WELCOME
Scott Surber and Amber Decker
The Center for Rural Development
Broadband as a Service (BaaS)

Current Funding Model

- BaaS Removes The Equipment Ownership Hurdle
- ISPs Should Find This Model More Appealing
- The Center Intends To Assist Local and Regional Government Leaders, ISPs, Etc., In Understanding How This Concept Can Remove The Ownership Hurdle
- The Ultimate Goal Is To Improve Access For The Unserved And Underserved, Especially In Hard-To-Reach Areas
Creating opportunities for local students in 45 counties

Fostering community engagement and area improvement

Enhancing opportunities through scholarships

Growing next generation Civic and Entrepreneurial Leaders

Cultivating local leaders and national competitors
WELCOME

Dr. Beth Kelly
Kentucky Center for Statistics
In eastern Kentucky, jobs in construction and extraction are projected to decrease by 10.58% from 2021 to 2026.

80% of graduates from University of the Cumberlands were employed one year post completion (71% for all of Kentucky).

In 2019 in Pike County, the average monthly electric bill was $153.27 (consistently highest in Kentucky).

From 2016 to 2022 in Eastern KY, employment in Health Care and Social Assistance increased by 9.1% while Transportation and Warehousing decreased by 13.5%.

Among counties that flooded in July 2022, 17% of all business establishments were located within flood zones.
What else is there?

Education
- K-12
- Postsecondary
- Early Childhood

Workforce
- Unemployment Rate
- Occupation Projections and Wages
- Unemployment insurance wages and payments

Other Sources
- SNAP benefits
- Birth and Death statistics
- Corrections data

d/Resources
kystats@ky.gov
jessica.fletcher@ky.gov
sam.keathley@ky.gov
beth.kelly@ky.gov
barrettM.ross@ky.gov
WELCOME

Erik Hubbard and Nathan Nevels
Backroads of Appalachia and McCreary County Fiscal Court
From Surviving to Thriving

Changing the Mindset in Eastern Kentucky

Josh Blanton, MBA
Plant Manager, Vesuvius
City Commissioner, City of Ashland
Creating Our Own Destiny

- Growing up in Ashland
- Culture of Survival
- Ending Brings New Beginning
- An Educated Leap of Faith
- The Steel didn’t Make the People
WELCOME

Terry Gray
1 Clay County and Eastern Kentucky University
Founded in January 2022, 1 Clay County (1CC) is a diverse group of community leaders who are passionate about volunteering their time to revitalize Clay County / Manchester through Community Development, Education, Entrepreneurship, Healthcare, Tourism and Changing our Narrative.

VISION
Transform the county, including our downtown area, into a bustling hub of commerce, tourism and entertainment. Several buildings in the area are vacant and dilapidated, making the area both unsafe and unappealing. Through 1 Clay County, work is underway to transform this area, attracting businesses, overnight visitors and local residents back to the region.

With funding from federal and state government as well as private investors, 1 Clay County is making strategic decisions to position the community for tremendous growth and new development over the next 2-5 years not just downtown, but at the Y Hollow too.
PROJECT EXAMPLES

DOWNTOWN DEVELOPMENT
• Demo for New Development
• Historic District Designation
• Experience Economy

ADVENT/VOA BUILDING
• Transitional Housing
• Retail, Restaurant and Office Space

FLOOD RELIEF
• $400K Raised
• 260 Served
• 11,000+ Volunteer Hours

CHANGING THE NARRATIVE
• Beautification
• Taking Ownership
• Community Pride

REGIONAL PARTNERSHIPS
• Corbin Scholar House Project
• Expungement
• Attracting Remote Workers

LOOKING FORWARD
• Big announcements coming soon!
• Urban/Rural Divide
WELCOME

Hilda Legg
Legg Strategies
The Digital Divide is **REAL** in East KY

East Kentucky recent broadband funding:

- 7 projects out of 56 total
- $29.76M Awarded Funds ($196.2M all projects)
- 7,282 Homes and Businesses served (42,631 statewide)

[https://www.kentucky.gov/Pages/Activity-stream.aspx?n=GovermorBeshear&prId=1925](https://www.kentucky.gov/Pages/Activity-stream.aspx?n=GovermorBeshear&prId=1925)

Good start, but we need **much more** in our region

Legg Strategies in consultation with Connected Nation
Yes, that’s $1 billion with a “B”

How do we best compete for broadband dollars?

• GET TO WORK - Assertive Leadership
  Be proactive & interested, get involved in challenge process, understand ISP needs/issues

• Collaborate and Aggregate
  Work with your neighbors, aggregate demand and opportunity, make it easy to invest

• Innovate and Invest
  Assist with rights of way, land access, investment, address ordinances or barriers now

• Build Partnerships
  Help connect the dots, literally, in our region by working together, leveraging assets
WELCOME

Mark W. Ryles
KEDC
Archived research from the United States Department of Education:

1. Students learning in better building conditions earn 5-17 percent higher test scores.
2. Standardized achievement scores rose 10.9 percent when building conditions were improved from poor to excellent.
3. Students experience a significant reduction in analytical ability, reading speed, and reading comprehension when classroom temperatures exceed 73.4 degrees.
4. Students in classrooms with the most exposure to daylight progressed 20 percent faster on math tests and 26 percent faster on reading tests.
5. As building age increases, the achievement scores of students tend to decrease.
6. Facility conditions may have a stronger impact on a student’s academic performance than the combined influences of family background, socioeconomic status, school attendance and behavior.
7. When class sizes are reduced below 20 students, student achievement of the average student rose from the 50th percentile to above the 60th percentile, with even greater achievement results for disadvantaged and minority students.
8. Schools with better building conditions experience up to 14 percent lower suspension rates.
9. Quality of learning environment has a 66 percent greater impact on teacher retention than salary.
GESC Price Contract Best Practices

Guaranteed Energy Savings Contracts provide for an integrated design process.

a. Open book pricing (hard and soft costs) facilitates owner input regarding energy goals, and selection of prime contractors, systems, and materials.

b. Design completion before contracts are signed at vendors risk, ensures accountability for system choice and quality.

c. Training for staff and student programs are provided

d. Third party consultant can provide support for owner regarding project methodology.

e. Design Build process ensures materials and systems meet energy goals.

f. Vendors provide ongoing support and commissioning for project outcomes regarding maintenance and operations.
WELCOME

Whitney Allen
United HealthCare
80% of what drives health outcomes doesn’t come from what happens in the doctor’s office, it’s the conditions in which we grow, live & work.
Invest Appalachia

• $10 million investment from UHG
• Addressing social needs & advancing economic equity
• Primary Areas of Investment:
  1. Clean Energy
  2. Community Development
  3. Community Health
  4. Food & Agriculture

• Call to Action: There’s capital available in Appalachia
WELCOME

David York
Code Kentucky
Unemployment 3% Higher in EKY

1,622,200 Open Software Dev Jobs

25% Increase Year by Year

Many Dev Jobs are Remote

David York, Tech Employer Specialist for EKY
Connect with Me on LinkedIn!
codekentucky.org
Understanding the BEAD Challenge Process

By: Meghan Sandfoss
Executive Director, Office of Broadband Development

The BEAD Challenge process will determine the universe of locations eligible for BEAD funding.
Determining Eligibility

1. All eligible locations must be contained in the FCC Fabric
2. Locations will be categorized as served, unserved, or underserved
3. “Deduplication” - A location will be considered served / ineligible if an enforceable commitment exists to extend broadband service there.
4. Challenge Phase – The unserved, underserved, and served locations and community anchor institutions (CAIs) will be published in an online portal
   - Nonprofit organizations, units of local government, and internet service providers may submit evidence to challenge a location or locations
   - Availability, speed, latency, data caps, technology, business service only, enforceable commitments (yes/no), planned service, community anchor institution (yes/no)
5. Rebuttal Phase – Service providers may rebut or sustain challenges submitted
6. Determination Phase – Office of Broadband Development will uphold or reject challenges and rebuttals
7. Competitive Grant Process
People-First Economic Development

By: Ben Ledo
VP of Business Development, MakeMyMove
People-First Economic Development

Directly recruiting workers and their families to your community.

Benefits of people-focused economic development:

• Fast and measurable return on investment
• Targeted talent
• Can be done with small investment
Kentucky’s $1.1B BEAD Funding

By: Chuck Hogg
Senior Vice President, All Points Broadband

ALL POINTS BROADBAND
Live Connected.

www.soar-ky.org
Kentucky’s $1.1B BEAD Fund

• Broadband, Equity, Access, and Deployment Program – Federal Program administered by the states, allocated $42.5 billion to broadband deployment

• Program requires 25% match from state or subgrantee and may be sourced from local and state funding from the American Rescue Plan Act (ARPA)

• BEAD funding priorities are for service to unserved areas (those below 25/3 Mbps), followed by underserved areas (those below 100/20 Mbps), and then community anchor institutions (1/1 Gbps)

• KY is required to achieve universal service for unserved and underserved areas before using BEAD for any other use

• Along with state resources from the KBDF/KBIP, this funding represents a once-in-a-generation opportunity to achieve universal broadband
Kentucky’s $1.1B BEAD Fund

- KY has already invested $450m in broadband but pockets remain
- ~125k+ BEAD Eligible Locations
- These represent some of the most expensive, hardest to serve locations
WELCOME

Scott Stuckey
Fair Chance Works
Becoming a Life Saver

Deaths of Despair
(per 100,000 individuals)

<table>
<thead>
<tr>
<th>Geographical Region</th>
<th>Total Deaths</th>
<th>Overdose</th>
<th>Suicide</th>
<th>Liver Disease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Appalachia U.S. (69)</td>
<td>39</td>
<td>17</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>All of Appalachia (95)</td>
<td>59</td>
<td>21</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Appalachian Kentucky (127)</td>
<td>83</td>
<td>22</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>West Virginia (161)</td>
<td>120</td>
<td>25</td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

Source: Appalachian Regional Commission, 2021
Introducing: AssistBridge by Fair Chance Works PBC

www.fairchanceworks.com
scott@fairchanceworks.com

A highly secure and accessible employment platform designed to include ALL PARTIES engaged in the successful reentry of justice involved individuals and/or others recovering from substance use disorder.

Research & Development Partners:

www.soar-ky.org
WELCOME

Amanda Clark
Kentucky Power
Site Development in Industrial Recruitment
Ready Sites Win

Components of Industrial Recruitment
- What are you going after?

Stay in Your Lane!
- Each of us plays a distinct role in recruitment

Know Your Dirt
- Site development
- Site development
- Site development
How Kevin Bacon and a parking meter brought me home.

Leigh Latherow
“Where do I start . . . first why live anywhere else?”

“Opportunity - low cost of investment.”

“Do you want my response in APA format? Because I could write a book.”

“Safety” • “Low crime” • “Mountains” • “Affordability” • “Incredible school systems”

“The Appalachia region (quietly) raises strong individuals. It instills in them the values of hard work, perseverance, family, God, & kindness. It is the BEST village.”

“The feeling of community where friends and neighbors feel like family is priceless.”

“No one is a stranger here and we take care of each other.”

“Traffic stops for funeral processions.”

“ALL. OF. THIS!!!”
PRESENTED BY

WELCOME

Dr. Jonathan Shores
University of the Cumberlands

www.soar-ky.org
News Stories Report Extreme Student Debt Cases

Distribution of Student Debt, Actual vs. Anecdotal Reporting

Percent of Borrowers/News Stories

- 40.00%
- 30.00%
- 20.00%
- 10.00%
- 0.00%

Average Balance in News Stories:
$94,393

Actual Average Student Debt:
$33,900 (2021)

BUT, increases have been less than inflation.

Average published tuition and fees and net costs in 2020 dollars by sector, Consumer Price Index*71.45, 1994-95.

WELCOME

Jochai Ben-Avie
Connect Humanity
Problem: 1 in 3 Americans don’t have the internet or speeds fast enough to use Zoom

- 42 million Americans with no internet
- 1 in 3 kids unable to do homework
- 4 out of 5 jobs posted online only
- Millions of low income families unable to talk to a doctor or access gov. services
- Appalachian communities are 2X as likely to be unconnected
Investing to end the digital divide

OUR IMPACT TO DATE:
- 100,000 low income people connected
- Catalyzed 15X additional public and private funding for every $1 we invest
- 100% of investments are in Opportunity Zones
- 75% of investments are in minority or women-owned businesses

PARTNERING TO CONNECT EVERYONE:
- Partnering with Appalachian Regional Commission to develop comprehensive connectivity plans in 50 communities.
- Partnering with Appalachian Community Capital to raise $25-45M IDEA Fund to invest in broadband in the region.
- $14B of federal funding (BEAD) for broadband in Appalachia & $1.1B for KY, but $5-7B private capital still needed.
WELCOME

Kyle Robinson
Print My Threads
Never Underestimate the Power of a T-Shirt

How t-shirts can engage your audience, empower your workforce & grow your cause
Humans have an emotional need to be an accepted member of a group. Whether it’s family, friends, co-workers, a team, or cause - people have an inherent desire to belong.
T-Shirts Connect People

- Shared Sense of Identity
- Member of a Group/Team
- Social Purpose (Your “Why”)
- Occupation (What You Do)
- Emotional Connection
- Glows in the Dark!
Where Challenges, Technology & Opportunities Collide

By: Brad H. Kilbey
Chief Executive Officer, Accelecom
Unleashing the Potential of Data

By: Allison Adams, MPA, RN
Chief Operating Officer, Foundation for a Healthy Kentucky
Why Data and How?

Data plays a pivotal role in improving healthcare delivery. It can:

- Enhance patient care
- Make care more cost efficient
- Inform research and policy decisions

Unfortunately, Kentucky has many gaps in its available healthcare data.

What do we need?

An **All-Payer Claims Database** would fill the gaps and make it easier to analyze our data... allowing us to identify ways to improve health outcomes in Kentucky.
The value of trademarks

James Wilson, Assistant Regional Director
Elijah J. McCoy Midwest Regional Office of the United States Patent and Trademark Office (USPTO)
The value of trademarks

- Apple: $880 billion
- Nike: $31 billion
- Microsoft: $611 billion
- Coca-Cola: $97 billion
- Google: $577 billion
- McDonald's: $197 billion

Valuations per Statista: www.statista.com
USPTO resources

• IP Identifier
  • https://ipidentifier.uspto.gov

• Trademark Basics Boot Camp
  • www.uspto.gov/about-us/events/trademark-basics-boot-camp

• Trademark Basics registration toolkit
  • www.uspto.gov/TrademarkBasicsToolkit
Ben Smock
Director of Development
Not “Those People,” but “Our People”

Matt Brown, President of ARC Healthcare
matt.brown@arccenters.com
WELCOME

Dr. George F. Koob
National Institute on Alcohol Abuse and Alcoholism (NIAAA)
Health Risk at All Levels
Alcohol Misuse is Associated with More Than 200 Diseases and Injury-Related Conditions

<table>
<thead>
<tr>
<th>Alcohol</th>
<th>Past-year use</th>
<th>174,339,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of population</td>
<td>62.3%</td>
</tr>
<tr>
<td>DSM-5 AUD</td>
<td>29,544,000</td>
<td></td>
</tr>
<tr>
<td>% of population</td>
<td>10.6%</td>
<td></td>
</tr>
<tr>
<td>ED visits</td>
<td>1,714,757</td>
<td>Primary reason</td>
</tr>
<tr>
<td></td>
<td>4,936,690</td>
<td>All alcohol-related</td>
</tr>
<tr>
<td>Deaths</td>
<td>140,557</td>
<td>Annual deaths</td>
</tr>
<tr>
<td></td>
<td>58,277</td>
<td>Acute (e.g., injury)</td>
</tr>
<tr>
<td></td>
<td>82,279</td>
<td>Chronic (e.g., liver disease)</td>
</tr>
</tbody>
</table>

2021 National Survey on Drug Use and Health (SAMHSA), Nationwide Emergency Department Sample (AHRQ), National Center for Vital Statistics and 2015-2019 C Alcohol-Related Disease Impact (ARDI) (CDC), White et al. 2022, NHTSA

Mental Health
Respiratory & Lung Disease
Gastrointestinal Disease
Liver Disease
Immune dysregulation
Bone Formation & Density

Neurologic & Stroke
Oral Cancer
Cardiac Disease
Muscular Myopathy, Wasting
Pancreatic Disease

Cancers
Oral cavity, breast, liver, colon, rectum

Other Mental Health and Neurologic Effects
- Pain
- Suicide
- Sleep

Injuries, Falls, Overdoses, Deaths
Alcohol contributes to ~22% of opioid overdose deaths and ~19% of ED visits
Resources Available for Public and Healthcare Professional Use

**Rethinking Drinking**
A website and print publication for a general audience to help individuals assess their drinking habits and find ways to make a change.

**CollegeAIM**
Comprehensive information on prevention approaches found to be effective in college environments.

**Alcohol Treatment Navigator**
Helps individuals understand treatment options, including medications, behavioral therapy, and mutual support groups, and search for nearby treatment and telehealth services. It also includes a portal to assist health care providers in making referrals for their patients.

**Healthcare Professional Core Resource**
Online educational resource covers the basics of what every healthcare professional needs to know about alcohol, including the many ways that alcohol can impact a patient’s health, and provides strategies for alcohol screening and interventions.

[niaaa.nih.gov](http://niaaa.nih.gov)
WELCOME

Sandy Slayton
Vice President | Rye Development
LEWIS RIDGE
Pumped Storage Project

Flow in turbine mode—
electric power generated

Flow in pump mode—
electric power consumed

Transforms a former coal mine into an energy asset

$1.5 billion investment in Southeastern Kentucky

Creates 1,500 construction jobs

Provides enough electricity to power 67,000 homes

Offers 8 hours of energy storage daily
LEWIS RIDGE
Pumped Storage Project

WHAT DOES PUMPED STORAGE MEAN FOR THE REGION?

- Proven
  40+ pumped storage projects operating in the U.S.

- Long-Lasting
  Facilities run for 100+ years

- Affordable
  Costs 20-30% less than installed lithium-ion batteries*

- Dependable
  Generates power even during extreme weather events

- Certainty
  Provides 24/7 on-demand energy, helping ensure affordable energy prices

Jochai Ben-Avie

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www.soar-ky.org
WELCOME

Steve Lee
Chief Executive Officer | SkillUp
LinkedIn says the next ‘holy grail of the labor market’ will be ‘proven skills’ in addition to college degrees.
WHERE’S THE PUCK GOING?
STACKABLE CREDENTIALS, LERs, GEN AI

- A comprehensive digital record of a worker’s skills and competencies.
- LERs can be grouped together with other individual LERs for use in describing their abilities when pursuing education and employment opportunities.