

Welcome to the PRSA Bluegrass Chapter

Landmarks of Excellence Awards

The Refinery South

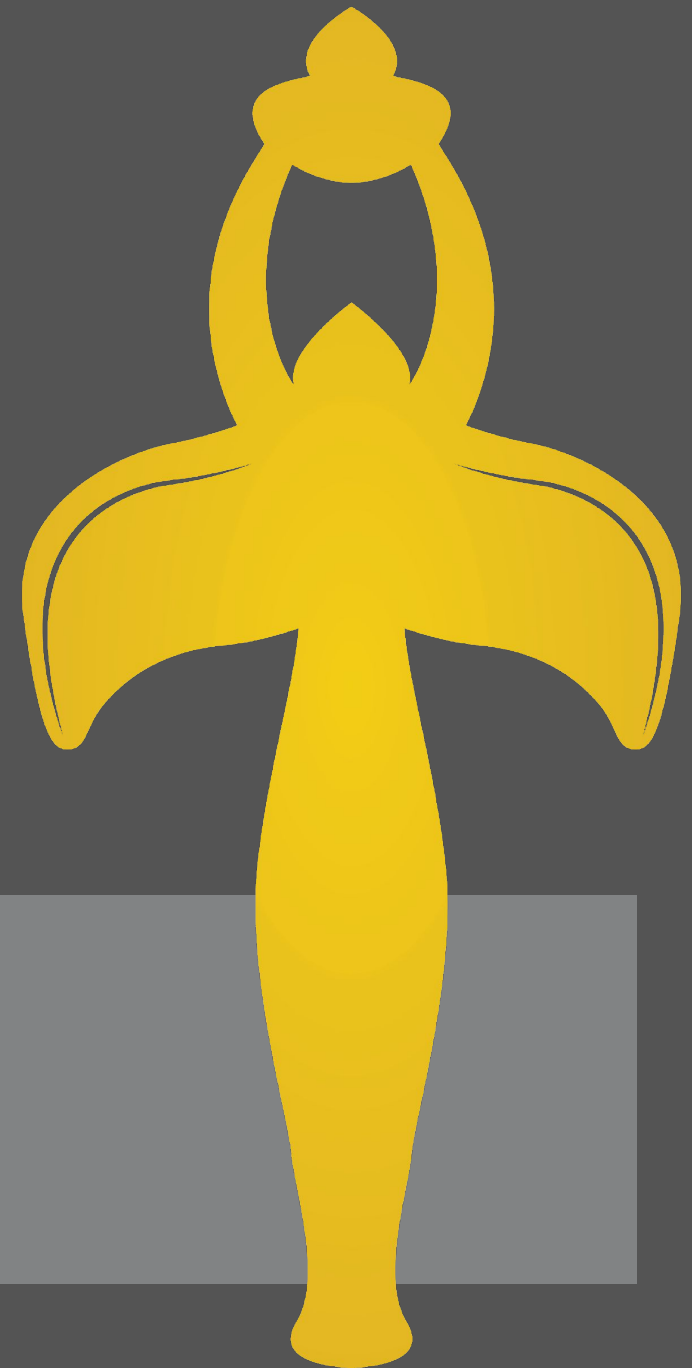
October 17, 2024 | #Landmarks2024



Presented by:
priceweber



Silent Auction



Silent Auction



Welcome to the PRSA Bluegrass Chapter

Landmarks of Excellence Awards

The Refinery South

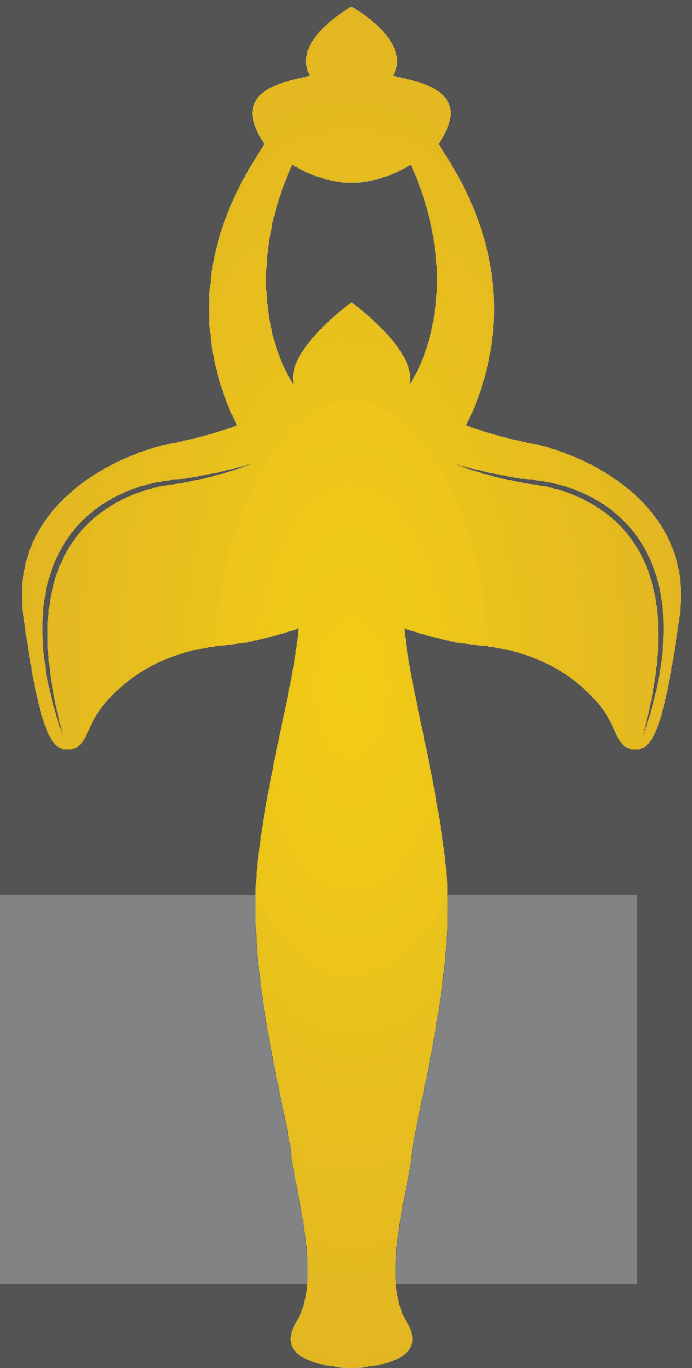
October 17, 2024 | #Landmarks2024



Presented by:
priceweber



Silent Auction



A Special
Thanks
to Our
Sponsors



priceweber



THRIVE
floral studio

Josh Roy Photography

A Message From Our Presenting Sponsor



priceweber

Fred Davis
CEO | PriceWeber



Our Host

Eric King

Murrow and Emmy award-winning
journalist and anchor at WHAS11

About PRSA

The Public Relations Society of America (PRSA) connects, celebrates and supports public relations and marketing professionals across every industry sector.

2024
Landmarks of
Excellence
Entrants

&well Agency - Atria Senior Living - BCH Agency
Baptist Health - Estes Public Relations - Farm Credit
Mid-America - HDR - Help at Home, LLC - Kentucky Derby
Museum - KY Venues - Louisville Metro Department of Public
Health and Wellness - Louisville Metro Government - Louisville
Regional Airport Authority - Norton Healthcare - PriceWeber -
Tandem Public Relations - The Kroger Company - UofL - The
Bird's Nest Student Agency - UofL Health

Overall Communications Program

External Communications/Consumer
Relations

Award of Merit

External
Communications/
Consumer
Relations

BCH Agency

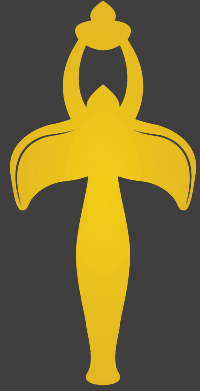
House of Bardstown

Estes Public Relations

SupperClub SouthEnd's Opening Campaign

Kentucky Derby Museum

Betting on the Long Shot



Award of Excellence


External

Communications/
Consumer Relations

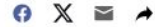


BOURBON

Heaven Hill Brands aims to be a 'good neighbor' to West End with \$800K investment

 **Maggie Menderski**
Louisville Courier Journal

Published 3:03 p.m. ET July 14, 2023



Dave Christopher à Founder at Adventurous Minds Produce Extraordinary Dreams (AMPED) speaks during a press conference to announce an \$800,000 gift from Heaven Hill to different organizations in the California neighborhood on Friday, July 14, 2023 *Michael Clevenger/Courier Journal*



Key Message Map

CLIENT: Heaven Hill Brands
DATE: July 2023
PROJECT: Spirited Neighbor Initiative



CORE MESSAGE

Heaven Hill is committed to being the best neighbor we can in the communities where we work and live.

MESSAGE 1

Louisville's California neighborhood is one of our distilling homes, and we want it to be the best it can be.

MESSAGE 2

We are partnering with non-profit organizations that are committed to building community across West Louisville.

MESSAGE 3

Our long-term commitment supports a sustainable, thriving neighborhood for future generations.

SUPPORTING STATEMENTS

Heaven Hill is implementing a five-year \$500,000 investment with local non-profit organizations.

Our goal is to help foster growth and community in Louisville's California neighborhood.

Our partnerships will focus on three critical pillars: education, mental health and economic advancement.

Our plan was developed by conducting internal and external surveys and engaging in community discussions to ensure our efforts are impactful.

SUPPORTING STATEMENTS

Change Today Change Tomorrow provides services devoted to eradicating the barriers to food justice and public health that plague Louisville's Black and other marginalized communities.

Neighborhood House provides opportunities ranging from child development to senior programming for families in West Louisville.

AMPED provides music education, business services and technology workforce training to create self-sufficiency, economic mobility and equity among the city's Black and brown communities.

Louisville Central Community Center provides programs ranging from early childhood education to adult job training and money mgmt. to advance equity among Louisville's West End families.

West End School provides a rigorous education, character development and family support to pre-k through 8th grade boys, and offers housing to alumni who attend area high schools.

We also are granting \$250,000 with MSD to upgrade the sewer system in the neighborhood with new catch basins that help reduce sewer odor.

SUPPORTING STATEMENTS

We are investing \$50,000 to plant new trees and shrubs along the roadway, and at the local elementary school.

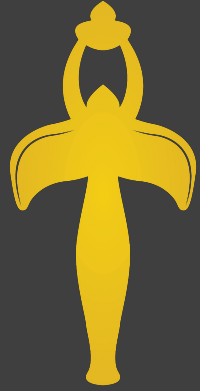
We are demolishing an unused building on our property to make way for future enhancements to our production process. Demolition will begin in August.

We will continue to support our long-standing community partners and going forward, we have a process in place for other community organizations to apply for a partnership grant. Interested organizations can apply on our website.

BCH Agency

Heaven Hill Spirited Neighbor Initiative

Lauren Burdette, Matt Kamer



Award of Excellence

External

Communications/
Consumer Relations



Business Technology Equipment Connor D. Wolf | Staff Reporter

March 5, 2024 11:10 AM, EST

Grote, Stoneridge Showcase Smart Trailer Tech

4SEE Smart Trailer System Updated to Include a Wired Rearview Camera



A demonstration truck equipped with Grote's connected trailer system with an added rearview camera. (Connor D. Wolf/Transport Topics)

[Stay on top of transportation news: [Get TTNews in your inbox.](#)]

NEW ORLEANS — Component and technology supplier [Grote Industries](#) showcased its connected trailer system with an added rearview camera during ride-along demonstrations at the [2024 Technology & Maintenance Council Annual Meeting and Transportation Technology Exhibition](#).

[Grote's 4SEE smart trailer system](#) connects hardware and software in the cab and on the trailer to give drivers access to more trailer data. At TMC, the system was updated to include a wired rearview camera through a partnership with technology supplier [Stoneridge](#).

4SEE by Grote
A VISION FOR SAFETY & ROI

VISIT US AT TMC BOOTH 1259 FOR THE LATEST SMART TRAILER ADVANCEMENTS

4SEE YOUR IDEAL SMART TRAILER SOLUTION. What do you look for in a smart trailer solution? 4SEE® by Grote is an innovative technology but it wasn't developed to be cutting-edge. It was developed with a vision of how it would benefit our customers. Safety, efficiency, security, and cost savings are some of the benefits trucking fleets are seeing from 4SEE.

WE'RE WIRED DIFFERENTLY. Not only is 4SEE by Grote the most holistic smart trailer solution on the market, it's also designed for maximum dependability. From light-out sensors, proximity sensing radars, and cargo sensors to a rear-view camera and more, all hardware is connected to our proprietary 4SEE nose box through Grote's robust digital harness. This ensures stable dependability you can count on.

INSIGHTS TO INFORM. NOTIFICATIONS TO ALERT. 4SEE gives fleet managers more than just data and status updates across their fleet of trailers. Our portal provides insights along with various views and dashboards to enable you to optimize your operations based on what's important for your business. Notifications are also sent out through the 4SEE mobile app allowing drivers and other key personnel to be promptly alerted to updates.

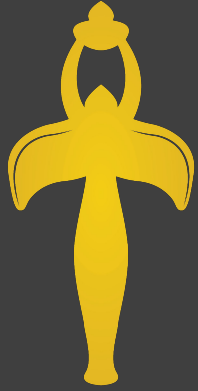
EXPERIENCE 4SEE
Register for a ride-&-drive experience during TMC
REGISTER

LEARN MORE
Use our online interactive tool to explore more 4SEE features & benefits
LEARN

Visit [Grote.com/4SEE](#) to learn more. **4SEE by Grote**


PriceWeber

TMC Campaign & Ride & Drive
Grote Industries



Award of Excellence

External
Communications/
Consumer Relations



Steps To Selecting Insurance
Critical considerations that impact your trucking business

[Learn More](#)

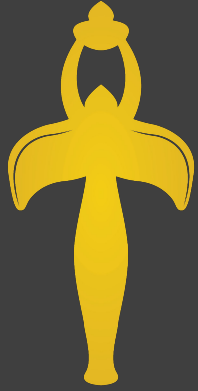
DON'T SELECT INSURANCE WITHOUT CONSIDERING THESE STEPS

PICK YOUR AGENT FIRST

The right agent: Does your agent/agency specialize in trucking insurance? Trucking is a complex and ever-changing industry. Does your agent know what a federal filing is, and what CSA stands for? Can they define bobtail insurance, physical damage insurance and know what occupational/accident coverage is? Does this agent represent multiple trucking companies, in order to match your business up with the carrier that can best accommodate your unique operation? Insurance companies all have a target audience they wish to write for. A new authority should be something the agent specializes in.

PriceWeber

QP Capital - Customer Acquisition Campaign



Award of Excellence

External

Communications/
Consumer Relations



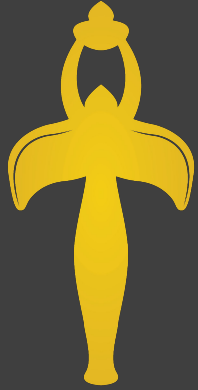
The image shows two search engine results pages. The left page is from Google, displaying a search for 'electric forklift' with a snippet from Toyota Forklifts. The right page is from Bing, showing a sponsored result for 'New Forklifts From Toyota™ - New Electric Equipment Offer'.

The image shows two social media posts from Meta. The left post is from Instagram, featuring a sponsored advertisement for the 'SEnS+ Pedestrian Detection System' with a 'LEARN MORE' button. The right post is from Facebook, showing a similar sponsored advertisement for the same system, also with a 'LEARN MORE' button.

PriceWeber

Material Handling Online Lead Gen Marketing

Toyota



Award of Excellence

External

Communications/
Consumer Relations



Media contact:
Katie Coulter
740-463-9823
media@fcma.com

FOR IMMEDIATE RELEASE

Farm Credit Mid-America Returning \$255 Million in Net Earnings to Customers in March

Farmer-owned cooperative has returned more than \$1.25 billion to eligible customer-owners over the last eight years through Patronage Program

Louisville, Ky. (February 14, 2024) – [Farm Credit Mid-America](#) will return \$255 million in net earnings to eligible customer-owners during National Ag Week, beginning March 17. The farmer-owned and led cooperative has returned more than \$1.25 billion in earnings to eligible customer-owners through its Patronage Program over the last eight years.

"Patronage Week is always an exciting time for us and our customer-owners. In a time of higher interest rates, patronage checks arrive at a critical time of the year and bring value to operations," said Tara Durbin, chief lending officer at Farm Credit Mid-America. "Our Patronage Program reinforces our commitment to secure the future of rural communities and agriculture. We look forward to celebrating this with our customer-owners in March."

Patronage is one of many benefits Farm Credit Mid-America's customer-owners receive for belonging to the cooperative. They can vote for or seek election to the Board of Directors and Nominating Committee each year. They may also serve on the Advocate Council, a diverse group of customer-owners who represent rural communities and provide Farm Credit Mid-America with greater visibility into farmers' challenges and operational needs.

The Board of Directors vote to approve patronage annually. Customers receive patronage amounts proportionate to the amount of earnings generated by their eligible business in 2023. To learn more about Farm Credit Mid-America's Patronage Program, including eligibility requirements and customer-owner testimonials, visit fcma.com/about/patronage.

###

About Farm Credit Mid-America

A proud member of the Farm Credit System, Farm Credit Mid-America exists to secure the future of rural communities and agriculture as a leading provider of reliable, consistent credit and financial services to farmers, producers, agribusinesses and rural residents in Arkansas, Indiana, Kentucky, Missouri, Ohio and Tennessee. The customer-owned cooperative serves more than 140,000 customers and manages a portfolio of \$38 billion in total assets owned and

Farmcreditmid
Sponsored • 🌐

How do we thank you? By sharing our profits. This year, our customers will get \$255 million back through our Patronage program.

IT PAYS TO HAVE A LOAN WITH US.

Customers get cash patronage [LEARN MORE](#)

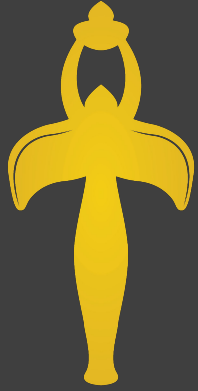
Farmcreditmid
Sponsored • 🌐

It pays to have a loan with us, to the tune of \$255 million. With our Patronage program, our customers share in our profits.

NO CATCH, JUST CASH. THAT'S PATRONAGE.

Customers get cash patronage [LEARN MORE](#)

Farm Credit Mid-America 2024 Patronage Program



Award of Excellence

External Communications/ Consumer Relations

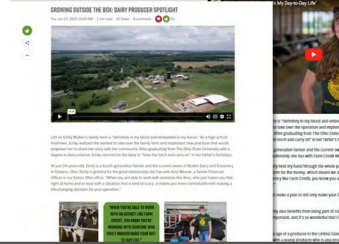


Emily Mullen

Mullen Dairy & Creamery (Okeana, Ohio)



"You definitely don't farm for the money, which means we are watching our nickels and dimes closely. When you are able to work with an agency like Farm Credit, you know you're truly utilizing your lifestyle."

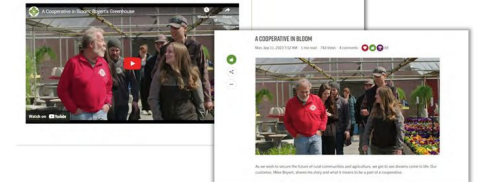
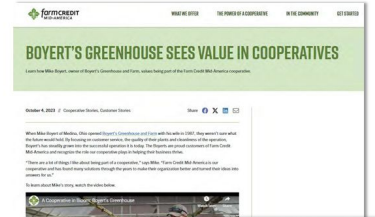


Mike Boyert

Boyert's Greenhouse and Farm (Medina, Ohio)



"Mid-America is our cooperative. We've found many solutions through the years. Our organization better and turned our answers for us."

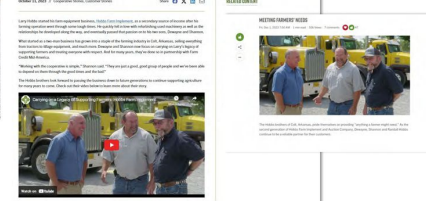


The Hobbs Family

Hobbs Farm Implement (Colt, Arkansas)

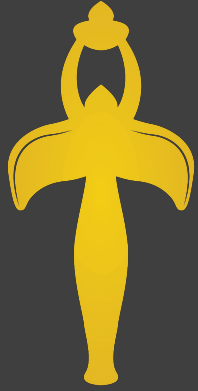


"Working with the cooperative is simple. They are just a good, good group of people and we've been able to depend on them through the good times and the bad."



Farm Credit Mid-America

One Purpose - Many Voices: Celebrating Agriculture Through Our Customers' Stories



Award of Excellence

External

Communications/
Consumer Relations



Help at Home.
Care to Live Your Life.

Kristen Trenaman
Vice President of Public Relations
Ktrenaman@helpathome.com
Contact: 502-445-4126

FOR IMMEDIATE RELEASE

Help at Home Continues Growth Strategy with Two Recent Home Care Acquisition in Ohio and Indiana
Company continues commitment to growth and adding density in core regions

(CHICAGO, Illinois, August 2, 2023) Help at Home, the leading national provider of innovative, high-quality, in-home personal care services, announced the Berkshire Homecare and Indiana-based My Care at Home acquisitions build on Help at Home's commitment to growth in core regions.

"We want to extend a warm welcome to the Berkshire Homecare clients and payer partners to Help at Home," said Help at Home CEO, Smithberger. "These organizations are a great fit for Help at Home's coverage within these two key states. We look forward to the coordination value proposition, enhanced caregiver support and Indiana."

The company's continued growth in Indiana with the My Care at Home acquisition with the state's planned transition to managed long-term care, a leading Indiana-based home care provider with distinct capabilities, is positioned as a partner of choice to payers in supporting underserved populations such as dual-eligibles in conjunction with the state's transition to managed long-term care.

Help at Home.
Care to Live Your Life.

Case Study: Derrick's Story

Addressing Unmet Needs to Improve Quality of Life

Derrick, 36, is a chronic care client in the Pittsburgh cohort who had been receiving care from Help at Home for three years when he joined the Care Coordination program. Derrick is a vibrant, artistic member of the community and working with Help at Home's Care Coordination team, however, his stage-managing heart was having negative effects on his mental health and depression. Help at Home's Care Coordination team was active over the course of a Care Coordination program assessment to address his primary care needs and unmet needs.

Results

- Health, well-being and quality of life have improved
- Depression score (PHQ9) lowered by 6 points
- Anxiety score lowered by 7 points
- Access to food and transportation resources

"Prior to joining the program, Derrick was not able to access the food he needed, and it was driving him to utilize the ER and other resources in the community that were not appropriate for what his needs were. Now that he is involved with us and we've built trust and rapport with him, he is able to feel more empowered to manage his needs and knows how to competently utilize the food pantry and can access transportation services - therefore, his overall quality of life is improved because those needs are being met for him."

ROSE TREVINO
Care Coordination Director of Operations

Scan for more of Derrick's story

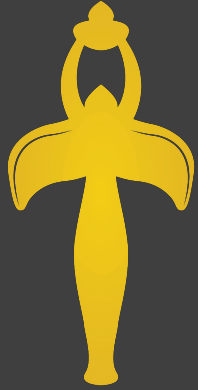
**Derrick's Story:
Connecting home care to health care**

Play (k) 0:04 / 2:11

Help at Home, LLC

Brand Positioning

Kristen Trenaman and Libby Woodford



Award of Excellence

External

Communications/
Consumer Relations



WATCH NOW

Bailey, Moss celebrate Derby's 150th 'birthday'

May 3, 2024 04:19 PM

Jerry Bailey and Randy Moss lead 3-year-olds on an unforgettable

JERRY AND RANDY'S BIG ADVENTURE

150 CELEBRATING 150 YEARS OF THE KENTUCKY DERBY.

derbymuseum • Original audio

derbymuseum • Get your Derby Experience at Kentucky Derby Museum, every day!

From exclusive tours, immersive exhibits, and delicious food and cocktails - your Derby Day awaits!

@doe_anderson 🌟

#DerbyEveryDay #DerbyMuseum #KyDerby

Josiemaida • The museum is incredible and inspiring! I've been twice and I wanna come again!!

dunnfamilyfun • We need to take the kids!!!

cjfantasy 🍷🍷

brushesandbronze We can't wait! 🍷🍷🍷

View insights Boost reel

Liked by cocktailsandteacups and 114 others

Kentucky Derby Museum

150 Years of Derby Magic

Patrick Armstrong, Katie Fussenegger, and Katrina Helmer

Rising Star

Presented by Katrina Helmer

Rising Star



Alexis Bennett
Marketing Manager
Heine Brothers Coffee

Overall Communications Program

Public Service or Nonprofit Communications

**Award
of Merit**
Public Service
or Nonprofit
Communications

Kentucky Derby Museum

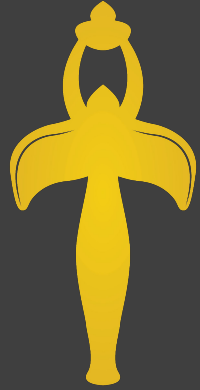
The Race to 150

**Louisville Metro Department
of Public Health and Wellness**

Childhood Lead Poisoning Prevention

PriceWeber

Ordinary Angels



Award of Excellence

Public Service
or Nonprofit
Communications



*Link to photos of Pocket below



FOR IMMEDIATE RELEASE

Media Contact:
Tamara Davis
(270) 202-8516
tdavis@priceweber.com

**Kentucky Search and Rescue Dog Earns Prestigious National Award;
Set to Shine on ESPN2 this Sunday, Dec. 10**

Pocket to be awarded Search and Rescue Dog of the Year by the American Kennel Club

LOUISVILLE, Ky. (Dec. 8, 2023) –K9 Pocket, an exceptional Kentucky search dog, has achieved the highest distinction by being named the Search and Rescue Dog of the Year by the esteemed American Kennel Club (AKC). The announcement will air on ESPN2 during the “[AKC Heroes: 2023 Awards for Canine Excellence](#)” special, premiering on Sunday, Dec. 10, at 10:30 pm EST.

The one-hour special will take a deep dive into the stories of five remarkable dogs and why they were selected as this year’s honorees, including K9 Pocket, each chosen as the pinnacle of excellence in their respective categories from a noteworthy pool of over 600 nominations. The five award categories encompass Exemplary Companion, Search and Rescue, Service Dog, Therapy Dog, and Uniformed Service K-9. Sportscaster Carolyn Manno will host the broadcast.

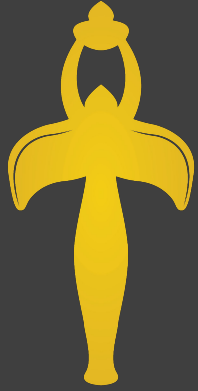
K9 Pocket, 10, is a nationally certified search dog who finds missing persons and human remains on land and water. K9 Pocket had her first live find when she was just 2 years old, when she found a missing child in the woods. K9 Pocket excels at finding archaeological human remains and has found Native American burials dating back 2,000 years. She also loves to work on the water and has searched on many different boats including a canoe, a pontoon, and a large United States Coast Guard vessel.

K9 Pocket, who is based in Louisville, Ky., with KYK9 Search and Reunite, will be honored with the 2023 AKC Award for Canine Excellence (ACE) in the Search and Rescue category. A nationally certified search dog, K9 Pocket has demonstrated unparalleled proficiency in locating missing persons and human remains on both land and water. Pocket’s search efforts have spanned across the Midwest and the United States, including a feature in a “Cold Justice”



PriceWeber

Pawsitive Impact: The Pocket-Sized Hero
Tristin Schifferdecker and Tamara Davis



Award of Excellence

Public Service
or Nonprofit
Communications



[*Link to Download Photos Below](#)



**DOWN SYNDROME
OF LOUISVILLE**
SERVING LOCALLY, SHARING GLOBALLY



CHURCHILL DOWNS



FOR IMMEDIATE RELEASE

Media Contact:

Tim Curtis, Development Director
timc@dsou.org
C: 502.593.6306

Down Syndrome of Louisville Announces 13th Annual Gallop Gala
Nonprofit to host Gala Fashion Preview Party ahead of the main event

Louisville, Ky. (Feb. 5, 2024) – Down Syndrome of Louisville (DSL) is celebrating the 13th year of its popular fundraising event, the Gallop Gala, presented by Churchill Downs. The event will be held during Thunder Over Louisville weekend at the Galt House Hotel on Friday, April 19, starting at 6 p.m. Additionally, on Thursday, March 14, DSL will also host a preview party ahead of the Gallop Gala to give attendees a taste of what will come.

“We are so grateful for the opportunity to celebrate our members with Down syndrome in the amazing Galt House Grand Ballroom during one of Louisville’s most spectacular weekends,” said Tim Curtis, Development Director with Down Syndrome of Louisville. “The Gallop Gala plays a major role in supporting our yearly sustainment goal of \$1.4 million. Our fundraising target for this year’s event is \$290,000 to help us continue growing our programs and regional outreach. We hope community members will come out to experience the joy their donation makes possible.”

The Gallop Gala, hosted by WAVE 3’s Shannon Cogan, will feature live and silent auctions, music and dancing alongside the amazing individuals with Down syndrome the organization serves. The event begins with a cocktail reception at 6 p.m., followed by dinner, a presentation and a live auction at 7:30 p.m., and entertainment by The Crashers from 9 p.m. to 11 p.m. Guests must be 21 years or older to attend.

DSL will hold the Glamming for Gala Preview Party, presented by Pelo West and hosted by WAVE 3’s Noelle Friel, to encourage excitement around the annual Gallop Gala. The preview party will be held at The Jeffersonian, located at 10617 Taylorsville Road, on Thursday, March 14, from 6:30 p.m. to 8:30 p.m. The event will include a gala fashion preview with designs provided by Macy’s and a raffle drawing for a Galt House Hotel Thunder Suite for up to 20 people from Friday to Saturday night of Thunder Over Louisville weekend. Raffle tickets for the Thunder Suite and many other items are available for purchase now at www.dslwin.com. The preview party is free; however, space is limited to the first 200 pre-registered attendees. Attendees can reserve a spot at www.gallogala.com.

The funds raised during the Gallop Gala will help support the world’s largest and most advanced regional Down syndrome community. Down Syndrome of Louisville strives for excellence in everything they do,

Down Syndrome of Louisville to host 'Gallop Gala' this spring



Tim Curtis and Corey Morgan joined WHAS11 Monday morning to talk about the event.

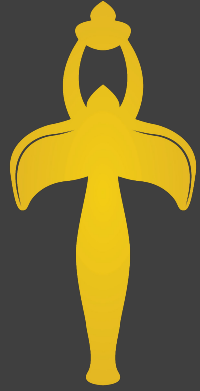
Author: whas11.com

Published: 7:23 AM EST February 20, 2023

Updated: 7:23 AM EST February 20, 2023

PriceWeber

Gallop (Gala) Into Supporting Down Syndrome of Louisville
Carly Curry, Tristin Schifferdecker and Connor Hughes



Award of Excellence

Public Service
or Nonprofit
Communications



Bryan Middle School science teacher selected for National STEM Scholar Program

Updated: Jun. 9, 2024 at 6:00 PM EDT



A Bryan Middle School teacher has been selected to participate in the National STEM Scholar Program.



FOR IMMEDIATE RELEASE

2024 National STEM Scholars Announced

National Stem Cell Foundation and The Gatton Academy of Mathematics and Science Announce Selection of Nine Middle School Science Teachers in Eight States to Participate in Unique Professional Development Program

By Investing in Influential Middle School STEM Teachers, Program Reaches Thousands of Students in Classrooms Today and Far into Future

LOUISVILLE, Ky. (May 21, 2024) – Nine middle school teachers from eight states have been selected to participate in the prestigious National STEM Scholar Program, a unique professional development program providing advanced STEM (science, technology, engineering, and math) training, national network building and project support for middle school science teachers nationwide.

Created in partnership between the National Stem Cell Foundation and The Gatton Academy of Mathematics and Science at Western Kentucky University (WKU), the National STEM Scholar Program selects teachers each year from a national pool of applicants based solely on the description of a "big idea" Challenge Project the applicant would implement in their classroom if funds were available. Selected projects are chosen for maximum impact in middle school classrooms where research shows lifelong STEM career decisions are being made. STEM Scholars convene on WKU's campus for a week of advanced STEM training and finalize their projects with input from their STEM Scholar class colleagues.

The 2024 National STEM Scholar class will be hosted by The Gatton Academy from May 26 to June 1 on the campus of WKU in Bowling Green, Ky.:

- Katie Duff, Manhattan, Ill. – Manhattan Junior High School
- Heather Febres, Orlando, Fla. – Pershing K-8 School
- Angela Kopp, Overland Park, Kans. – Holy Cross Catholic School
- Bridget McDonald, Katy, Tex. – Beckendorff Junior High School
- Sarah Nelson Wiese, Omaha, Nebr. – Bryan Middle School
- Samantha Poll, Hampden, Maine – Samuel L. Wagner Middle School
- Nicole Slowik, Vestavia Hills, Ala. – Liberty Park Middle School
- Kourtney Taylor, Stanford, Ky. – Lincoln County Middle School
- Eliza Vela, San Antonio, Tex. – Longfellow Middle School

Studies show that middle school students who become excited about science are the ones who will pursue STEM courses in high school and major in them at the technical and college levels. At a pivotal

PriceWeber

2024 National Stem Cell Scholars

Carly Curry, Tamara Davis and Connor Hughes

Overall Communications Program

Media Relations

Honorable Mention

Media Relations

UofL Health

Media Relations - Perris Jones

Award of Merit

Media Relations

BCH Agency

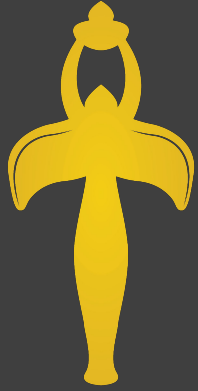
Discover Boating Louisville Boat, RV
& Sportshow Media Relations

Kentucky Derby Museum

Kentucky Derby Museum Media Kit

PriceWeber

Taking a Bite Into Hershey's
Sweet Trade Show Coverage



Award of Excellence

Media Relations



NEWS

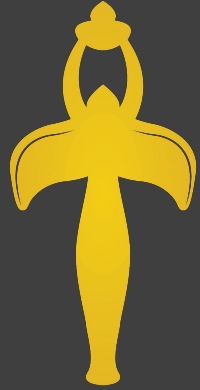
Unharvested Produce Goes From 'Farm to Food Banks'

by: [Sydney Davis](#)
Posted: Sep 15, 2023 / 09:50 PM CDT
Updated: Sep 15, 2023 / 10:16 PM CDT



Farm Credit Mid-America

Nourishing Rural Communities



Award of Excellence Media Relations



FOR IMMEDIATE RELEASE

Contact: Aubrey Stemle
Aubrey@EstesPR.com
(502) 614-5997
or Jamie Estes
Jamie@EstesPR.com
(502) 614-5991
[Estes Public Relations](#)

More on [Facebook](#) | [Instagram](#) | [Twitter](#)

The Brown Hotel launches year-long celebration for centennial anniversary

Louisville's iconic, historic hotel celebrates 100 years in October

LOUISVILLE, Ky. (March 20, 2023) -- A century-long staple of elegance, tradition and lavish celebrations, The Brown Hotel announced plans for its 100th anniversary year-long celebration beginning with a customized Tableside Mint Julep experience this spring.

"The Brown Hotel has served Louisville and the guests that visit our wonderful city for 100 years," said General Manager Brad Walker. "While we have been an epicenter for weddings, engagements, birthdays, charity events and anniversaries helping our guests celebrate their special occasions for a century, we are equally proud to host guests for everyday events such as a business lunch; quick bite before a play; or just to try our famous Hot Brown."

These curated experiences and specials include a Tableside Mint Julep experience offered at the hotel's in-house Lobby Bar and Grill beginning in April up until the Kentucky Derby that will feature a \$100 Old Carter Bourbon Mint Julep cocktail personally assembled and presented tableside with unique ingredients, summer discounted \$19.23 anniversary rate room promotions offered in June and July, and more.

To commemorate the hotel's hundredth year in business, The Brown Hotel will also be hosting a Roaring '20s-themed Crystal Ballroom Gala on October 25 that will feature a night of entertainment including dining and dancing, an interactive historic tour of the hotel led by in-house staff historians, chef-curated passed appetizers and desserts, themed cocktails in the rooftop garden, and more. The gala will be a ticketed event open to the public and reservations will be required.

About The Brown Hotel:

A Louisville tradition since 1923, the Brown Hotel is home to the quintessential Lobby Bar and casual breakfast and lunch venue J. Graham's Café, where guests can try the legendary Hot Brown sandwich. Located at the corner of Fourth and Broadway, the AAA Four Diamond hotel is a member of Preferred Hotels and Resorts and Historic Hotels of America. It's been named to *Travel + Leisure's* World's Best list, *Conde Nast Traveler's* "#1 Hotel in the South," and *Southern Living's* "Best Hotel in Kentucky." For more information, visit brownhotel.com or call (502) 583-1234. Follow the Brown Hotel on [Facebook](#) and [Instagram](#).

LIFE

The Brown Hotel celebrates 100 years in Louisville with Roaring Twenties-themed gala



The Brown Hotel celebrates 100 years in Louisville. Here's a look at the history. Step inside The Brown Hotel as it celebrates 100 years in Louisville, and learn about the historic building.

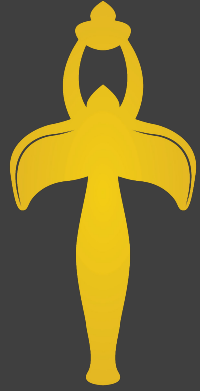


Kirby Adams
Louisville Courier Journal

Published 5:02 a.m. ET Oct. 19, 2023 | Updated 10:33 a.m. ET Oct. 19, 2023

Estes Public Relations

The Brown Hotel Centennial Anniversary Campaign
Aubrey Stemle, Jamie Estes



Award of Excellence Media Relations



California Coverage of Atria Senior Living



Overview

Atria's presence in California represents a significant portion of the company's portfolio. There are 5,700 California seniors who call home one of the company's 53 independent, assisted living, and memory care communities. And Atria operates multiple locations and has a dense, competitive presence in Sacramento, San Francisco/San Jose, and San Diego.

Going into the 2024 year, our PR strategy was to demonstrate the lifestyle and friendships at Atria Senior Living communities through authentic resident testimonials, thus contrasting seniors' life at home alone. The goal was to secure positive, earned media coverage in large, urban media markets with a significant DMA ranking.

To execute our plan, Atria's in-house PR team worked with the Department Directors at the community-level to...

- Identify a breadth of stories
- Vet potential resident spokesperson(s)

We saw an opportunity to capitalize on Atria's density in California's urban areas, and thus A). drive overall awareness for senior living as the right choice for seniors versus staying home alone and B). drive brand affinity for Atria Senior Living in these markets.

Research and Insights

The biggest competitor to senior living remains living at home. The growing 75+ population has greater wealth and life expectancy but is delaying their entry to senior living.

According to AARP, over 90% of seniors over the age of 65 would prefer to remain in their home as they get older - moreover, only 5% of seniors are actively considering aging in a senior living community.

At the same time, chronic conditions and loneliness are on the rise among older adults - 85% have a chronic condition, 60% have at least two. Seniors

report spending upwards of 5 hours a day watching television and classify watching TV as a hobby.

Insights

There are significant misperceptions of senior living to overcome on an awareness level.

There is a need to counteract misperceptions and preference for living at home by highlighting lifestyle and real testimonials.

Our audience is currently seriously considering senior living as an option likely after developing a chronic condition and care need.

Lifestyle and testimonial stories promoting active aging, holistic well-being, and friendship drive brand awareness for Atria Senior Living as the right choice for seniors versus staying home alone.

Planning

Objectives

1. Place a **backlink** to AtriaSeniorLiving.com in at least one earned story.
2. Increase **unique, organic website traffic**, week over week.

Target Audiences

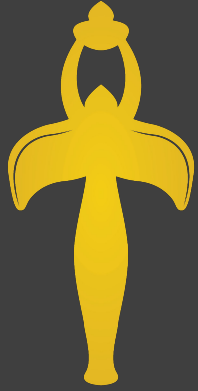
1. **Primary:** The Caregiver. Female adult child aged 55 – 65, considering next steps of living for their older parent, and is likely the primary caregiver and decisionmaker for their aging loved one. There has likely been an event or incident (fall, health scare, etc.) that has triggered or increased the need for senior living options.
2. **Primary:** The Potential Atria Resident. Men and women aged 75+, who may have changing care needs or who are considering next steps as it relates to their living situation.
3. **Secondary:** The In-Betweeners. Men and women aged 65 – 75 who live alone and are not currently considering senior living as an option. They are empty nesters with a strong desire to enjoy retirement.

Strategies

1. Gather and vet a breadth and variety of story possibilities for media pitching.



Atria Senior Living California Coverage of Atria Senior Living



Award of Excellence Media Relations



realtor.com® | Homes for Sale, Apartments & Houses for Rent

89 Domain Authority
Provided by MOZ

40.9M Unique Visits
Provided by SimilarWeb

January 23, 2024 ONLINE

Why Everyone Loves a Barndominium: The Scoop on This Never-Ending Home Trend

realtor.com/news/trends/why-everyone-lo...

Estimated Views **228K**
Estimated views calculated based on audience size and social...

Putting Barndos on the Map

atmedia

Apartment Therapy
Lifestyle and interior design community sharing design lessons, DIY how-tos, shopping guides and...

86 Domain Authority
Provided by MOZ

8.12M Unique Visits
Provided by SimilarWeb

December 20, 2023 ONLINE

9 Regionally Specific House Types You've Probably Never Heard Of

apartmenttherapy.com/regionally-specific...

Estimated Views **25.8K**
Estimated views calculated based on audience size and social...

Engagements **12**
Total number of social engagements

Putting Barndos on the Map

Farm Credit Mid-America Putting Barndos on the Map

Overall Communications Program

Crisis Communications and
Reputation Management

Honorable Mention

Crisis
Communications
and Reputation
Management

PriceWeber

Blessings in a Backpack – Program Cuts Crisis

Overall Communications Program

Special Events

Honorable Mention

Special Events

Baptist Health

Baptist Health Healthcare Recognition Week 2024

The Kroger Company

Louisville Division 2023 President's Awards

Award of Merit

Special Events

Kentucky Derby Museum

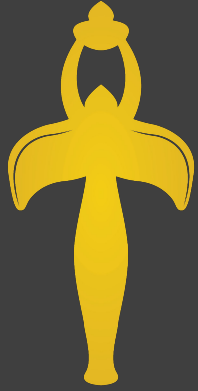
Kentucky Derby Museum Ball

Estes Public Relations

Whiskey House of Kentucky Announces
Industry Changing Distillery and
Custom Whiskey Production Program

PriceWeber

Saddling Up the Kentucky Derby
at Camp Taylor Elementary



Award of Excellence Special Events



FIND YOUR GROWTH.
AT THE 2024 KNOW TO SHARE CONFERENCE

At Know to Share, we encourage you to bring a mentor, whether that's a business partner, parent, family member or friend. Alongside each other, you'll gain the resources you need to navigate the complex challenges of sharing ideas and transitioning assets through generations.

TAKE CONTROL OF YOUR LEGACY WITH INSIGHTS FROM FINANCIAL, LEGAL AND SUCCESSION PLANNING EXPERTS.

KNOW TO SHARE 2024 CONFERENCE

JUNE 24-25, 2024
Franklin, Tennessee
Franklin Marriott Cool Springs

REGISTER TODAY.
FOMA.COM/KNOW-TO-SHARE

AGENDA
GENERAL SESSIONS

- Changing Minds: How to Have More Productive Conversations
- Preparing Yourself for Your Next Purchase
- What Makes a Good Mentor/Mentee?
- Economic Outlook
- Farm Succession Planning: The Hard but Necessary Conversations

BREAKOUT SESSIONS

- Learning From a Different Generation
- Unique Ways to Add Revenue to Your Farm
- The Art of Sustainability
- Financial Products for Your Future Success
- Structuring Legal Entities
- Credit Deep Dive: Products that Help with Transition Planning
- Building on the Family Farm with Rural 1st



Thank you for joining us!

We appreciate the opportunity learn alongside you about your operation's financial strengths and weaknesses. We have one goal for you - to walk away with a better understanding of how to improve farm profitability and financial performance. While achieving this goal, we look forward to getting to know you better and developing a relationship that will allow us to be a partner in your operation for years to come.

Conference Agenda

Tuesday, January 30th

7:30-9:00 AM	Registration & Breakfast
9:00 AM	Welcome - Farm Credit Mid-America
11:45 AM	Lunch
12:30 PM	Your Farm, Your Financials - Farm Credit Mid-America
2:30 PM	Breakout Round #1
	Your Farm, Your Financials Extended Session
	Tools for Securing your Bottom Line with Insurance - Farm Credit Mid-America
	The Hard but Necessary Family Conversations on Farm Succession - Wesley Tucker
3:45 PM	Breakout Round #2
	Commodity Market Outlook - ADM
	Livestock Market Outlook - CattleFax
	Agribusiness Services - Land Valuations and the Current Market - Farm Credit Mid-America
	Evening activity
	Registration provided to and from event



Growing Forward Conferences - Landmarks of Excellence

KNOW TO GROW® CONFERENCES

A part of Farm Credit Mid-America's Growing Forward® Program.



Know to Grow® is a two-day workshop where you'll learn to accurately assess the financial strengths and weaknesses of your operation and work through the process of improving farm profitability and financial performance. You will also be able to engage with other young and beginning farmers and develop a long-lasting relationship with Farm Credit Mid-America.

Workshops in 2024

Indianapolis, Indiana

Event Date	January 30-31, 2024
Registration Deadline	Registration is now closed
Event Location	JW Marriott Indianapolis 105 West Street, Indianapolis, IN 46204



Columbus, Ohio

Event Date	February 20-21, 2024
Registration Deadline	Registration is now closed
Event Location	Residence Columbus Waterville Palms 400 Kilar Place, Waterville, OH 43087



Louisville, Kentucky

Event Date	July 16-17, 2024
Registration Deadline	Registration is now closed
Event Location	Louisville Marriott East 1903 Embassy Square Blvd, Louisville, KY 40209



Farm Credit Mid-America Securing the Future of Ag Through Growing Forward Conferences

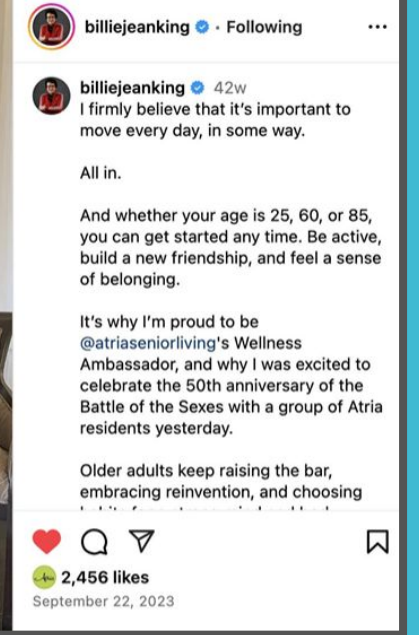


Award of Excellence Special Events

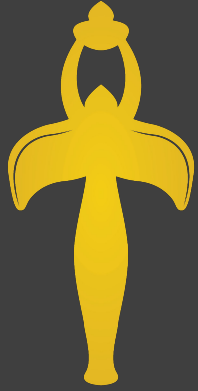


Wheaties box and rackets in hand: How Darien fans greeted tennis legend Billie Jean King

By **Mollie Hersh**, Staff Writer
Sep 14, 2024



Atria Senior Living Billie Jean King Event



Award of Excellence Special Events



Wild Eggs "Treat Your Teach" Giveaway on Instagram or Facebook

Updated: May, 8, 2024 at 12:02 PM EDT



'TREAT YOUR TEACH' GIVEAWAY

- Nominate A Deserving Teacher
- Nominees Could Win Gift Cards or A Gift Basket
- Visit Wild Eggs on Facebook or Instagram To Nominate Someone

68° | 10:51
FOX 19 NOW
TOYOTA WEATHER BETHEL WEDNESDAY HI 82 LOW 62 THURSDAY HI 73 LOW 60 FRIDAY HI 64 LOW 49

Wild Eggs is WILD about our local egg-ucators! Do you know a deserving teacher who goes above and beyond? We want to treat them! Nominate your favorite teacher for our "Treat Your Teach" giveaway. We'll choose 1 winner from each of our (5) Wild Eggs' markets. The winning teachers get a basket worth almost \$500! This bundle includes a \$100 gift card to Wild Eggs, a \$100 Amazon gift card to purchase school supplies for their classroom, and a Wild Eggs cooler with Wild Eggs swag (a blueberry pancake candle, pickleball set, tumbler, and muffins for their classroom).

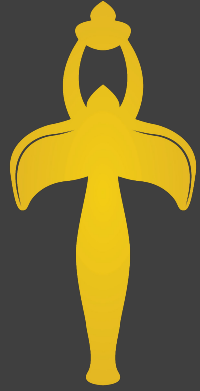
wildeggrestaurants • Follow

wildeggrestaurants GIVEAWAY TIME! 🥚🍳 Wild Eggs is WILD about our local egg-ucators! Do you know a deserving teacher who goes above and beyond? We want to treat them! Nominate your favorite teacher for our "Treat Your Teach" giveaway. We'll choose 1 winner from each of our (5) Wild Eggs' markets:
(1) Bowling Green, KY
(2) Lexington, KY
(3) Louisville, KY / Southern IN (Kentuckiana)
(4) Indianapolis, IN
(5) Cincinnati, OH
The winning teachers will get a basket worth almost \$500! This bundle includes a \$100 gift card to Wild Eggs, a \$100 Amazon gift card to purchase school supplies for their classroom, and a Wild Eggs cooler with Wild Eggs swag (a blueberry pancake candle, pickleball set, tumbler, and muffins for their classroom).

To enter, follow these rules:
👍 Like this post
👤 Tag your favorite teacher in the comments and tell us what makes them egg-ceptional! Please include their full name and school/area you're nominating them for. (i.e. Ms. Terry Robinson, School Name, Lexington KY). If your deserving teacher doesn't have social media, tag another parent who wants to nominate the teacher with you.
📅 The deadline for submissions is Friday, May 10, at 11:59 p.m.
We'll notify the winners the week of May 13. Thank you, teachers, for all you do! #TeacherAppreciationWeek

21 likes
1 day ago
Add a comment...

PriceWeber
Wild Eggs Recognizes Egg-ucators



Award of Excellence

Special Events



Putt for prizes at the Louisville airport as thousands arrive for PGA Championship

Share



Updated: 6:50 PM EDT May 16, 2024

Infinite Scroll Enabled

 **Madeline Carter**  
Anchor/Reporter

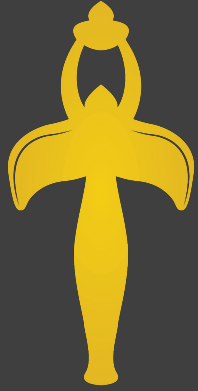


Louisville Regional Airport Authority

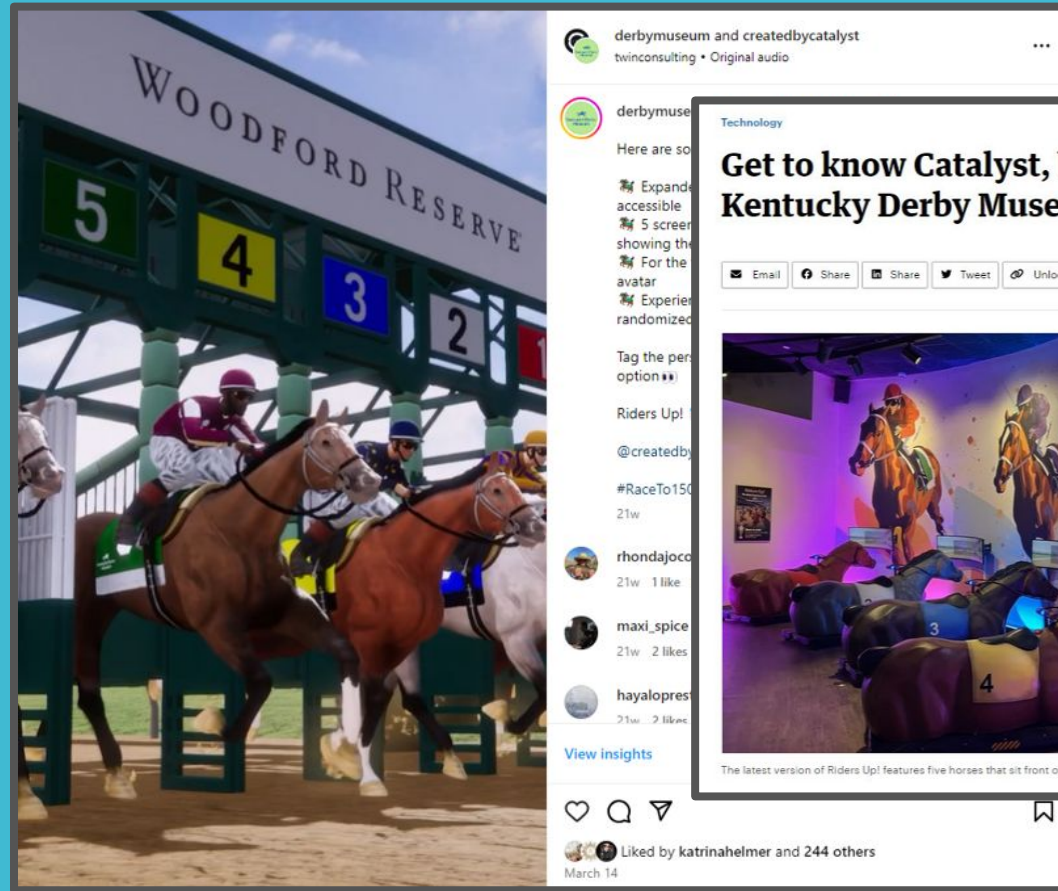
SDF Putting Green

Overall Communications Program

Technology



Award of Excellence Technology



Kentucky Derby Museum

Riders Up!

Patrick Armstrong, Chris Goodlett, Monty Fields

Overall Communications Program

Small/Medium Businesses

Award of Merit

Small/Medium
Businesses

PriceWeber

Wild Eggs Egg-pansion

Overall Communications Program

Healthcare Communications

**Award of
Merit**
Healthcare
Communications

Norton Healthcare
Adult Primary Care Email Campaign

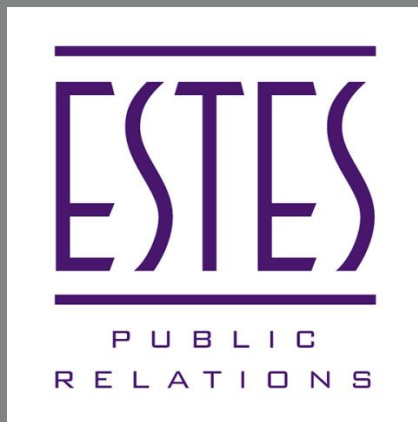
Pinnacle PR Award

Presented by Berry Craig

Pinnacle PR Award



Tracy Green
Managing Director
Estes Public Relations



Publications

Newsletter

**Award
of Merit**
Newsletter

Atria Senior Living
Community Newsletter Upgrade

Baptist Health
Postscript

Estes Public Relations
Estes Public Relations - Edible FYI Newsletter

Publications

Annual Report

Honorable Mention

Annual Report

Norton Healthcare

2023 Norton Neuroscience Institute
Comprehensive Report

Atria Senior Living

Atria's Impact Report

Strategic Writing

Special Content

**Honorable
Mention**
Special Content

Baptist Health
Postscript

**Award
of Merit**
Special Content

Atria Senior Living

Atria TV

The Kroger Company

Meet Stacy! The 2024 Kentucky Derby Burger Winner

Sheldon Shafer Excellence in Journalism Award

Presented by Tristin Schifferdecker

Sheldon Shafer Excellence in Journalism Award



**LOUISVILLE
BUSINESS FIRST**

Shea Van Hoy
Editor in Chief
Louisville Business First

Digital Assets & Web-Based Communications

Websites

Honorable Mention

Websites

PriceWeber

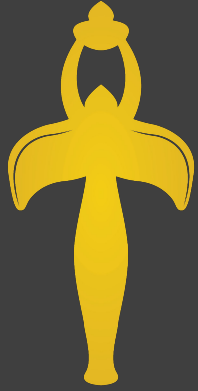
Marsh Cabinets GRID Ordering Portal

Award of Merit

Websites

PriceWeber

Workrede Rebrand & Website Redesign



Award of Excellence Websites



Calculators Apply Now Online Banking Login

RURAL 1st Loans About Learn Support Search Get Started

COVID-19 Statement: Here to Serve You Read Now

The Leader in Rural Lending

Being the rural experts means living out here too. It's what has allowed us to acquire a deep understanding of what it takes to finance the rural property of your dreams. With smarter loans and expertise from loan officers who live in your communities, we can help you live Closer to What Matters®.

Start Your Journey

Find the Loan Right for You

Construction Loans Home Loans

Maximize the financing for your Fixed-rate options for homes or



Farm Credit Mid-America Rural 1st Website Redesign

Digital Assets & Web-Based Communications

Social Media Campaigns

Honorable Mention

Social Media
Campaigns

Louisville Regional Airport Authority

Derby 150: Welcome at Louisville Muhammad Ali
International Airport

Norton Healthcare

#Nspire Social Media Campaign

Award of Merit

Social Media
Campaigns

The Bird's Nest Student Agency at UofL

Kentucky Derby x Unwell Influencer Activation

&well Agency

Baptist Health - Robotics: Little & Big

BCH Agency

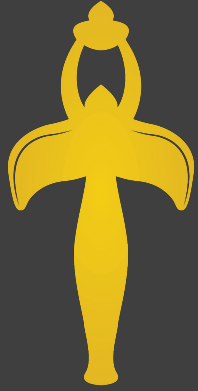
Amrut Collaborative Series Launch

Kentucky Derby Museum

Derby 150: KDM Social Media Campaign

Norton Healthcare

Norton Women's Care Downtown Campaign



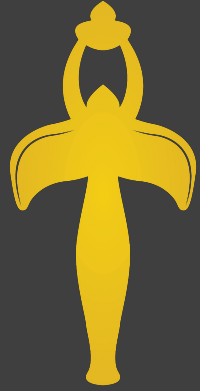
Award of Excellence

Social Media Campaigns



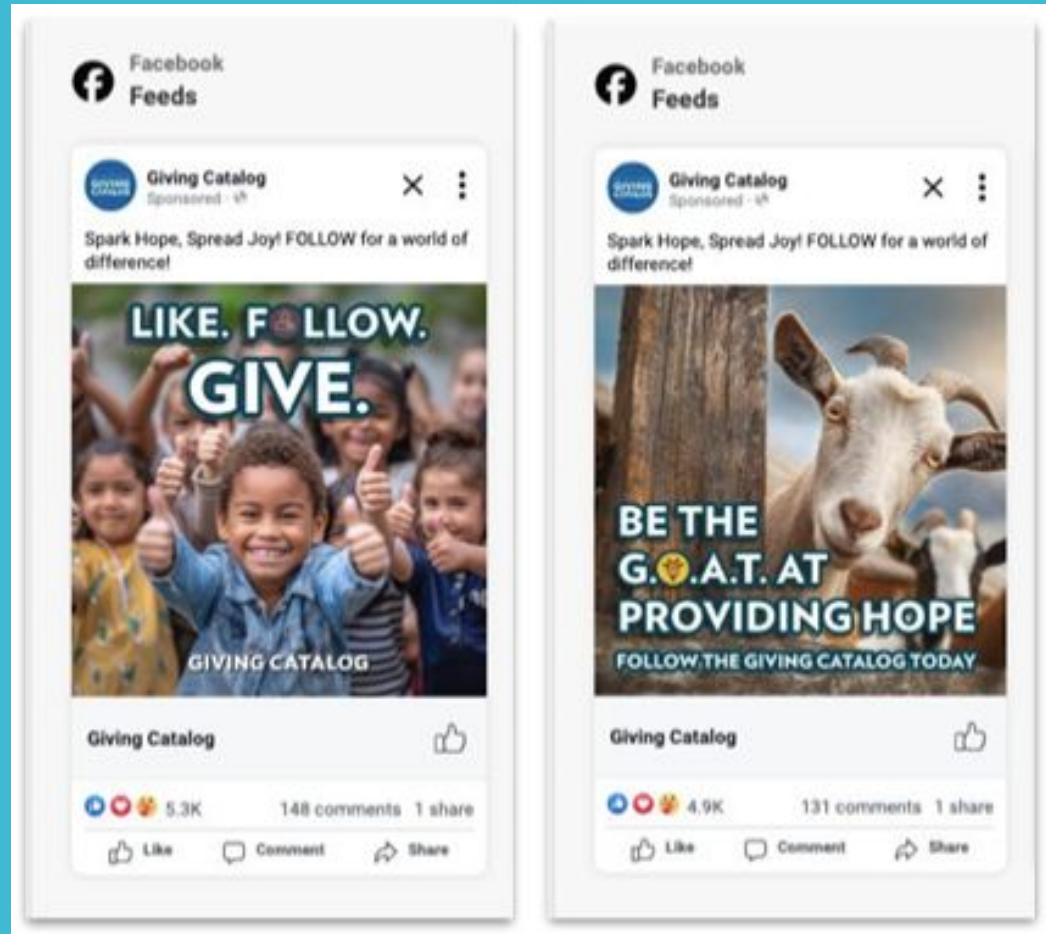
BCH Agency

*Green River Distilling Co. Full Proof Launch
Molly Lucas and Abby Varner*



Award of Excellence

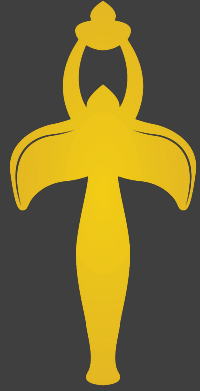
Social Media Campaigns



BCH Agency

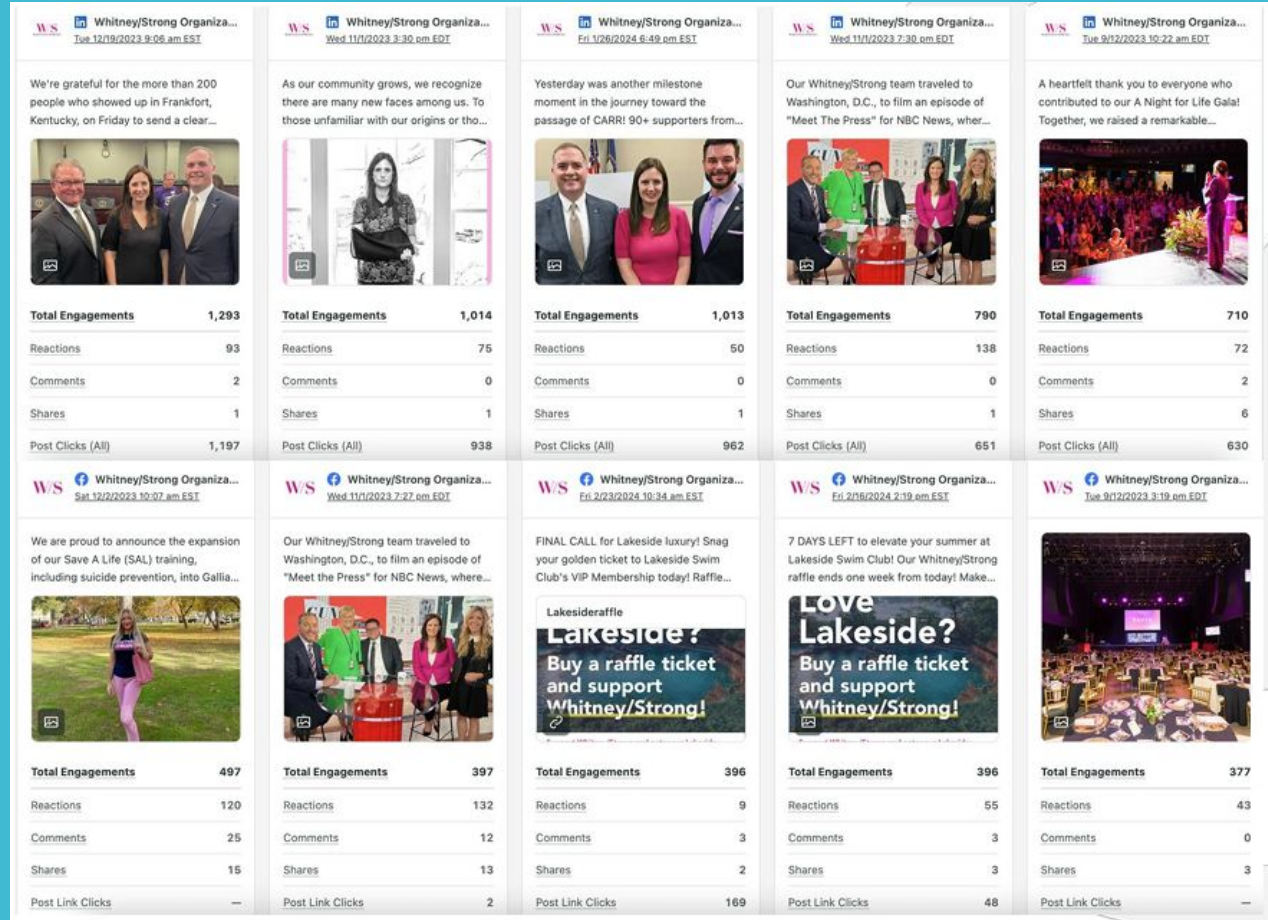
Giving Catalog Social Growth Campaign

Abby Varner, Julia Lostutter and Ashley Recktenwald



Award of Excellence

Social Media Campaigns



PriceWeber

Unifying the Voices of Whitney/Strong Through Social Media
Alexis Bennett, Tamara Davis and Jonathan Bone

Digital Assets & Web-Based Communications

Special Digital Projects

Honorable Mention

Special Digital
Projects

**Louisville Regional
Airport Authority**

SDF Travel Tips: Parking

PriceWeber

What Do Nursing Mamas Need?

Award of Merit

Special Digital
Projects

Norton Healthcare

Primary Care and Urgent
Care Medical Minutes

Digital Assets & Web-Based Communications

Social Media Management

Award of Merit

Social Media
Management

UofL Health

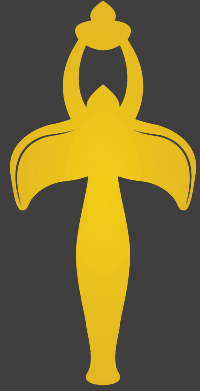
UofL Health's continuing coverage of University of Virginia running back Perris Jones' on-field spinal injury and recovery

PriceWeber

Tapping Into TikTok

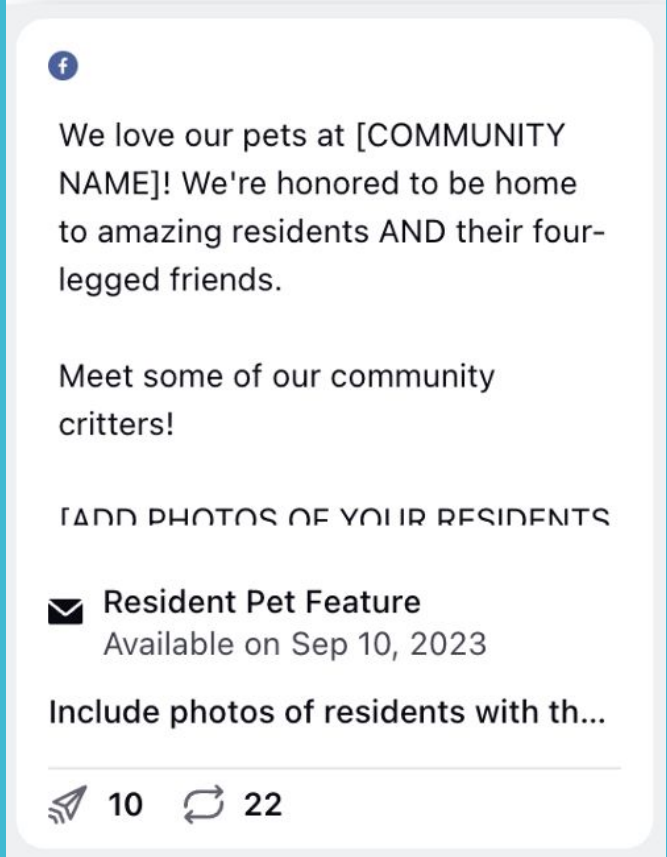
PriceWeber

Amplifying AHF's Family of Brands One Step at a Time

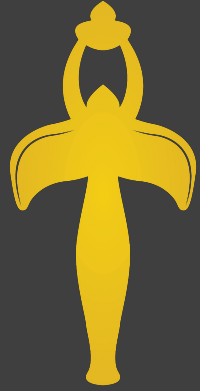


Award of Excellence

Social Media Management













Atria Senior Living
Atria's Sprinklr Launch



Award of Excellence

Social Media Management



<p>Greater Than Mon 3/25/2024 5:45 am EDT</p> <p>Sippin' on tropical electrolytes: the secret weapon for families everywhere!</p> <p>Natural Electrolyte Drink for Nurs...</p>  <p>Engagement Rate (per Impression) 18.7%</p> <p>Impressions 2,471</p> <p>Engagements 463</p> <p>Boosted</p>	<p>Greater Than Thu 3/28/2024 5:40 am EDT</p> <p>Like mama, like daughter! Our Cocoa Cream helps with lactation and also provides hydration and vitamins for our...</p> <p>Natural Electrolyte Drink for Nurs...</p>  <p>Engagement Rate (per Impression) 17.4%</p> <p>Impressions 1,801</p> <p>Engagements 314</p> <p>Boosted</p>	<p>Greater Than Tue 3/5/2024 3:39 am EST</p> <p>DYK our products contain magnesium that can help you sleep? It's so effective for Kolter; he's been snoozing like a...</p> <p>Natural Electrolyte Drink for Nurs...</p>  <p>Engagement Rate (per Impression) 17.4%</p> <p>Impressions 4,383</p> <p>Engagements 762</p> <p>Boosted</p>	<p>Greater Than Wed 3/20/2024 4:48 am EDT</p> <p>Who runs the world? Moms, with a little help from plant-based electrolytes!</p> <p>Natural Electrolyte Drink for Nurs...</p>  <p>Engagement Rate (per Impression) 17.3%</p> <p>Impressions 2,742</p> <p>Engagements 473</p> <p>Boosted</p>	<p>Greater Than Fri 5/24/2024 12:05 pm EDT</p> <p>Memorial Day splash sale! Save \$30 on our Greater Than 32-ounce flavors before they're gone forever! Stock up...</p> <p>32-Ounce VIP Flash Sale</p>  <p>Engagement Rate (per Impression) 17.2%</p> <p>Impressions 2,272</p> <p>Engagements 390</p> <p>Boosted</p>
<p>Greater Than Wed 4/3/2024 5:32 am EDT</p> <p>Our Strawberry Lemonade flavor is the mid-week pick-me-up we all need! Greater Than is enriched with vitamins...</p> <p>Greater Than</p>  <p>Engagement Rate (per Impression) 16.4%</p> <p>Impressions 4,369</p> <p>Engagements 715</p> <p>Boosted</p>	<p>Greater Than Thu 6/20/2024 2:30 am EDT</p> <p>Today is the first day of summer! Ensure that you and your family are hydrated for the hotter days ahead!...</p> <p>Greater Than</p>  <p>Engagement Rate (per Impression) 16.2%</p> <p>Impressions 1,784</p> <p>Engagements 289</p> <p>Boosted</p>	<p>Greater Than Wed 3/13/2024 1:15 am EDT</p> <p>Our plant-based Chocolate Cocoa Cream is kid-tested and parent-approved. 🍋</p> <p>Natural Electrolyte Drink for Nurs...</p>  <p>Engagement Rate (per Impression) 15.9%</p> <p>Impressions 2,716</p> <p>Engagements 433</p> <p>Boosted</p>	<p>Greater Than Fri 5/3/2024 3:37 am EDT</p> <p>We're looking for real women who can show the power of being a nursing mama! Send us a DM for more details o...</p>  <p>Engagement Rate (per Impression) 15.9%</p> <p>Impressions 3,602</p> <p>Engagements 574</p> <p>Boosted</p>	<p>Greater Than Sun 6/9/2024 10:45 am EDT</p> <p>Today, we celebrate the tiny humans who rule our hearts and our drink drawers! Happy Children's Day from all of us at...</p> <p>Natural Electrolyte Drink for Nurs...</p>  <p>Engagement Rate (per Impression) 15.5%</p> <p>Impressions 1,996</p> <p>Engagements 310</p> <p>Boosted</p>

PriceWeber
Greater Than Social Media Management

Digital Assets & Web-Based Communications

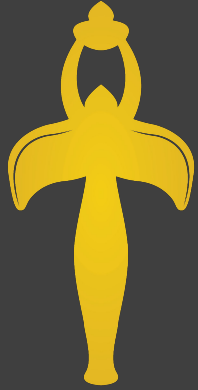
Social Media Influencer Campaigns

Honorable Mention

Social Media
Influencer
Campaigns

PriceWeber

Creating a Greater Than
Brand Ambassador Program



Award of Excellence

Social Media
Influencer
Campaigns



mike_tomes_social and **louisvillezooofficial**
Jeff Kaale, Pryces • Mystic

mike_tomes_social Wild Lights is back at the Louisville Zoo and you can still experience it NOW before it's set to leave May 26th! With spectacular light tunnels, larger than life displays and immersive experiences and shows, Wild Lights at the Louisville Zoo has never been bigger, brighter or better! Get your tickets today and take the entire family!
.
.
.
#wildnights #louisvillezoo #zoo #louisville #animals #kentucky
9w

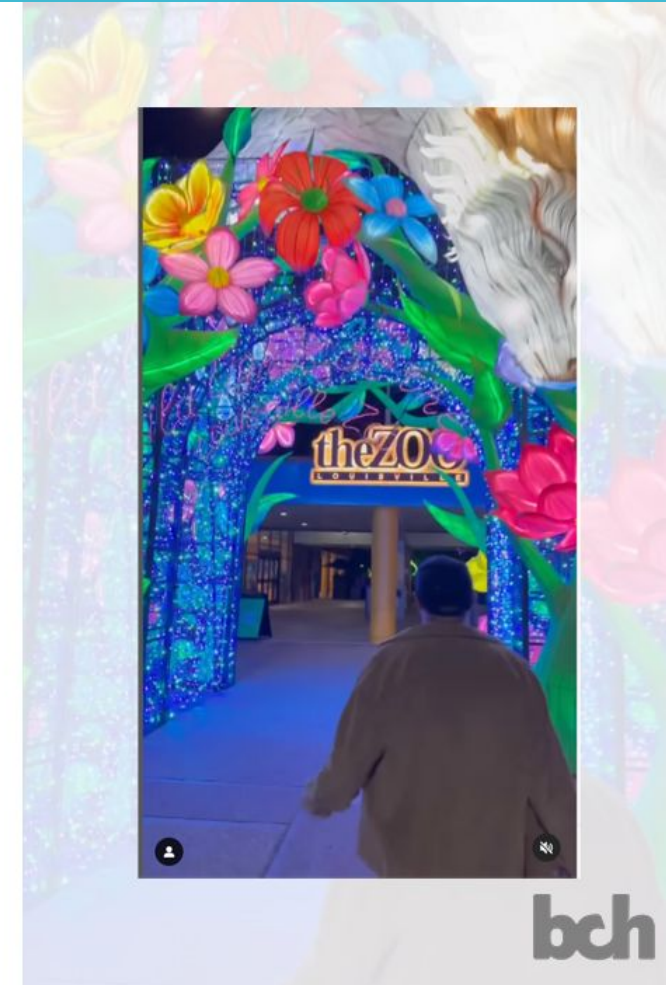
shelbygrimm @curlytop101 @madelyn @laurynnclarke how fun would this be!!!
9w 1 like Reply
— View replies (1)

michael.dockter Been wanting to check this out! Looks super dope 🍌
9w 1 like Reply
— View replies (1)

marggssss @chelsey.linton @n3stringer let's go!!!
9w 1 like Reply
— View replies (2)

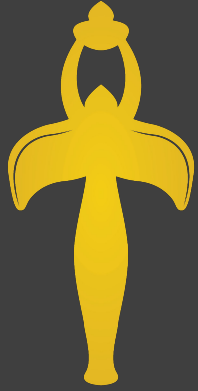
sheasjones Oooo looks like so much fun! I love the zoo ❤️
9w 1 like Reply
— View replies (1)

© 2024 BCH Agency



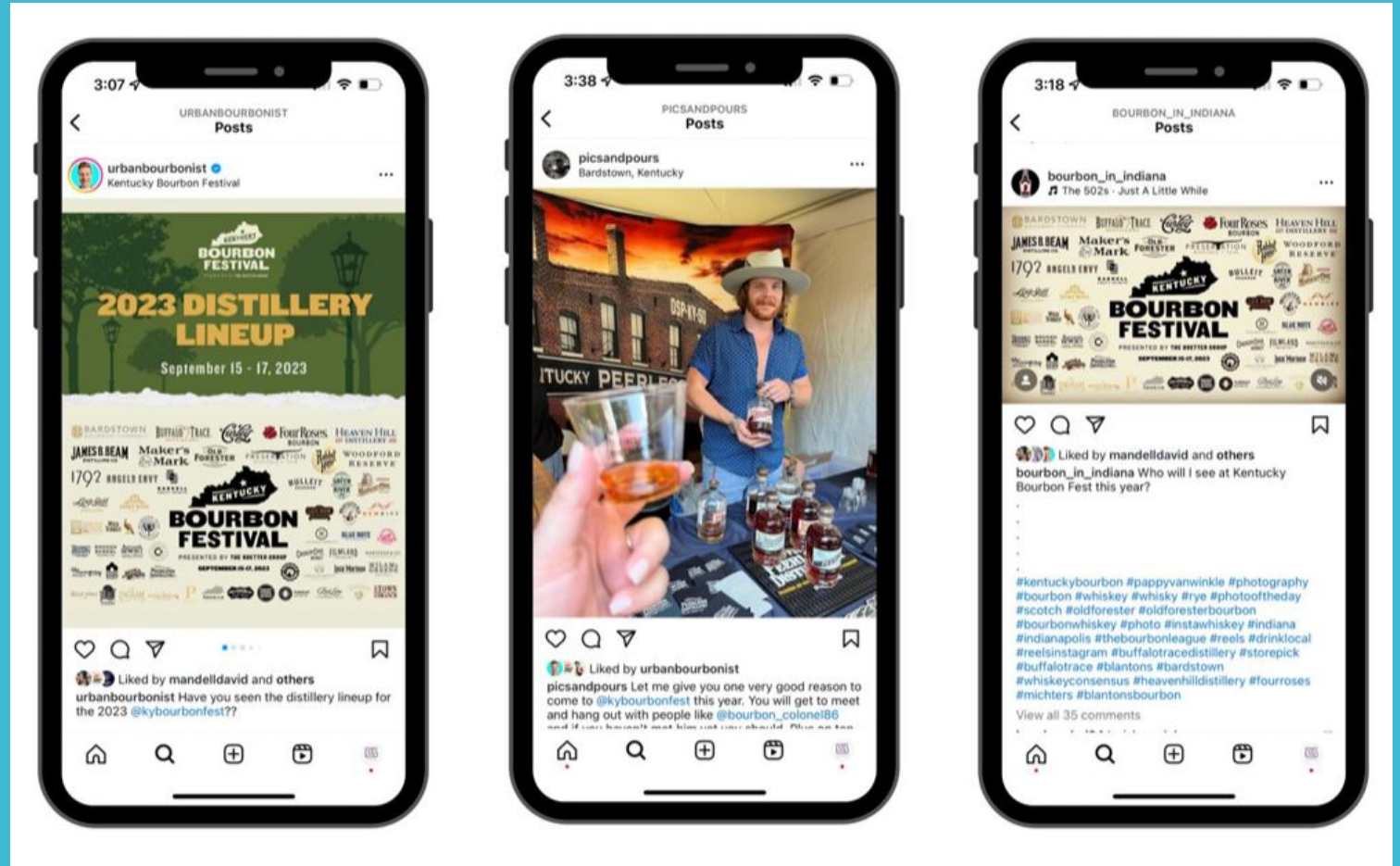
BCH Agency

*Louisville Zoo Wild Lights Campaign
Lauren Burdette, Paige Preston, Jillian Wise*



Award of Excellence

Social Media
Influencer
Campaigns



Estes Public Relations

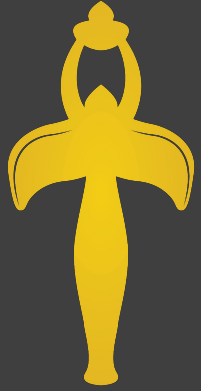
*Kentucky Bourbon Festival – Influencer Marketing Campaign
Jamie Estes, Tracy Green and Anna Byerley*

Audio/Video Communications

Commercials

**Award of
Merit**
Commercials

Louisville Regional Airport Authority
flyLouisville: Your Journey Starts Here



Award of Excellence

Commercials



BCH Agency

Not the Same Olè Belle Ad Campaign
Jordan Shellhaas, Luke Schultz and Ted Eckel

Audio/Video Communications

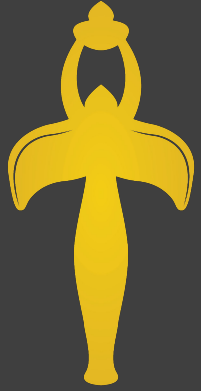
Podcasts/Video Shorts

Award of Merit

Podcasts/Video
Shorts

Kentucky Derby Museum

Down the Stretch



Award of Excellence

Podcast/Video
Shorts



**GENUINE
TRUCKERS
CHOOSE
GENUINE
PARTS**



PriceWeber

Cummins Genuine Trucker Video Series

Audio/Video Communications

Interviews/Testimonials

Honorable Mention

Interviews/
Testimonials

UofL Health

CPR Saves Middle School Student

Louisville Regional Airport Authority

SDF Celebrates International Women's Day

Award of Merit

Interviews/
Testimonials

Norton Healthcare

From heart failure to recovery:
Medication helps rebuild pastor's heart

Norton Healthcare

Neonatal Intensive Care Unit Family
Testimonials

Audio Video Communications

Event Assets

Award of Merit

Event Assets

The Kroger Company
Store Manager Meeting Videos

Communicator of the Year

Presented by Chris Nation

Communicator of the Year



Adria Johnson

President & CEO at Metro United Way



Photography

Best Single Image

**Award
of Merit**
Best Single Image

PriceWeber

Smoking Shrimp Cocktail

PriceWeber

KFC Back to School Meal Deal

Photography

People/Portraits

Award of Merit

People/Portraits

Kentucky Derby Museum

Derby Perfection

Environmental, Social and Governance

Social Impact

Award of Merit

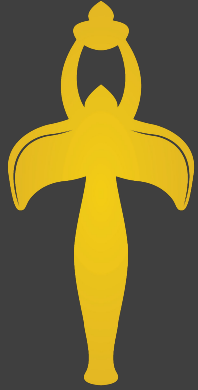
Social Impact

HDR

Reimagine Ninth Street: Bridging
the Ninth Street Divide with a
New, Complete Streets Corridor

Design

Single Printed Piece



Award of Excellence

Single Printed Piece



From the Executive Director: *Delivering on the Vision and Mission*

Three utilities in one provide efficient, effective service to protect the region's people and property

There is perhaps nothing more foundational to life than water. That truth drives Louisville MSD in fulfilling its vision to be the innovative, regional utility for safe, clean waterways.

Our 720 employees work 24/7/365 to efficiently and effectively deliver our core services of wastewater treatment, stormwater management and flood-protection services.

More than 800,000 area residents rely on us to protect public health and safety through sustainable solutions, fiscal

stewardship and strategic partnerships. MSD is unique among utilities, in that we represent three utility services in one organization. This helps us to better coordinate our work across our distinct services for seamless customer service, and allows us to share back-office functions to create cost efficiencies and help keep our rates as low as possible. In addition, because rivers, creeks and streams are not bound by political or jurisdictional boundaries, MSD expanded our services beyond Jefferson County into neighboring areas of Bullitt and Oldham counties, in order to take a more holistic, regional view of watershed management.

In this fiscal year 2023 Impact and Accountability Report, we present MSD's financial results for the most recent fiscal year, along with the progress made to advance our Blueprint 2025 strategic business plan that is driving our ongoing operational improvements.

Like electricity, natural gas and drinking water, MSD's services are a critical part of everyday life, and I am pleased to share with the community this report highlighting our accomplishments and advancements.

James A. Parrott
Executive Director

#3UtilitiesinOne

Wastewater



155 million gallons of wastewater treated daily at our water quality treatment centers in Jefferson, Bullitt and Oldham counties

Stormwater



376-square mile storm drainage area to move stormwater away from homes and businesses

Flood Protection



26.1 miles of floodwall and levee to protect more than \$34 billion in property from Ohio River flooding



James A. Parrott
Executive Director

Table of Contents

- Page 1:** Letter from Executive Director
- Page 3:** Utilizing EUM Principles for Enhanced Service Delivery
- Page 5:** CSF 1: Sustaining Quality and Compliant Utility Services
- Page 9:** CSF 2: Earn Community Trust Daily
- Page 11:** CSF 3: Becoming An Employer of Purpose With Opportunities to Thrive
- Page 13:** CSF 4: Ensuring Financial Stewardship and Sustainability of Community Resources
- Page 17:** Financial Results
- Page 21:** A Focus on Affordability
- Page 22:** The MSD Board

BCH Agency

MSD Accountability & Impact Report

Jordan Shellhaas, Matt Kamer and Lindsay Gard

Design

Branding Assets

Award of Merit

Branding Assets

The Bird's Nest Student Agency at UofL

Fresco Tea Bar Brand Kit

HDR

Reimagine Ninth Street: Bridging
the Ninth Street Divide with a
New, Complete Streets Corridor

Design

Specialty Items

**Honorable
Mention**
Specialty Items

UofL Health
South Hospital Digital Ad Campaign

Award of Merit

Specialty Items

Kentucky Derby Museum

Kentucky Derby Museum's
Commemorative Derby 150 Book

Diversity, Equity and Inclusion

**Honorable
Mention**
Diversity, Equity
and Inclusion

**Louisville Metro Department of
Public Health and Wellness**
Period Equity Project

Hall of Fame

Presented by Alexis Richardson

Hall of Fame



DeVone Holt
President and CEO
Muhammad Ali Center



Best In Show

2024 Landmarks of Excellence Awards

Best in Show

farmCREDIT MID-AMERICA
Know to Grow

GROWING F→WARD
KNOW TO SHARE
CONFERENCE
JUNE 24-25, 2024
FRANKLIN, TENNESSEE

FIND YOUR GROWTH.
AT THE 2024 KNOW TO SHARE CONFERENCE
At Know to Share, we encourage you to bring a mentor, whether that's a business partner, parent, family member or friend. Alongside each other, you'll gain the resources you need to navigate the complex challenges of farming today and transferring assets through generations.
TAKE CONTROL OF YOUR LEGACY WITH INSIGHTS FROM FINANCIAL, LEGAL AND SUCCESSION PLANNING EXPERTS.
KNOW TO SHARE 2024 CONFERENCE
JUNE 24-25, 2024
Franklin, Tennessee
Franklin Marriott Cool Springs
REGISTER TODAY.
FROM CONSUMER TO SHARE

GROWING F→WARD
2024 KNOW TO GROW CONFERENCE
January 30th

Thank you for joining us!
We appreciate the opportunity learn alongside you about your operation's financial strengths and weaknesses. We have one goal for you: **to walk away with a better understanding of how to improve farm profitability and financial performance.** While achieving this goal, we look forward to getting to know you better and developing a relationship that will allow us to be a partner in your operation for years to come.

Conference Agenda

Tuesday, January 30th
7:30-8:00 AM Registration & Breakfast
8:00 AM Welcome - Farm Credit Mid-America
8:30 AM Understanding Farm Financials - Farm Credit Mid-America
9:00 AM Family
9:30 AM Your Farm, Your Financials - Farm Credit Mid-America
10:00 AM Breakfast Round #1
10:30 AM Your Farm, Your Financials Extended Session
Tools for Securing your Bottom Line with Insurance - Farm Credit Mid-America
The Hard but Necessary Family Conversations on Farm Succession - Wesley Tucker
11:00 AM Breakfast Round #2
11:30 AM Grain Market Outlook - ADM
12:00 PM Livestock Market Outlook - CattleFax
12:30 PM Natural Services - Land Valuations and the Current Market - Farm Credit Mid-America
1:00 PM Evening activity
Evening activity subject to change and subject to event

AGENDA
GENERAL SESSIONS
• Changing Minds, How to Hire More Productive Operators
• Preparing Yourself for Your Next Purchase
• What Makes Good Mentorship
• Economic Outlook
• Farm Succession Planning: The Heart of Necessary Conversations
BREAKOUT SESSIONS
• Learning From a Different Generation
• Unique Ways to Add Revenue to Your Farm
• The Art of Sustainability
• Financial Protection for Your Future Success
• Marketing Your Livestock
• Credit Check Day: Products that Help with Livestock Financing
• Building on the Family Farm with Rural 2P

KNOW TO GROW® CONFERENCES
A part of Farm Credit Mid-America's Growing Forward® Program.

2024 GROWING F→WARD
KNOW TO GROW
CONFERENCE

Know to Grow® is a two-day workshop where you'll learn to accurately assess the financial strengths and weaknesses of your operation and work through the process of improving farm profitability and financial performance. You will also be able to engage with other young and beginning farmers and develop a long lasting relationship with Farm Credit Mid-America.

Workshops in 2024

Indianapolis, Indiana
Event Date: January 30-31, 2024
Registration Deadline: Registration is now closed
Event Location: JW Marriott Indianapolis, 555 West Street, Indianapolis, IN 46204

Columbus, Ohio
Event Date: February 20-21, 2024
Registration Deadline: Registration is now closed
Event Location: Renaissance Columbus Waterfront Place, 400 Alton Place, Westerville, OH 43081

Louisville, Kentucky
Event Date: July 16-17, 2024
Registration Deadline: Registration is now closed
Event Location: Louisville Marriott East, 1803 Embury Square Blvd, Louisville, KY 40299

farmCREDIT MID-AMERICA

Growing Forward Conferences - Landmarks of Excellence

Farm Credit Mid-America

Securing the Future of Ag Through Growing Forward Conferences

A Special
Thanks
to Our
Sponsors

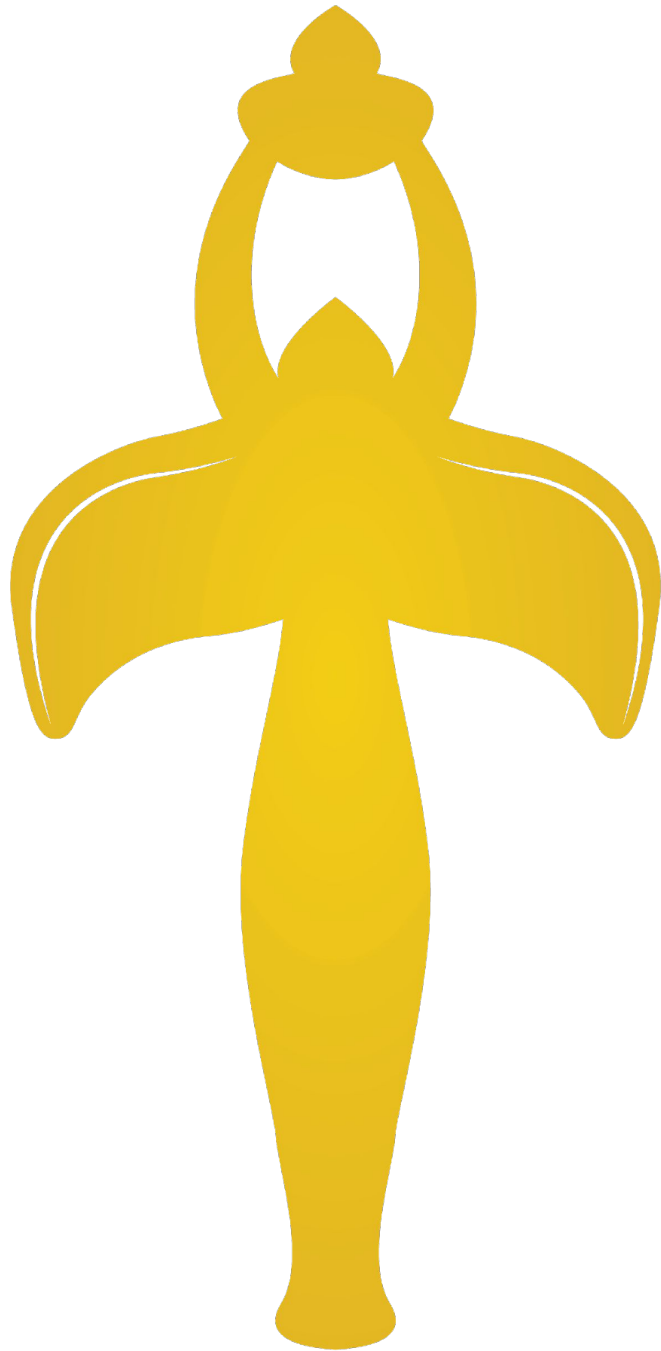


priceweber



THRIVE
floral studio

Josh Roy Photography



CONGRATULATIONS!

Don't forget to take photos with your awards, tag our PRSA Bluegrass Chapter on social media and include #Landmarks2024. See you next year!