Andy the teachings of Andy's grandfather, a Baptist minister from Dawson Springs, Kentucky, including the values of family, faith, and public service.

Andy graduated magna cum laude from Vanderbilt University and earned his Juris Doctor degree from the University of Virginia School of Law, where he was a Dean's Scholar. After law school, Andy worked at an international law firm based in Washington, D.C., and it was during that time that he met his wife, Britainy.

After marrying, Andy and Britainy moved back to Kentucky and Andy continued his legal career at Stites & Harbison, where he was recognized as the nation's top consumer lawyer by Lawyer Monthly and received many accolades for his litigation work. Andy also tailored his practice to representing non-profit youth organizations, helping implement background checks and other protective measures to keep kids safe.

The values Andy learned growing up, his experience as a private practice attorney and his commitment to his community led him to run for and become Attorney General in 2016. In his role as Kentucky's 50th Attorney General, Andy fought tirelessly for our families. He fought against the opioid epidemic, suing opioid manufacturers and distributors that flooded our state with pills; creating the Kentucky Opioid Disposal Program to remove unused opioids from Kentuckians' medicine cabinets; and investigating and prosecuting rogue doctors and drug traffickers.

To protect the Commonwealth's children, the Office of the Attorney General, under Andy Beshear, arrested record numbers of child predators and trained thousands of Kentuckians on how to recognize, report, and prevent child abuse and human trafficking. Andy worked diligently to protect seniors from scams, fraud, and physical and financial abuse. He was a leader in the fight to protect access to health care and manage the rising costs of prescription drugs.

As Attorney General, Andy made it a top priority of his office to end the state's rape kit backlog, seeking justice for victims of sexual assault. Through settlements, he secured millions of dollars in funding to get kits tested and to make much-needed upgrades at the Kentucky State Police crime lab, and he launched one of the nation's preeminent cold case units to investigate and prosecute cases. As a result, Kentucky is one of only a few states to have now tested every backlogged kit.

Andy Beshear was an independent voice as Attorney General and fought to uphold Kentucky's constitution and laws. He stood up for higher education and hard-earned pensions. He knows when state government operates in secret, it is not working for the people and that is why Andy is committed to an open, transparent, and inclusive administration.

Andy and Britainy have two young children, Will and Lila. The family attends Beargrass Christian Church, where both Andy and Britainy serve as deacons, and they volunteer with several local organizations.

DID YOU KNOW

THERE'S MORE TO

SOAR

Join *the* team and help us grow the region.

Use your device's camera to scan the code to find out more.



SOAR EKY Flood Response \$100K+

Distributed to Impacted
Eastern KY Communities

**DONATE TO
THE STUDENT
RELIEF FUND.**



FEATURED SPEAKERS



GAYLE MANCHIN

ARC Federal Co-Chair

Gayle Conelly Manchin was sworn in as the Appalachian Regional Commission's thirteenth federal co-chair on May 6, 2021, becoming the first ARC federal co-chair from West Virginia. Nominated by President Biden, Manchin works directly with ARC's 13 member governors, their state alternates and program managers, and a network of local development districts to continue to build community capacity and strengthen economic growth throughout Appalachia.

An alumna of West Virginia University, Manchin worked as an educator in Marion County Schools, served on the faculty of Fairmont State University, and was the director of the university's first Community Service Learning Program. She directed the AmeriCorps Promise Fellows in West Virginia between 2000-2004 and implemented a statewide initiative, WV Partnerships to Assure Student Success. Manchin previously served as West Virginia's First Lady between 2005-2010 and was appointed to serve as a member of the State Board of Education, serving her last two years as president. She was the chair of the Board for Reconnecting McDowell, Inc., an AFT initiative serving rural West Virginia, is a past president of the Vandalia Rotary Club of Charleston and was an emeritus member of The Education Alliance. She also served as cabinet secretary for the West Virginia Office of Education and the Arts.

Manchin's top priorities as ARC federal co-chair are to support the creation of economic opportunities in the Appalachian Region, improve broadband access and critical infrastructure in Appalachian communities, and address the Region's opioid crisis.



KIMBERLY S. McCANN

SOAR Executive Board Chair

Kim McCann, of Ashland, Ky., is a partner at VanAntwerp Attorneys, LLP, and served on the SOAR Executive Board since its inception. In August 2018, she was unanimously elected as the Chair of the SOAR Executive Board.

Kim has a Juris Doctor degree from the University of Kentucky and earned her undergraduate degree from Eastern Kentucky University.

Her professional accomplishments include:

- Kentucky 40 Leaders Under 40
- Legal Services Advocate of the Year (2009)
- Outstanding Kentucky Volunteer Award (United Way of Kentucky)
- YWCA Members Award (2001)
- Leadership Kentucky (1995)

She also has an extensive background with professional organizations, including the Kentucky Bar Association Past CLE Commission Chair, Kentucky Bar Association House of Delegates (Past Member), Kentucky Supreme Court Rules Committee, Kentucky Judicial Council, Ohio Bar Association, Boyd County Bar Association, Energy and Mineral Law Foundation, and Kentucky Environmental Quality Commission (Past Commissioner).

Kim is active in her community and has worked with various organizations in Appalachia Kentucky including Northeast Kentucky United Way, Kings Daughters Medical Center, Foundation For the Tri-State, Ashland Area YMCA, Paramount Arts Center, Rotary Club of Ashland, and Eastern Kentucky PRIDE (Personal Responsibility in a Desirable Environment).



COLBY HALL

SOAR Executive Director

Colby Hall is a born and raised Eastern Kentuckian. A 2015 graduate of the University of Kentucky, Colby pursued a successful sales career in Atlanta, Georgia before returning home to become the Executive Director of Shaping Our Appalachian Region, a nonprofit focused on economic revitalization in the Eastern Kentucky coalfields. Colby resides in Pikeville with his wife, Lindsey, a nurse practitioner at Pikeville Medical Center.

KEYNOTE SPEAKERS



ROBERT SCHENA

Chairman, CEO, and Co-Founder
Rajant Corporation

In 2001, Robert Schena co-founded Rajant Corporation, the pioneer of Kinetic Mesh® Networks. Mr. Schena has successfully grown this once small startup in Wayne, Pennsylvania to have a strong international presence in a broad array of markets including military, industrial, transportation, utilities, and telecommunications. Today, Rajant is doing business in over 75 countries with large global partners and has offices across the U.S., including offices in Pennsylvania, Arizona, Kentucky, and Alabama.

In 1999, Robert Schena co-founded Airclic, Inc., a wireless application and scanning company and raised \$15 million from a group led by Goldman Sachs and Blue Capital Management. Motorola and Symbol Technologies forged a partnership to acquire Airclic and closed a \$287 million financial round as well as the contribution of intellectual property in excess of \$162 million. Also, in 1999, Mr. Schena participated in the founding of World Wide Packets, a Gigabit Ethernet company.

In 1996, Mr. Schena successfully obtained for his company an FCC license to provide an Open Video System, becoming the first one to do so. In 2004, he was successful in changing U.S. telecommunications regulations, resulting in obtaining the first FCC license for broadband services delivered in the U.S. from a Canadian satellite.

In 1992, Schena founded FutureVision of America (FVA), forging a partnership with Bell Atlantic to commercially launch the first video dial tone and digital TV over television. FVA was successfully sold to Bell Atlantic. Prior to founding FVA, Schena served as the CFO, Treasurer, Vice President of Finance and Vice President of Marketing for Harron Communications.

Mr. Schena was appointed to the State of Pennsylvania's Ben Franklin Technology Board by Governor Ridge in 2001, reappointed by Governor Rendell in 2004 and 2008, and reappointed by Governor Wolf in 2016. He serves on the Board of the Methodist Home for Children. In late 2010, Mr. Schena was named to Governor Corbett's Marcellus Shale Transition Team. Mr. Schena sits on the Kentucky EPSCoR Board as well as the Morehead State University Foundation Board.

Mr. Schena earned a B.A. degree in Business Administration from Temple University and an MBA from the Wharton School of the University of Pennsylvania. He has lectured extensively on broadband communications to professional and corporate organizations.

RAJANT



SOAR among the stars

with Rajant and Morehead State Space Science Center

Look for our **sign in the sky** to visit us
during SOAR Summit 2022

IF IT'S MOVING, IT'S RAJANT.

*Industrial Wireless Networks **Unleashed.***

<http://rajant.com> | info@rajant.com

KEYNOTE SPEAKERS



BEN LEDO

Vice President of Enterprise Sales
Make My Move

Ben Ledo is the Vice President of Enterprise Sales at MakeMyMove. In this role, he helps communities and community leaders unlock the power within to market themselves, and attract and recruit new citizens, primarily those with remote jobs.

Ben started his career in state government spending 5 years in the Governor's Office during the Mitch Daniels Administration. Following his time in public service, Ben joined the small but growing company of Angie's List. Spending 9 years in numerous leadership capacities, he helped grow Angie's List into a public company that employed over 2,500 people in Indianapolis. Following the acquisition of Angie's List by AIC, Ben took a role in expanding a family-owned and operated trucking and logistics company from Fort Wayne to Indianapolis until he joined the team at MakeMyMove.

Ben has a B.A. in Political Science and Economics from Indiana University. He and his wife live in Indianapolis and are the proud parents of two young boys.



MARK REMBERT

Director of Research and Knowledge
Center on Rural Innovation

Mark Rembert is a regional economist who oversees the Center on Rural Innovation's (CORI) research and knowledge-gathering projects about rural America. Before this role, he led the Rural Innovation Network, a nationwide community of committed change agents working to advance the economic future of small-town America.

Prior to joining CORI, Mark began his work in rural development in 2008 when his hometown of Wilmington, Ohio, faced the loss of 10,000 jobs. He co-founded Energize Clinton County and later became the Executive Director of the Wilmington-Clinton County Chamber of Commerce, where he developed and led innovative programs that increased the economic vitality of the community from the ground up by catalyzing entrepreneurship, investment in human capital, and community planning. He most recently worked as a management consultant at CFAR where he advised family enterprises, non-profits, and hospitals on issues of strategy, succession, governance, and team performance.

Mark earned a doctorate in regional economics from the Ohio State University's Department of Agricultural, Environmental, and Development Economics, and his policy research has influenced state decision-making on the opioid crisis, broadband expansion, and school choice. He also holds a B.A. in economics from Haverford College.

DID YOU KNOW

THERE'S MORE TO

SOAR

Join *the* team and help
us grow the region.

Use your device's camera to
scan the code to find out more.



» GIVE YOUR TIME

Whether you donate your time or services to our office staff, or volunteer with one of our local partners, giving your time will help move Eastern Kentucky forward. Just reach out if you'd like to volunteer your time or services.

» MENTOR STUDENTS IN YOUR COMMUNITY

Coming alongside youth in Eastern Kentucky to help them understand the importance of education and the value of our region is one of the most rewarding things you can do. Contact us to see how you can get involved with mentoring local students.

» WORK WITH US

SOAR is seeking enthusiastic team players who are excited to give back to their communities and expand their professional experiences. Reach out to our team if you're interested in an open role or internship.

» BECOME A PARTNER


Eastern Kentucky businesses can give back in a special way by supporting SOAR through sponsorships. Different levels of support means every business that wants to partner with SOAR has the ability to do so.

» MAKE A DONATION

Every dollar counts when it comes to moving Eastern Kentucky forward. Your contributions will go directly towards supporting our work across the region. And because SOAR is a 501(c)3, 100% of all monetary and in-kind gifts are tax deductible.

SOAR Innovation Fiscal Year REPORT


32
NEW
BUSINESSES
LAUNCHED


\$7+Mil.
INVESTED IN
STARTUPS


210
NEW
JOBS


1,189
STARTUPS
SERVED

Calendar Year REPORT


16
NEW
BUSINESSES
LAUNCHED


\$1.8+Mil.
INVESTED IN
STARTUPS


59
NEW
JOBS

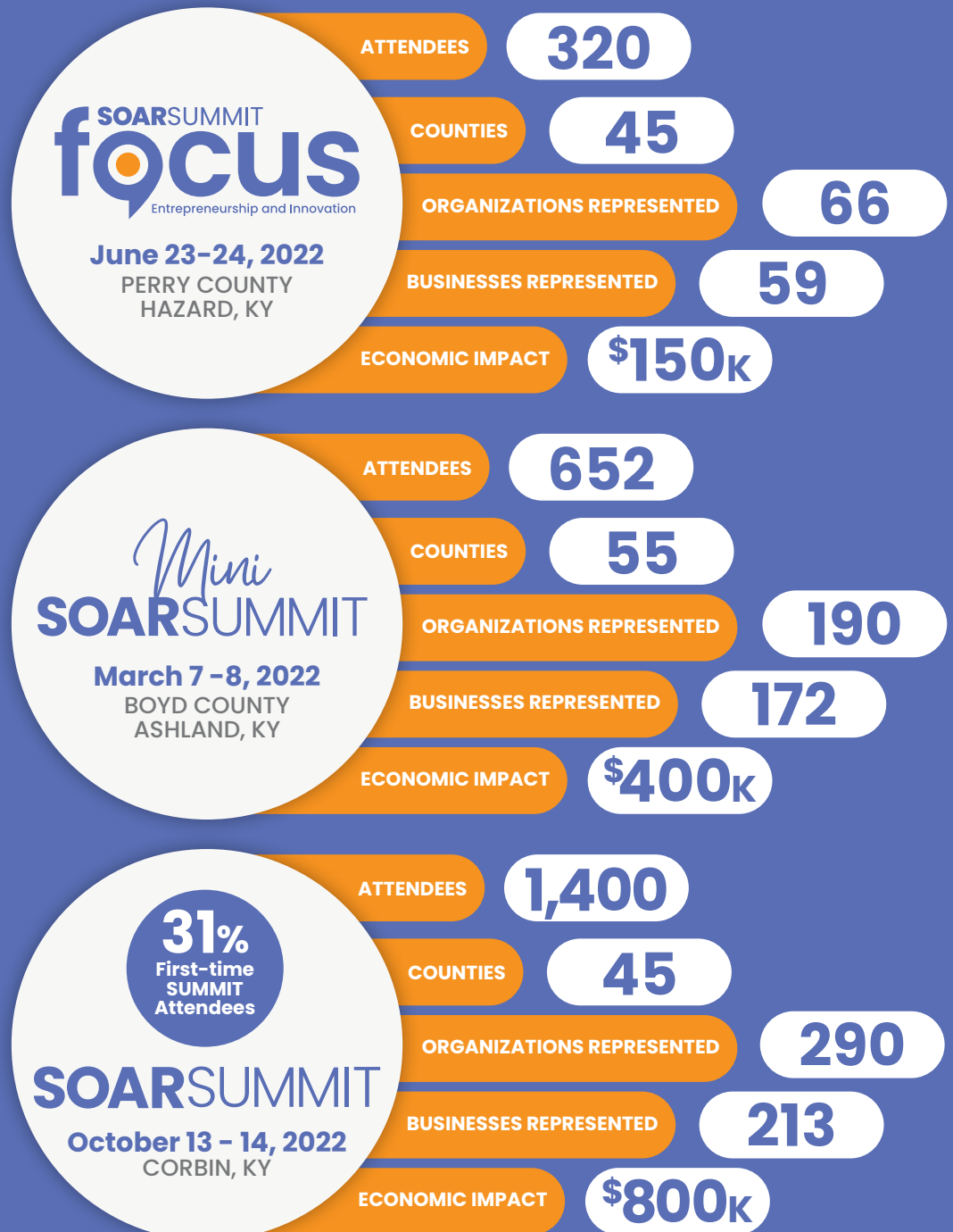

653
STARTUPS
SERVED

SOAR Events

The Plan is working — community built, community driven

Our communities know if they are going to regain economic stability, it has to be an inside job. Since 2013, we have crossed county lines to coordinate ideas and join forces, gaining regional consensus for a sustainable and widespread plan. We believe in the future of Appalachia. And thanks to you, we're proving it.

impact.





A BRIGHTER **FUTURE** TOGETHER

Together with you, we're
powering boundless
economic growth for
our region.



An **AEP** Company

BOUNDLESS ENERGYSM

KentuckyPower.com

SOAR Healthcare Events



SOAR + EKY Healthcare Workforce Opportunities

"The Appalachian Nursing Academy is a shining example of how a community can come together to prepare our students for a future career in nursing. This project aligns perfectly with the mission of Project H.E.A.R.T. (Healthcare Employment Around Regional Training), and Pikeville Medical Center is proud to be part of this endeavor. Everyone involved in the Appalachian Nursing Academy is committed to inspiring our high school students and showing them how rewarding a nursing career can be. At the same time, we are working to meet the ever-growing demand for nurses and ensuring we can meet that demand for the years to come."



Donovan Blackburn

President and CEO
Pikeville Medical Center



Students received valuable visual training during the Appalachian Nursing Academy.

SOAR Healthcare Events

Healthcare has become the #1 job-creating industry in Eastern Kentucky...

...But our hospital systems are facing a rising crisis — one that's threatening the stability of our entire region. Healthcare workforce shortages could soon lead to the downgrade or closure of critical hospital services. If this comes to pass, our economy will suffer significant losses. And all Eastern Kentucky residents will face new hardships.



Feb. 25, 2022
PIKEVILLE, KY

PARTICIPANTS

606

COUNTIES

5

SCHOOLS

17

TRAINING PROVIDERS

25

**SOAR is doing
their part to
remedy a
potential crisis.**



Sept. 27, 2022
CORBIN, KY

PARTICIPANTS

600

COUNTIES

6

SCHOOLS

12

TRAINING PROVIDERS

19





SOAR among the stars

with Rajant and Morehead State
Space Science Center

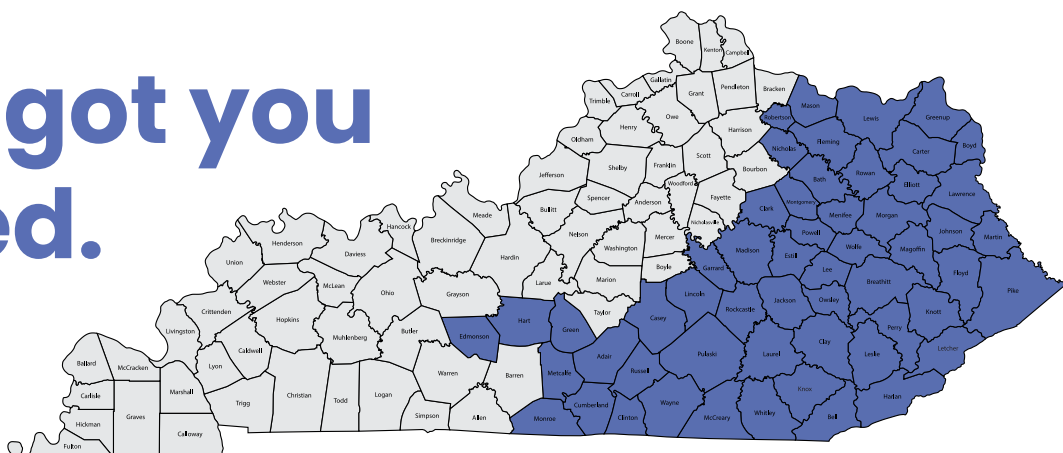
Look for our **sign in the sky**
to visit us during SOAR
Summit 2022

IF IT'S MOVING, IT'S RAJANT.

*Industrial Wireless Networks
Unleashed.*

<http://rajant.com> | info@rajant.com

We've got you covered.



Meet the SOAR Innovation Team



Sabrina McWhorter
MANAGER OF SOAR INNOVATION
sabrina@SOAR-ky.org



Kristin Norman
DIGITAL STRATEGY COORDINATOR
kristin@SOAR-ky.org



Latasha Friend
CLIENT SUCCESS COORDINATOR
latasha@SOAR-ky.org

Email innovation@SOAR-ky.org to connect with our team.



SOAR Innovation Team at work: Slope Master Innovations

"SOAR immediately began consulting me on how to take my business to the next level when I shared Slope Master Innovations with them. They have helped us make new connections, expanded our reach, and helped us hit new markets."



Mark Halbert

Owner, Slope Masters Innovations



SOAR Innovation Team at work: The Cookie Yoda

"There is absolutely no doubt in my mind that without SOAR, I would not have been able to grow my business on the scale that it has. Although passion was plentiful, having access to those like Sabrina and Kristin made it possible to build upon the information and experience they have shared with me; which has allowed The Cookie Yoda, LLC to grow beyond a home baker to a profitable and successful small commercial baking company.

From their willingness to answer many questions to the redesign of an existing website, the SOAR team has been a wonderful resource that has reduced the amount of stress and allowed the focus to be where it's needed most...*my customers.*"



Lori LeNoir-White

Owner, The Cookie Yoda

Building a brighter future for Appalachia



kyae.ky.gov



Building connections for a **healthier** **Kentucky**

Our shared technology platform enables health and social care providers to:

- ✓ **Track** outcomes with other health and social care providers in their network
- ✓ **Identify** service gaps and at-risk populations
- ✓ **Empower** community members to take ownership of their own health

Learn more at
www.UniteUs.com



SOAR Innovation Team at work: Murray's Autoworx

"SOAR has been incredibly helpful and supportive from the start of our new business. They have worked to make needed connections, and introductions, and provided knowledgeable feedback as we've grown. Now as we continue to expand, they are supporting us through their suite of direct services."

Shadow Skaggs

Owner, Murray's Autoworx



SOAR Innovation Team at work: Revitalize Russell

"SOAR has been instrumental with hands-on guidance in helping us with project planning, financial direction, local and state resources, and economic development ideas. SOAR is a great advocate to help entrepreneurs develop ideas and achieve business goals."



From left, Lori McCoy, Allona Gilliam, Sarah Gabbard, Tracy Frye and Kristi Patterson.

SOAR

We've created great content to help you take the next step.

DOWNLOAD FREE today!

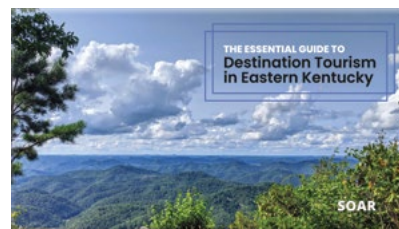
The Remote Work Playbook for Eastern Kentucky Leaders



The Grants 101 Playbook for Eastern Kentucky



Destination Tourism in Eastern Kentucky



The 2022 Manual for Writing & Winning Broadband Grants



The Eastern KY Healthcare Action Plan



KSR EASTERN KENTUCKY FLOOD RELIEF FUND

SCAN ME



*Scan to
Donate Today!*

ksrfloodrelief.com



**Kentucky Chamber
Foundation**



*Setting the **gold**
standard in banking.*



WHITAKER BANK
UNIQUELY KENTUCKY

1-800-650-6717
www.whitakerbank.com

MEMBER
FDIC



**The Kentucky Association of Counties
is proud to support SOAR.**



We offer FREE services to help you create a workforce that meets YOUR needs - here are just a few:

GED® Diploma

We offer free classes that prepare adults to earn a GED® diploma. The GED Ready® test, which qualifies individuals for taking the official GED® test, is offered to Kentucky Adult Education students at no charge. AND employers can work with local Kentucky Adult Education programs to offer preparation classes at the workplace. Plus the GED® test fees are FREE for a limited time.

English Language (ESL)

Better English skills positively affect daily life, opportunities and learning. Kentucky Adult Education provides English reading and writing instruction to adults who want to:

- Become more fluent in English;
- Pass U.S. citizenship tests; and
- Work on job-seeking skills.

To find out more about how Kentucky Adult Education can upskill YOUR workforce, contact one of our Strategic Partnership Coordinators.



Leta Ann Martin
Strategic Partnerships Coordinator
Apprenticeships & Fair Chances
(502) 782-1508
Leta.Martin@ky.gov



Greg Long
Strategic Partnerships Coordinator
Lexington & Southeast Kentucky
(502) 229-4791
Greg.Long@ky.gov



Oliver White
Strategic Partnerships Coordinator
Louisville & Northern Kentucky
(502) 234-4578
Oliver.White@ky.gov

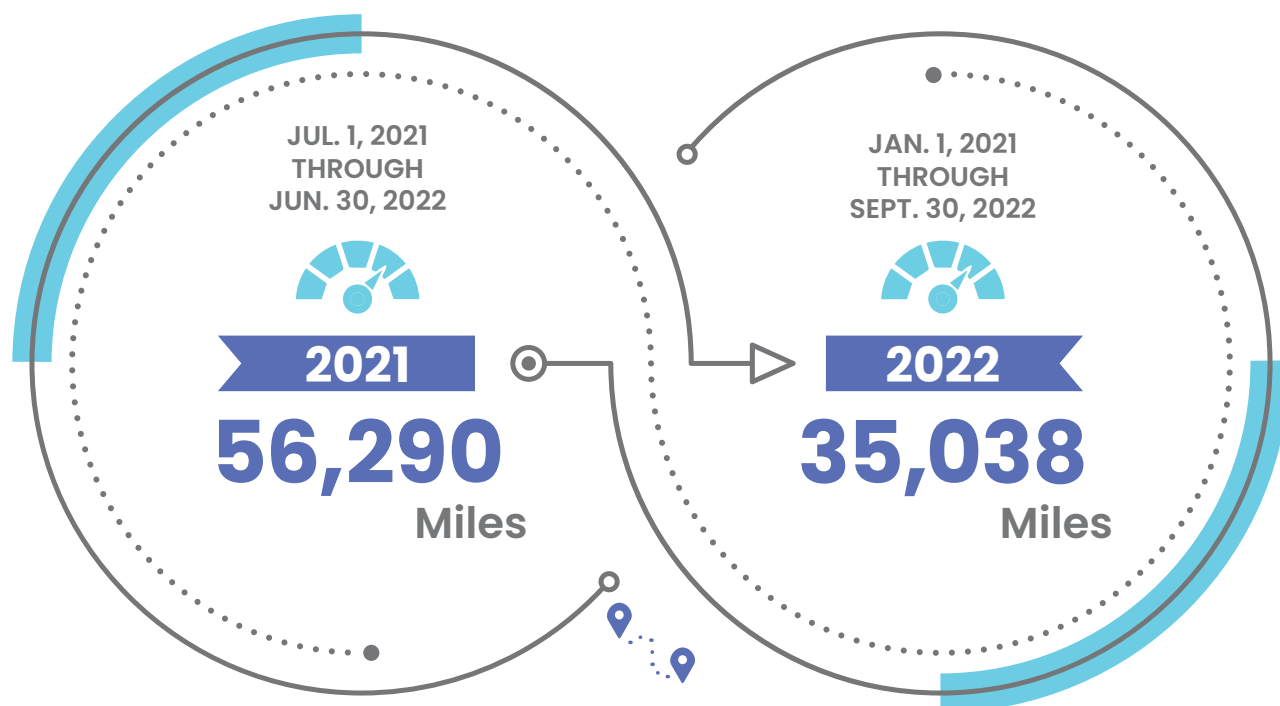


Doyle Shutt
Strategic Partnerships Coordinator
Bowling Green & West Kentucky
(270) 790-9218
James.Shutt@ky.gov

Like KYAE on Social Media



SOAR On the Road



The Help Your Kentucky Small Business Needs...

to START, to GROW, and SUCCEED!

Reach out to your local SBDC Business Coach today! Our services include:

- Assistance with Business Plans
- Training Workshops
- Specialized Teams such as Creative Economy & Tourism, International Trade, & More!
- Access to Market Research
- Financial Projections
- Much More!

Contact Us Today!

Website: KentuckySBDC.com Phone: 1-888-414-7232



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of SBA.





WE'VE GOT YOU COVERED.



CHECKING • SAVINGS • HOME • AUTO • BUSINESS

As the only Community Development Credit Union (CDCU) and the largest Community Development Financial Institution (CDFI) in Kentucky, Park Community is dedicated to supporting underserved communities and creating an inclusive economy by promoting equal opportunities for economic growth and development.

Learn more at parkcommunity.com



502.968.3681

Member NCUA



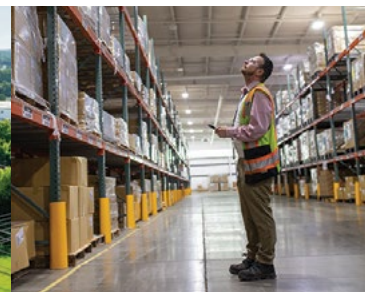


TOYOTA TSUSHO
AMERICA, INC.

TOYOTA TSUSHO AMERICA IS PROUD TO SUPPORT **THE 2022 SOAR SUMMIT**

LET'S MAKE IT HAPPEN

Toyota Tsusho America
**delivers next-level
innovation** in supply
chain, procurement,
logistics and more.



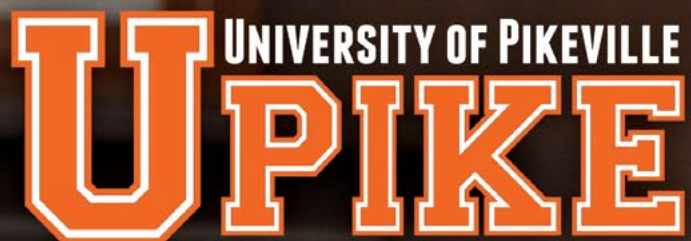


Boone's Ridge

Coming soon – A national tourist attraction and magnificent experience in Southeastern Kentucky.

A project of the Appalachian Wildlife Foundation.
Working for Economic, Educational, and
Environmental Improvement in Appalachia, KY.

www.boonesridge.com



ONLINE



MBA

Master of Business
Administration

- Professional
- Healthcare
- Entrepreneurship
- Strategic Communication

MSW

Master of
Social Work

RN-BSN

Bachelor of
Science in
Nursing

TLM

Teacher Leader
Master of Arts
in Education

FREE TEXTBOOKS FOR ALL ONLINE PROGRAMS

(606) 218-5251 | upike.edu/online | wewantyou@upike.edu | [@upikebears](https://www.instagram.com/upikebears)

Leadership Kentucky, offering four unique programs across the Commonwealth, creates a network of engaged leaders who develop alliances and influence positive change in their communities and throughout the state.

Leadership Kentucky
Improve Your State.

LEADERSHIP KENTUCKY joins together a selected group of established, diverse leaders with a variety of career accomplishments and volunteer activities, to gain insight into complex issues facing the state. In a series of seven monthly, three-day sessions held at various locations throughout the state, participants meet with Kentucky leaders and explore the state's resources and opportunities.

BRIGHT KENTUCKY is designed especially for residents of the 54 Kentucky counties of the Appalachian Regional Commission (ARC) and builds the capacity of next-generation leaders (average age 21-40) to innovate, collaborate, and advance community and economic development in a series of five monthly, three-day sessions.

BRIGHT
LEADERSHIP KENTUCKY

ELEVATE
LEADERSHIP KENTUCKY

ELEVATE KENTUCKY offers young professionals (average age 25-35) in-depth personal and professional development while fostering a better understanding of challenges facing our Commonwealth in a series of three monthly, three-day sessions. Participants return to their companies with increased skills, knowledge, perspective, and a new statewide professional network and are better prepared to ELEVATE Kentucky.

NEW EXECUTIVES TO KENTUCKY highlights signature Kentucky experiences and thought-provoking discussions about exciting opportunities in our Commonwealth. The one-day complimentary program is designed for senior level executives who have transferred into the state during the last two to three years. Participants connect with Kentucky's best minds in government, business, and industry.

**NEW EXECUTIVES
TO KENTUCKY**
LEADERSHIP KENTUCKY

To learn more about these programs, contact Leadership Kentucky at (502) 695-1102 or email lky@leadershipky.org.
www.leadershipky.org

Trust.



Trust. Trust is our middle name and the core of our mission at Community Trust Bancorp, Inc. We're proud our customers have trusted us to serve them and their communities since 1903. Building trust is a daily commitment and as trust grows, so do our communities. We look forward to serving you for many years to come.

 **Community Trust[®]
Bancorp, Inc.**

800.422.1090 | ctbi.com

LOOKING FOR A JOB OPPORTUNITY?

9 KENTUCKY HEALTH & REHABILITATION LOCATIONS!



BARBOURVILLE
HEALTH & REHABILITATION CENTER
barbourvillehrc.com/careers
606.546.5136



CORBIN
HEALTH & REHABILITATION CENTER
corbinhrc.com/careers
606.528.8822



HARLAN
HEALTH & REHABILITATION CENTER
harlanhrc.com/careers
606.573.7250



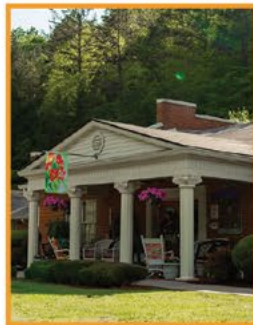
HAZARD
HEALTH & REHABILITATION CENTER
hazardhrc.com/careers
606.439.2306



HILLCREST
HEALTH & REHABILITATION CENTER
hillcresthrc.com/careers
606.528.8917



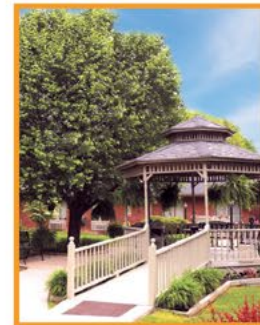
HYDEN
HEALTH & REHABILITATION CENTER
hydenhrc.com/careers
606.672.2940



KNOTT COUNTY
HEALTH & REHABILITATION CENTER
knottcountyhrc.com/careers
606.785.5011



WILLIAMSBURG
HEALTH & REHABILITATION CENTER
williamsburghrc.com/careers
606.549.4321



WOLFE COUNTY
HEALTH & REHABILITATION CENTER
wolfecountyhrc.com/careers
606.668.3216

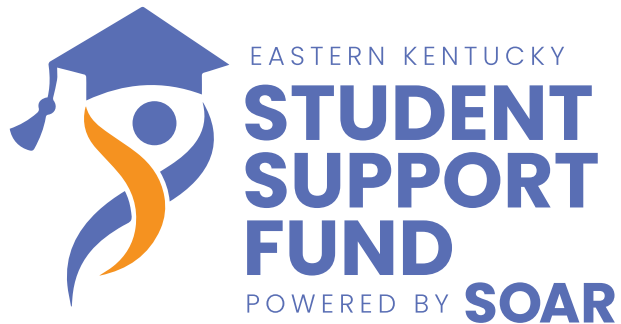
POSITIONS INCLUDE:

- Registered Nurses
- Licensed Practical Nurses
- Certified Nurse Aides
- Dietary
- Nurse Aide Trainees - a paid Nurse Aide Training Program
- Social Workers

For more details visit one of the websites above!

Benefits are administered in accordance with company policies and procedures.

Equal Opportunity Employer | EEO M/F/Vet/Disability



We're committed to meeting the needs of those impacted and working with urgency to help our communities and families rebuild.

In the coming weeks and months, students and families will face challenges related to housing, education, and work.

100% of fund money will go towards items and services needed to help students transition back to school and assist in improving household living conditions:

- School supplies / Gas cards
- Household appliances
- Bedding
- Computers / Laptops
- Internet
- Rental assistance

Scan to donate.



SOAR • 137 Main Street, Ste. 300, Pikeville, KY 41501 • 205-606-0282 •



TRAINING THAT PAYS OFF

IMPROVE YOUR RETENTION, PRODUCTION
AND EMPLOYEE SATISFACTION

**WE'LL PAY
FOR IT!**

DISCOUNTS AVAILABLE UP TO 75%



WORKFORCE SOLUTIONS

workforce.kctcs.edu

KCTCS is an equal opportunity employer and education institution.



35

MAJORS AND PROGRAMS

FREE
Textbooks

FOR ALL UPIKE STUDENTS

96%

OF FRESHMEN RECEIVE
FINANCIAL AID

Possibilities that
Move Mountains.

UNIVERSITY OF PIKEVILLE
UPIKE
UPIKE.edu

Connect to what matters.

Deloitte.

deloitte.com

- Our Kentucky North Star — **improving** the lives of all Kentuckians.
- **Enhancing** the health, welfare, and education of Kentuckians through business and technology innovation.
- Global firm with **strong local footprint** — 500 Kentucky team members across three offices, 57 recent hires from seven Kentucky college campuses.

It's what we do.



more health  more care

- **24-Hour Emergency Care**
- After Hours & Weekend clinics
- Cardiology
- Ear, Nose, Throat (ENT)
- Endocrinology
- Imaging including CT and MRI
- Family Medicine/Primary Care
- Neurology
- Oncology
- Orthopedics
- Physical & Occupational Therapy
- Speech Therapy

...and so much more

ARH Our Lady of the Way

Martin, KY • 606.285.6400

Highlands ARH Regional Medical Ctr.

Prestonsburg, KY • 606.886.8511

McDowell ARH Hospital

McDowell, KY • 606.377.3400

Morgan County ARH Hospital

West Liberty, KY • 606.743.3186

Paintsville ARH Hospital

Paintsville, KY • 606.789.3511

Tug Valley ARH Regional Medical Ctr.

South Williamson, KY • 606.237.1700

BIG
SANDY
ARH
HOSPITALS



www.arh.org

altafiber
elevating connection



Serving local communities for over 150 years.

altafiber has served local communities for nearly 150 years. altafiber is one of the first Internet Service Providers nationwide to offer a 2 gigabit solution, which is 30 times faster than an average broadband connection.

altafiber uses a consultative approach to support the development of public-private partnerships, with many local success stories including Boone, Campbell and Kenton County.

The time is now to partner with altafiber on the next steps for state broadband grant applications.

Contact us today at:

Fiberpartnerships@altafiber.com



INTERNET FOR ALL

SOAR SPACE X

Installations are underway.

SOAR/Connect Humanity

We've launched **EKY Connect** to help communities *create* Broadband Master Plans.

Want to be a part of this?

Learn more at www.ekyconnect.com



SOAR Starlink (Bell County)

Summer 2022

30 Starlink Dishes installed

DEMOGRAPHICS

30 Homes

65 Total Participants

Average Age: 51

Oldest recipient was 82 years old

95% Satisfaction Rate

54% used service for Telehealth within 30 days

100% are currently using for telehealth, education or both

SOAR Starlink (Martin County)

The project will be completed by **November 2022**.

23 of **30** Starlink Dishes installed

83 applications to date.



Kentucky Public Health

Prevent Promote Protect

SOAR-KY.ORG



SOAR Broadband with Cumberland Valley RECC

"We began discussions about providing broadband to our Members with SOAR as a result of an ARC POWER grant. In less than a year we have positioned ourselves to understand what we believe to be our best designs, an idea of cost and funding opportunities, conversations with other Co-ops and best practices, numerous conversations with potential partners, and probably have spurred some growth from existing broadband providers just from the conversations out in the community. If Cumberland Valley Electric ever is a broadband provider, Colby Hall, Hilda Legg, and SOAR would be the catalyst to a better future for the members we have starving for high-speed Internet."



Rich Prewitt

Cumberland Valley Electric
Director of Economic Development

SOAR East Ky Office of Digital Equity

Through the support of the National Digital Inclusion Alliance, SOAR has created the Eastern Kentucky Office of Digital Equity and Training. This pilot project will serve Elliott, Jackson, Magoffin, Morgan, Owsley, and Wolfe counties.

Our priorities are to:

- Increase broadband adoption rates through the Affordable Connectivity Program and Lifeline Programs.
- Assist low-income families with remote learning and employment opportunities.
- Provide digital literacy training and equipment to eligible participants.



Lizzie Gillum

DIGITAL NAVIGATOR

lizzie@SOAR-ky.org

606-495-1143



The new Appalachian economy is being built one business and one community at a time, and the Appalachian Investors Alliance (AIA) is here to act as a catalyst by coming alongside those who are actively working on the front lines of the Appalachian entrepreneurial revolution

Who we are:

Appalachian Investors Alliance (AIA) is a non-profit educational foundation working to revitalize the region's economy by facilitating community-based, self-reinforcing economic and workforce development through entrepreneur readiness.

How we help:

- Organizing capital into angel funds across Appalachia and beyond
- Providing fund management and technical services, such as due diligence, deal structuring, valuation, closings, portfolio curation, & bookkeeping.
- Providing outreach & educational material to demystify early stage investing for investors and entrepreneurs

Interested in learning more? www.appalachianinvestors.org

Bringing Hope, Healing & Recovery to Communities Across Kentucky



Addiction Recovery Care (ARC), a leading provider of treatment and recovery services in Eastern and Central Kentucky, is committed to helping people impacted by substance use disorder reach long-term recovery and lead healthy, meaningful lives. Our treatment-on-demand model combines comprehensive, individualized, on-site treatment services with job/vocational training to address the many underlying factors of addiction and encourage long-term success. To learn more, visit arccenters.com.

- PHASE 1 —
- MEN'S RESIDENTIAL CENTERS
 - WOMEN'S RESIDENTIAL CENTERS
 - MEN'S TRANSITIONAL LEARNING CENTERS
- PHASES 2-4 —
- WOMEN'S TRANSITIONAL LEARNING CENTERS
 - OUTPATIENT CENTERS
 - UPCOMING CENTERS



CRISIS TO CAREER

Employment is a significant part of long-term recovery. At ARC, our model of care is rooted in taking people from Crisis to Career and incorporates job training and educational opportunities. We continue to grow our partnerships with businesses in the communities we serve to help our clients find stable employment after completing treatment.

ADDICTION RECOVERY CARE - BY THE NUMBERS

12 Years in Operation
1,000+ Employees
22 Residential Treatment Centers
12 Outpatient Programs
44,102 Clients Served

4,751 Clients Transported to Treatment
62,856 Phone Calls Answered
36 Babies Born at KPMC
66 Client GEDs Earned

INVESTMENT IN KENTUCKY (2021)

\$38.2M
SALARIES, WAGES, & BENEFITS
\$2.6M
PAYROLL TAXES

We envision a vibrant Eastern Kentucky where people enjoy living and working.

33 Finalists from
14
Eastern KY Counties

\$4.2+Mil.
in Revenue

INVEST
606
IMPACT
invest606.org

130+
Employees

16
Businesses/Industries

Invest 606 is a non-profit with a mission to catalyze business growth in the 606 by connecting entrepreneurs with the resources they need to succeed today and grow tomorrow.

Appalachian Wireless Arena

2022 SOAR SUMMIT Exhibit Hall

ARENA FLOOR
CONCOURSE

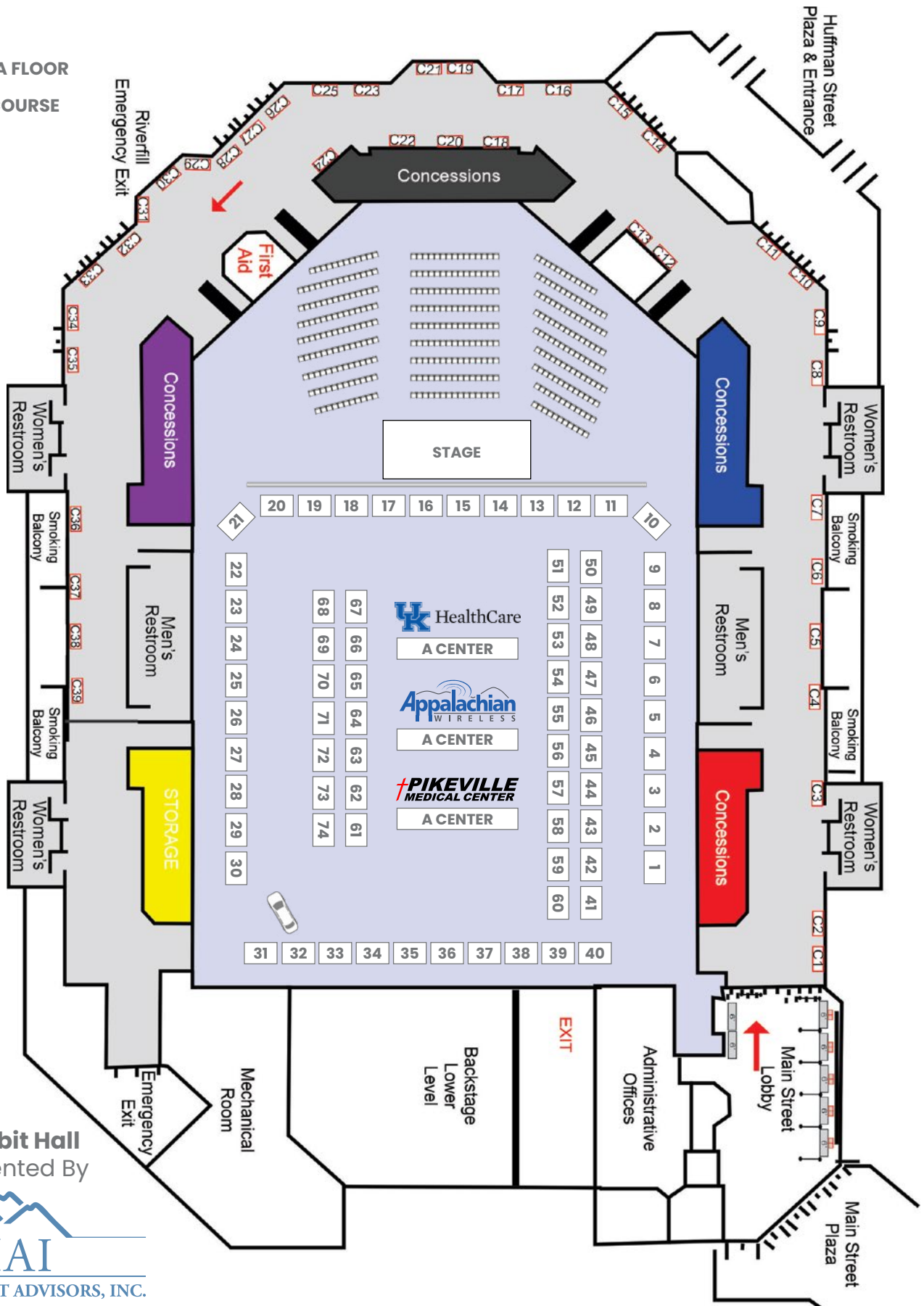


Exhibit Hall
Presented By

Appalachian Wireless Arena

2022SOARSUMMIT

ARENA FLOOR

A-CENTER	Pikeville Medical Center
A-CENTER	Appalachian Wireless
A-CENTER	UK HealthCare
A1	Rajant Corporation
A2	Morehead State University Space Science Center
A3	Galen College of Nursing
A4	King's Daughters Medical Center
A5	Bluegrass Care Navigators
A6	NKU Department of Physics, Geology, and Engineering Technology
A7	Ashland Community & Technical College
A8	Eastern Kentucky University
A9	SOAR
A10	SOAR
A11	WYMT
A12	KEDC/KPC
A13	Kentucky College of Osteopathic Medicine and Kentucky College of Optometry-UPike
A14	University of Pikeville-Admissions
A15	University of Pikeville-Athletics
A16	AdventHealth Manchester
A17	Kentucky Campus Compact AmeriCorps Programs
A18	Connect 4 Success
A19	Appalachian Early Childhood Network
A20	United States Patent and Trademark Office
A21	Slope Master Innovations LLC
A22	Slope Master Innovations LLC
A23	Mountain Movers
A24	Mountain Association
A25	Kentucky SBDC
A26	Kentucky Procurement Technical Assistance Center (KYPTAC)
A27	The General Store at Pine Mountain Crossing
A28	Safari Solutions
A29	HCTC -Computerized Manufacturing & Machining
A30	HCTC -Computerized Manufacturing & Machining
A31	KCTC - Nursing
A32	KCTC - Nursing
A33	USDA Rural Development—Kentucky Highlands Community Network
A34	Addiction Recovery Care
A35	Kentucky Office of Adult Education
A36	Kentucky Office of Adult Education
A37	Isaiah House

A38	Beacons of Hope
A39	Primary Care Center of Eastern Kentucky
A40	Whitaker Bank
A41	OPEN
A42	Challenger Learning Center of Kentucky
A43	Groups Recover Together
A44	Management Advisors, Inc. on behalf of Forcht Group
A45	Big Sandy Community & Technical College-Lineman
A46	SCC - Cyber Security Program
A47	Southeast Kentucky Community & Technical College
A48	Maysville Community and Technical College
A49	University of Kentucky Appalachian Center
A50	SEKRI
A51	Appalachian Regional Healthcare
A52	Appalachian Regional Healthcare
A53	Unite Us
A54	Friends Drift Inn
A55	USDA Rural Development
A56	Kentucky Horticulture Council: World of Hort
A57	Pikeville Farmers Market
A58	Kentucky Department of Agriculture
A59	AppleAtcha & Community to the Core
A60	AppHarvest
A61	CMH 23
A62	Creative Media
A63	Torchlight
A64	1620 Distilling
A65	Teleworks
A66	Eastern Kentucky Concentrated Employment Program (EKCEP)
A67	Code Kentucky
A68	Prosper Appalachia
A69	Bitsource
A70	LoopGeek Industries
A71	Southeast Kentucky Economic Development Corp (SKED)
A72	Invest 606
A73	Vocational Training - TEK Center INC.
A74	The Cookie Yoda

Appalachian Wireless Arena

2022 SOAR SUMMIT

CONCOURSE

C1	Community Trust Bank
C2	American Business Systems
C3	Eastern Kentucky Tourism
C4	Eastern Kentucky Tourism
C5	Backroads of Appalachia
C6	Daniel Boone Region Tourism
C7	Daniel Boone Region Tourism
C8	The Sheltoe Trace National Recreation Trail
C9	Friends of Boone Trace, Inc.
C10	First Frontier Appalachian Trails
C11	Mountain Arts Center & 2023 Appy Awards
C12	Gravity Diagnostics
C13	KY Division of Abandoned Mine Lands
C14	Operation UNITE
C15	Operation UNITE/Ky HELP Statewide Call Center
C16	Pikeville Area Family YMCA
C17	Qk4, Engineering and Surveying
C18	Ikorcc
C19	Belfry High School
C20	Fleming County High School
C21	Belfry High School

C22	Floyd County School of Innovation 3D Printing
C23	Floyd County School of Innovation Computer Science
C24	Appalachian Challenge Academy
C25	Floyd County School of Innovation Computer Science Project 2
C26	Floyd County School of Innovation Engineering Adaptive Halloween Costume Design
C27	Floyd County School of Innovation Engineering Robotic Hands
C28	Pikeville Independent Schools
C29	Fleming County High School
C30	Floyd County Area Technology Center

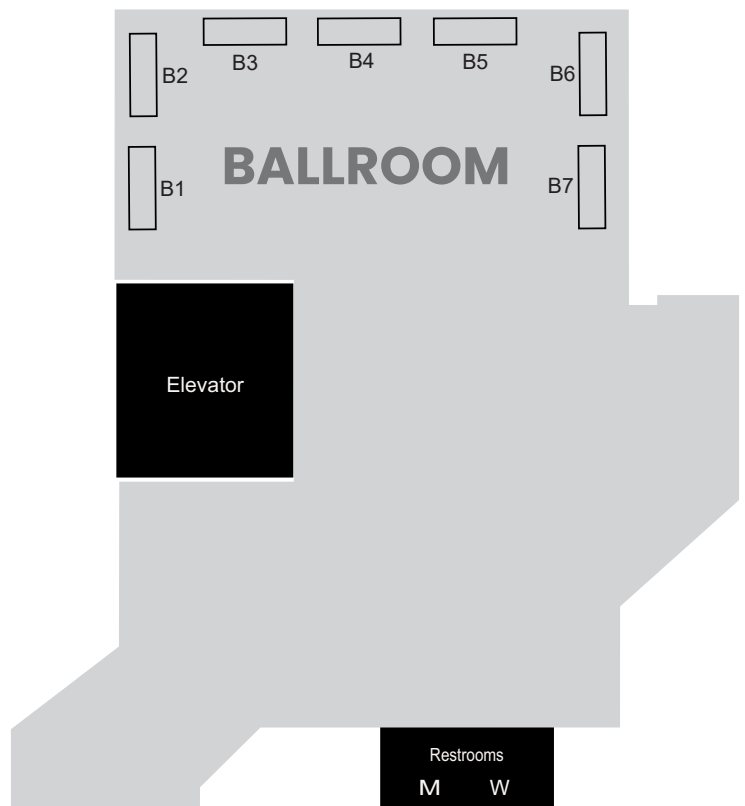
3RD FLOOR BALLROOM AREA

B1	Accelecom
B2	Eastern Telephone and Technologies
B3	Gearheart Fiber
B4	Kinetic by Windstream
B5	Lead for America Affordable Connectivity Program Drive
B6	Kentucky League of Cities
B7	Kentucky Association of Counties, Inc.



SOAR
CONNECT
WITH US

Instagram, Facebook, YouTube, Twitter, LinkedIn icons and QR codes.



2023 **SOARSUMMIT**

Returns to Corbin, KY



Stay updated.



JOIN US AS WE

celebrate

Those Moving Eastern
Kentucky Forward

SOAReKY *Gala*
Celebrating Appalachia

January 26, 2023
Mountain Arts Center

Seating is limited.
Get your tickets now!



We connect **health** **and social care.**

People don't live in hospitals, they live in communities.

Our intuitive and seamless technology, coupled with our experts working locally, is changing the traditional care delivery model to one that holds providers accountable and goes beyond the referral.



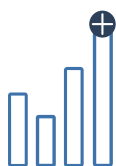
Identify Social Needs



Enroll in Services



Serve the Individual



Measure Network Impact



Invest in Social Care

Learn more at
www.UniteUs.com

