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 Batteline 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

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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.
Keeping Appalachia Connected.

Appalachian Wireless
An East Kentucky Network Company
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
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
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

FOR OTHER INFORMATION REGARDING FLOODING

governor.ky.gov/FloodResources
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
Day 1 • Wednesday, October 19

7 a.m. to 5 p.m.
Registration
Appalachian Wireless Arena
Main Street Entrance

7 a.m. to 8 a.m.
Breakfast
Appalachian Wireless Arena
Concourse

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

8 a.m. to 11:30 a.m.
Focus Sessions
See sessions and locations on next page

11:30 a.m. to 1 p.m.
Lunch
Appalachian Wireless Arena
Concourse

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

5:30 p.m. to 8 p.m.
SOAR Summit Reception
MountainTop Media Stage
Appalachian Wireless Arena
Main Street Entrance

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.
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
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
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

**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

### WORKFORCE

**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

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**

1. Appalachian Wireless
2. Connect Humanity
3. Kinetic by Windstream
4. King’s Daughters Health
5. Kentucky League of Cities
6. Eastern Telephone & Technologies
7. Gravity Diagnostics
Day 2 • Thursday, October 20

7 a.m. to 9 p.m.
Registration
Appalachian Wireless Arena
Main Street Entrance

11:30 a.m. to 1 p.m.
Lunch
Appalachian Wireless Arena
Concourse

7 a.m. to 8 a.m.
Breakfast
Appalachian Wireless Arena Concourse

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

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.
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
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

15
ANNOUNCES

**SOAR**
SERVICE ORGANIZATION OF THE YEAR

"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

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

SOAR-ky.org
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
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 | Senate, 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
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.
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.
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.
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.

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

Powered By KY INNOVATION
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.
Together with you, we’re powering boundless economic growth for our region.
SOAR Healthcare Events

APPLICANTS: 111
COUNTIES: 32
HIGH SCHOOLS: 47
STUDENTS SELECTED: 17

“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.
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.

SOAR is doing their part to remedy a potential crisis.
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
Calling all entrepreneurs in Eastern Kentucky

Just because you don’t have a million dollar marketing budget or an office in Silicon Valley doesn’t mean you’re not an entrepreneur. If you sell something at a store, from your home, or online — you’re an entrepreneur. SOAR Innovation’s mission is to help you be a successful one.

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 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](http://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.
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
The Chamber provides advocacy, education, and program management, among other initiatives, to achieve our mission of supporting a dynamic business climate and advancing Kentucky.

KSR EASTERN KENTUCKY FLOOD RELIEF FUND

Scan to Donate Today!

ksrfloodrelief.com

Kentucky Chamber Foundation
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.

Like KYAE on Social Media

www.kyae.ky.gov
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

JUL. 1, 2021 THROUGH JUN. 30, 2022

JAN. 1, 2021 THROUGH SEPT. 30, 2022

2021
56,290 Miles

2022
35,038 Miles

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.
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 IS PROUD TO SUPPORT THE 2022 SOAR SUMMIT

LET’S MAKE IT HAPPEN

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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
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
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** 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.

**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.

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

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**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!

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.

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TRAINING THAT PAYS OFF
IMPROVE YOUR RETENTION, PRODUCTION AND EMPLOYEE SATISFACTION
Possibilities that Move Mountains.

Connect to what matters.

• 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.
more health | ARH | 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

www.arh.org

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
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.
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

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**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

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**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
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
#### Arena Floor

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<td>Big Sandy Community &amp; Technical College-Lineman</td>
</tr>
<tr>
<td>A46</td>
<td>SCC - Cyber Security Program</td>
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<td>A47</td>
<td>Southeast Kentucky Community &amp; Technical College</td>
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<td>A48</td>
<td>Maysville Community and Technical College</td>
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<td>A49</td>
<td>University of Kentucky Appalachian Center</td>
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<td>Appalachian Regional Healthcare</td>
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<td>Unité Us</td>
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<td>A54</td>
<td>Friends Drift Inn</td>
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<td>USDA Rural Development</td>
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<td>A56</td>
<td>Kentucky Horticulture Council: World of Hort</td>
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<td>A57</td>
<td>Pikeville Farmers Market</td>
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<td>A58</td>
<td>Kentucky Department of Agriculture</td>
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<td>AppleAtcha &amp; Community to the Core</td>
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<td>Eastern Kentucky Concentrated Employment Program (EKCEP)</td>
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<td>A71</td>
<td>Southeast Kentucky Economic Development Corp (SKED)</td>
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<td>Invest 606</td>
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<td>A73</td>
<td>Vocational Training - TEK Center INC.</td>
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<td>A74</td>
<td>The Cookie Yoda</td>
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</tbody>
</table>
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 Sheltowee 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                  |
| B1  | Accelecom                        |
| B2  | Eastern Telephone and Technologies |
| B3  | Gearheart Fiber                  |
| B4  | Kinetic by Windstream            |
| B5  | Lead for America Affordable Connectivitry Program Drive |
| B6  | Kentucky League of Cities        |
| B7  | Kentucky Association of Counties, Inc. |

3RD FLOOR BALLROOM AREA

| C1  | Floyd County School of Innovation 3D Printing |
| C2  | Floyd County School of Innovation Computer Science |
| C3  | Appalachian Challenge Academy        |
| C4  | Floyd County School of Innovation Computer Science Project 2 |
| C5  | Floyd County School of Innovation Engineering Adaptive Halloween Costume Design |
| C6  | Floyd County School of Innovation Engineering Robotic Hands |
| C7  | Floyd County Area Technology Center  |

| C8  | Floyd County School of Innovation Engineering Adaptive Halloween Costume Design |
| C9  | Floyd County School of Innovation Engineering Robotic Hands |
| C10 | Floyd County Area Technology Center  |

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- B5 Lead for America Affordable Connectivity Program Drive
- B6 Kentucky League of Cities
- B7 Kentucky Association of Counties, Inc.
2023
SOAR SUMMIT
Returns to Corbin, KY
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Those Moving Eastern Kentucky Forward

January 26, 2023
Mountain Arts Center

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