

All Around Kentucky

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Looking In

Prep stars included in
Hall of Fame
ceremonies



PAGE 2

EPA proposals unfair
to food producers

PAGE 3

Fifth grader spells
her way to
state title



PAGE 7

Sprint Cup and motocross
racers have a
new sponsor



PAGE 8

'Uniquely
Kentucky' show airs in



Europe

PAGE 9

Tourists staying
down on the farm

PAGE 15

'Stuff happens' to
receive ad
awards



PAGE 17



Story photos courtesy Owensboro-Daviess County visitors bureau

THE AROMA AND TASTE OF SIZZLING MEATS ARE THE STAR ATTRACTION AT THE INTERNATIONAL BAR-B-Q FESTIVAL EVERY MAY IN OWENSBORO. THE ANNUAL EVENT GREW FROM TRADITIONAL CHURCH PICNICS IN THE AREA AND FEATURES COOKING TEAMS VYING FOR BRAGGING RIGHTS FOR SERVING UP THE BEST BURGOO AND BARBECUED CHICKEN AND MUTTON. SEE STORY ON PAGE 10.

SMITH SUCCEEDS SIMPSON AS CEO OF INSURANCE COMPANY

By Rachael Kamuf
KENTUCKY FARM BUREAU

An extraordinary changing of the guard as well planned as any at tradition-bound Buckingham Palace is taking place at Kentucky Farm Bureau Insurance Cos.

Veteran Kentucky Farm Bureau Insurance Cos. executive Brad Smith is succeeding Roger Simpson as executive vice president and chief executive officer

of the state's largest insurer.

Smith, who was appointed chief operating officer in 2003, assumed the new title in February when Simpson announced his upcoming retirement. Simpson, executive vice president and CEO since 1997, will continue to work closely with Smith and others throughout the organization until he retires on Aug. 1.

After a career that has spanned 37 years, Simpson said he "felt like it was time to retire. My wife (of almost 40

See CEO, page 12

KFB group tackling health care

By Rachael Kamuf
KENTUCKY FARM BUREAU

A special Kentucky Farm Bureau task force studying a wide range of issues affecting health care throughout the state is going on the road for a first-hand look at how a regional medical center addresses some of those concerns.

The committee was formed in 2008 in response to members' continued ranking of health care reform near the top of their list of priorities they wanted the organiza-

See HEALTH CARE, page 6

Prep awards included in Hall of Fame ceremonies

By Rachael Kamuf
KENTUCKY FARM BUREAU

Two Louisville prep stars who have played their way into the state's latest chapter of sports history are the 2009 Kentucky Farm Bureau High School Athletes of the Year.

Adia Mathies, the state's newest "Miss Basketball," was named the Female Athlete of the Year, and a "Mr. Football" contender, Jordan Whiting, is this year's Male Athlete of the Year.

They will receive the awards on April 29 before the induction of the newest members of the Kentucky Athletic Hall of Fame, which has been sponsored by Kentucky Farm Bureau for 20 years.

Kentucky Farm Bureau leaders said the awards were introduced three years ago to enhance the organization's support of education.

"This goes beyond athletics," said Steve McCormick, director of administrative services at Kentucky Farm Bureau Insurance Cos. "Adia and Jordan are exemplary representatives of their schools, and we are congratulating them for their outstanding accomplishments both on and off the field."

David S. Beck, federation's executive vice president, also pointed out that cash grants were made to the libraries of each player honored as the Player of the Game during the boys and girls Sweet 16 basketball tournaments. Checks totaling more than \$1,600 were sent to different schools to purchase books for their libraries.

Iroquois High School's library was one of the recipients after Mathies was selected as the Most Valuable Player in two games, including the final, as she led the school to the championship of the 2009 Kentucky girls tournament in March.

A University of Kentucky signee, Mathies has been one of the top basketball players in the state since she began playing at the varsity level in Louisville as a sixth-grader. She scored almost 3,000 career points before the start of the first game of the girls Sweet 16 tournament.

Mathies also is a Full Court Press High School All-American and was ranked by ESPN as the 13th best high school shooting guard in the country.

Whiting, who has committed to playing football at Ohio State University, was a final-

ist for this year's National Alliance of African American Athletes' Watkins Award that recognizes academic achievement.

He also was a finalist for Kentucky's Mr. Football honors last season after his Trinity High Shamrocks won the state title game in the class for the state's largest schools in December.

state tournament. He went on to become the 13th all-time scorer at the University of Kentucky despite missing a season of play after a car accident.

Casey – who has been undergoing care at Vanderbilt University as a possible candidate for a heart transplant – played under legendary coach Adolph Rupp and was

small schools. After college, Grant was a Los Angeles Laker for one year. He was signed to three teams in the American Basketball Association, including the Kentucky Colonels in Louisville, before the ABA was folded into the National Basketball Association.

Grant is a long-time educator and is now an assistant high school principal and athletic director in Atlanta.

Another former Wildcat basketball player to earn All-SEC honors in the 2009 class is Patti Jo Hedges-Ward.

The Louisville Western High School product started for the only women's UK squad to win a Southeastern Conference championship and went on to play on the Pan Am team of women collegiate stars who won the gold medal in 1983.

Other inductees are:

- Dan Ulmer, a former banker who was instrumental in reviving minor league baseball in Louisville. He is a partner in the Louisville Bats and chairman of the board of Minor League Baseball.

- The late Elmore Just, founder of Persimmon Ridge Golf Course and Louisville Golf Club Co., who was a member of the golf team at what is now Bellarmine University.

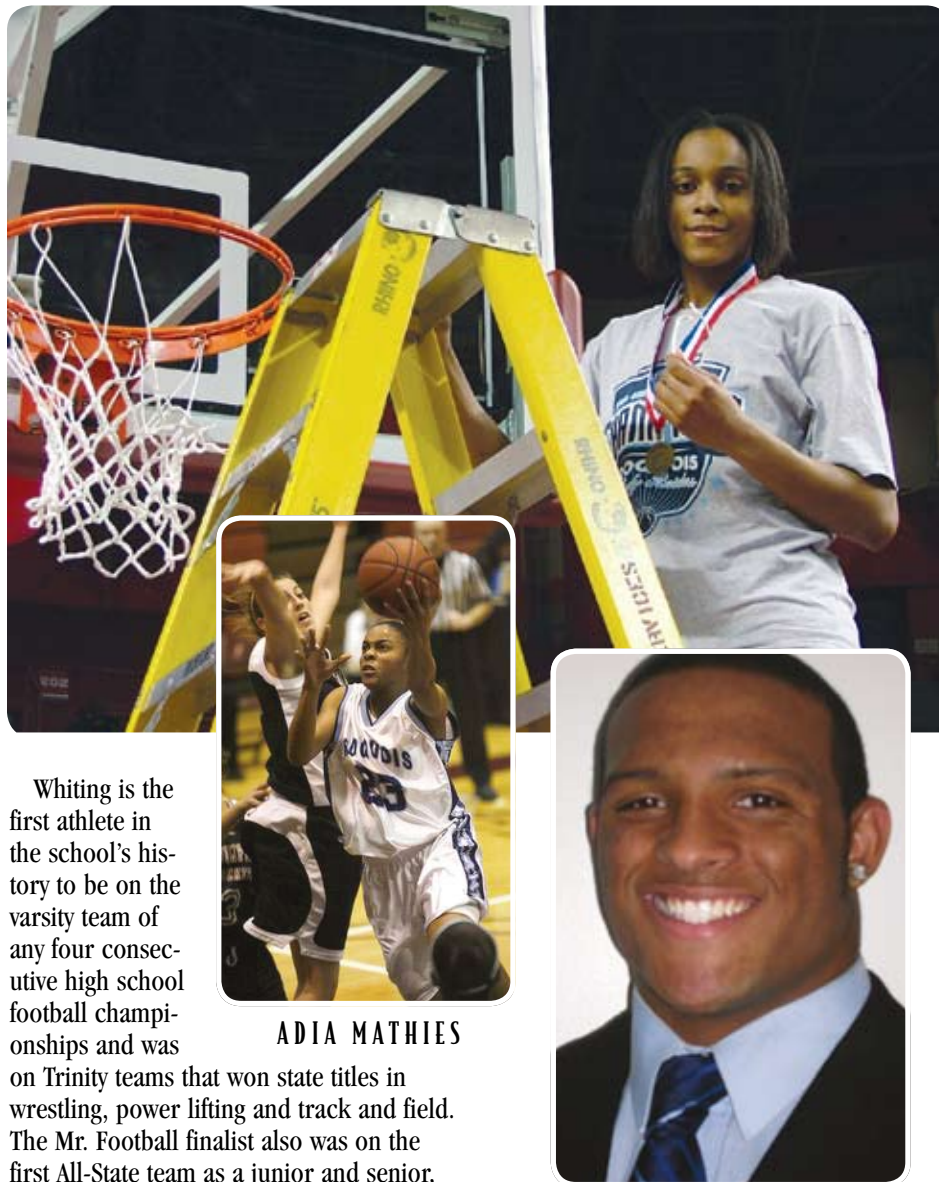
- Clay County and state high school basketball legend Bobby Keith, holder of the record for the most Sweet 16 appearances. He took 14 teams to the boys state tournament and won the championship in 1987. He also was the coach of Kentucky agriculture commissioner Richie Farmer, who was a star at Clay County and the University of Kentucky.

- Marty O'Toole, St. Xavier High School four-time All-American swimmer in the 1950s. He is still affiliated with the St. X swim program, which he has guided to consecutive state championships over the last 20 years.

- Retired racing writer Maryjean Wall, winner of three Eclipse Awards during her career at the Lexington Herald-Leader.

The Kentucky Athletic Hall of Fame dinner is an official Kentucky Derby Festival event that will be held at the Crowne Plaza Hotel (formerly Executive West) near the Kentucky Exposition Center.

Tickets are \$75 each, or \$699 for a table of eight, with proceeds benefiting Kosair Charities. For more details on ticket purchases, contact Kosair's Jo Barrett at 502-637-7696.



ADIA MATHIES

JORDAN WHITING

Whiting is the first athlete in the school's history to be on the varsity team of any four consecutive high school football championships and was on Trinity teams that won state titles in wrestling, power lifting and track and field. The Mr. Football finalist also was on the first All-State team as a junior and senior, was named to three All-American teams as a senior and was nominated to the U.S. Army All-American Bowl.

Joining Mathies and Whiting as special guests at the Hall of Fame dinner will be the latest inductees, including former high school stars who had stellar college careers.

They include Mike Casey, who was Kentucky's 1966 Mr. Basketball after he led Shelby County High School to victory in the

named to three All-SEC teams as a collegiate player.

Kentucky State University's Travis Grant, The Sporting News' all-college Player of the Year in 1972, also is joining the Kentucky Athletic Hall of Fame later this month.

The Alabama native scored 4,045 points and is the all-time leading scorer of the KSU basketball program and the NAIA group of

Proposed EPA regulations unfair to food producers

The political change in Washington has heated up attention to the global climate change issue, and it appears that agriculture is in the crosshairs of the new administration.

What we've seen thus far is cause for concern. Environmental Protection Agency regulations are coming fast and furious. And despite the fact that a 2007 EPA study concluded that agriculture emits only seven percent of the greenhouse emissions, the new secretary of the Department of Agriculture has stated that he wants the USDA to be "the national leader in climate change."

Agriculture no doubt should be taking a proactive role in the development of sensible, science-based approaches. In fact, we already have on a number of fronts, particularly with the emergence of carbon trading, a practice in which farmers are paid for taking steps that keep carbon stored in the soil.

However we also have good reason to be anxious about the negative impacts new policies and regulations could have on food producers. This would include increased costs for fertilizer and other inputs plus burdensome guidelines on production practices.

New regulatory requirements on farms and ranches will be part of the mix. While some of the proposed requirements may be necessary, I fear that others will be unwarranted and impractical. Some could improve our ability to protect natural resources. Others could cut into our profit margins (that is, if there's going to be a profit in this volatile marketplace), while

KENTUCKY grassroots

MARK HANEY | PRESIDENT | KENTUCKY FARM BUREAU



doing nothing to cool the planet.

We've already seen one radical proposal that would call for what amounts to a per-head tax on cows, hogs and some other farm animals. This is part of an EPA plan to regulate greenhouse gases under the Clean Air Act. Under the proposal, a farmer with more than 25 dairy cows, 50 beef cattle or 200 hogs would be subject to permitting requirements, with fees amounting to about \$175 per dairy cow, \$87.50 per head of beef cattle and \$20 per pig.

Another result of putting farm production under the auspices of the Clean Air Act could be that farmers would have to obtain permits to use common spray nozzles for applying chemicals. That's because the nozzles would be classified as potential "point sources" for pollution.

Another ramification could apply to dust, which could be regulated as a "particulate matter."

The uproar over this situation has given rise to a Senate bill that would prohibit EPA from regulating farms under the Clean Air Act.

And as always, the federal regulators are considering more rigid guidelines on pesticides, fertilizers and manure management.

Livestock producers especially need to be on alert because methane and carbon dioxide emissions will be under close scrutiny.

The irony of all this is that production agriculture has come a long way in the past decade or so to reduce such greenhouse gases as methane, carbon dioxide and nitrous oxide. In Kentucky, a law that Kentucky Farm Bureau supported requires farmers to develop and then follow "best management practices" for protecting soil, water and air quality. Currently there's an effort to persuade more livestock producers to implement nutrient management plans.

In crop production, no-till or minimum-till planting has become the norm.

Farmers, ranchers and foresters are willing to do their fair share in offsetting greenhouse gas emissions, but they're not going to stand by and be put out of business by requirements that are costly and unwarranted. We need to be on guard and prepared to respond.

The Obama administration has hit the ground running; many who make a living off the land would like them to slow down and be more grounded with their approach to the climate change issue.

KFB schedules teacher workshops

Staff report
KENTUCKY FARM BUREAU

Kentucky Farm Bureau is holding more workshops – and waiving registration fees – in its efforts to promote agriculture literacy to make it more convenient and affordable for teachers to take part in the sessions this summer.

"Educators are key in this program that is part of an overall effort to help children understand the value of food production in Kentucky and the nation, and we want to do all we can to involve more teachers," said

Kentucky Farm Bureau women and agriculture education director Scott Christmas.

Eight workshops will be held at different locations throughout the state in June.

Materials presented to the teachers are correlated to Kentucky's core content academic standards, Christmas said.

"The lessons we will present show how real-life agricultural themes can be applied to teaching mathematics, social studies, science and English," he said. "Children, in turn, will have a better understanding of how agriculture not only provides them with their most basic needs but affects their lives

economically, environmentally and socially."

Participants can earn up to six hours of professional development credits for the morning sessions that address classroom applications and afternoon tours of nearby farms or other ag-related operations.

The 2009 workshops will be held in Morehead, Jamestown, Glasgow, Paducah, Madisonville, Covington, Louisville and Lexington.

For more information on dates, locations and times, contact Christmas at schristmas@kyfb.com or visit Kentucky Farm Bureau's Web site (www.kyfb.com).

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Rachael Kamuf, Editor
Editorial and Executive Offices
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Lincoln's Kentucky heritage linked together on highway tour

By Herb Sparrow

SPECIAL TO KENTUCKY FARM BUREAU

The upcoming travel season offers many opportunities to visit places that tied Abraham Lincoln to Kentucky throughout his life as the two-year commemoration of the bicentennial of his birth on Feb. 12, 1809 in present-day LaRue County continues.

They can be toured by traveling the Lincoln Heritage Trail, which was proposed through Kentucky, Indiana and Illinois in 1963 as the country was marking the centennial of the Civil War.

Under the leadership of then-Kentucky Gov. Bert Combs, the high-

way — marked by brown signs that look like a penny — became a reality to showcase spots significant to Lincoln before and after his election as president of a divided nation.

The journey can begin in Hodgenville where planning for observances for the 200th anniversary of Lincoln's birth sparked a revival and expansion of the

Kentucky portion of the 1,000 mile Lincoln Heritage Trail. The revised Central Kentucky driving tour was unveiled on Feb. 12, 2008 in Hodgenville as part of the kickoff of a national celebration of Lincoln's bicentennial.

The trail features 27 sites associated with Lincoln, his family and the people who influenced him to expand

people's understanding of the role Kentucky played in Lincoln's life from his childhood to his years as commander-in-chief during the Civil War.

"We have so much of the Lincoln history that is taken for granted," said LaRue County Judge-Executive Tommy Turner, who is cochairman of the Kentucky Abraham Lincoln Bicentennial Commission.

"His best friend was from Kentucky; his wife and all his in-laws were from Kentucky; his law partners were from Kentucky; his stepmother was from Kentucky. At each and every turn, you find Kentucky played a part in Abraham Lincoln's life. We have forgotten that."

Laura Coleman, public information officer at the Kentucky Historical Society, said the trail is a comprehensive linking of existing sites. "It gives people a hands-on feeling of Lincoln's ties to Kentucky. They can see where he came from, the people who were most influential in his life and where he lived and learned."

The trail includes locations in Hodgenville, Lexington, Louisville, Frankfort, Harrodsburg, Elizabethtown, Nicholasville, Springfield and Richmond.

Sites directly associated with Lincoln include his birthplace - a National Historic Site, where a granite memorial houses an early 19th-century cabin representative of the one in which he was born - and the re-created cabin eight miles away near trees sprouting when Lincoln lived there from ages 2 to 7.

Places associated with his family include the Mary Todd Lincoln House in Lexington, where his wife grew up and they later visited as husband and wife; the Lincoln Homestead State Park near his mother's home in Springfield; and the Lincoln Marriage Temple at Old Fort Harrod State Park in Harrodsburg

'... At each and every turn, you find Kentucky played a part in Abraham Lincoln's life. We have forgotten that.'

— Tommy Turner, cochairman

Lincoln Bicentennial Commission



(photo above), a brick structure that houses what is believed to be the log cabin in which Lincoln's parents were married.

The trail also includes Farmington in Louisville, the 19th-century Federal-style house where Lincoln visited his good friend Joshua Speed; White Hall near Richmond, the 44-room Italianate home of abolitionist Cassius Marcellus Clay, whom Lincoln appointed as ambassador to Russia; and the Lexington estate of Lincoln's political hero, Henry Clay.

There are also sites to remind that Kentucky played a key role in the Civil War, including Perryville Battlefield State Historic Site and Camp Nelson Civil War Heritage Park and National Cemetery.

The updated Lincoln Heritage Trail is a multi-agency project of the Kentucky Heritage Council, the Kentucky Historical Society, Kentucky Abraham Lincoln Bicentennial Commission, Kentucky Department of Tourism and Kentucky Transportation Cabinet.

The trail has signs, a pop-out map, a brochure and a Web site, www.kylincolntrail.com.

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AS HEARD ON PAUL HARVEY NEWS

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Will eliminate the most noticeable indoor air pollutants in just 15 minutes
Provides relief from allergies and sinus

By John Whitehead, Media Services

BioTech Research has announced EdenPURE®, the ultimate air purifier.

We believe the EdenPURE® is the best and most advanced air purifier on the market.

You have probably heard about the remarkable EdenPURE® on television across the nation and as heard on Paul Harvey News nationally.

It runs super quiet and requires no filter replacement.

Unlike typical air purifiers which have only 1 or 2 mechanisms of reducing pollution, the EdenPURE® has 4 mechanisms which attack pollution.

There are many different types of pollution and many of them, especially the worst, cannot be effectively reduced with the limited mechanisms of old-style air purifiers. The EdenPURE® 4-mechanism process destroys more types of pollution.

Some of the worst pollution comes from contaminated surfaces and fabrics. This remarkable air purifier not only attacks pollution from the air, but can also safely reduce pollution embedded in walls, ceilings, floors, carpets, furniture, clothing, and on countertops, as well as, other surfaces. It works to sanitize everything in the home.

The EdenPURE® can bring relief from the symptoms associated with sinus, and other respiratory discomfort. When pollutants are removed from the air you should sleep better, and feel better in a cleaner environment. The result is reduced fatigue and improved mental abilities.

The air purification technology in the EdenPURE® is that used by the federal government to purify air in the Space Shuttle and the International Space Station.

Old style HEPA type air purifiers only remove dust and some allergens. They do not remove the most harmful pollutants such as bacteria, viruses, mold and yeast.

And if you have one of those air purifiers that has no fan, beware. More will be explained on this as you read on.

The EdenPURE® has a super advanced system of air movement that is so quiet that you would have to put your ear up next to it to know that it's even running. And the EdenPURE® is virtually maintenance free.

For more on the new EdenPURE®, here is my remarkable interview with Julius Toth, Director of Product Development for BioTech Research.

Q. BioTech Research has been in the air purification business for a long time and your previous air purifier model was the all-time best seller and was super effective. Why is the new EdenPURE® air purifier so much better?

A. Yes, our previous model was an all-time best seller and in our opinion was the best air purifier on the market, which was also the opinion of our customers.

But the new EdenPURE® is much more advanced. Our previous model used 2 very effective mechanisms to eliminate pollution, which were combinations of activated oxygen and ultraviolet light.

The EdenPURE® utilizes 4 advanced electronic air purification mechanisms. I call it the EdenPURE® process.

The advanced technology in the EdenPURE® is that used in spacecrafts such as the Space Shuttle and the International Space Station.

Q. What about those air purifiers that have no fan?

A. It has been well documented that an air purifier without a fan cannot possibly remove pollution to any substantial level. Those types mainly remove pollution that is very close to the unit. That's fine if you're purifying the air in a broom closet, but not for a wide area. Also, those units have you wiping off a plate to clean off the trapped pollution. But unless those units have ultraviolet light, that plate contains live bacteria and viruses that can be harmful.

Q. How does the EdenPURE® eliminate pollution

EdenPURE® - Never breathe bad air again



The EdenPURE® Area Model

without requiring the air to go through the unit, and how does it eliminate pollution on surfaces and fabrics?

A. The EdenPURE® has 4 electronic mechanisms to attack pollution that mimic the way it is done by nature's thunderstorm. Thunderstorms produce highly activated oxygen which destroys pollution and puts negative ions in the air that also destroy pollution. The air is now ionized fresh and free of the most irritating pollutants, which promotes a healthier environment.

Three of the 4 electronic mechanisms in the EdenPURE® go out and seek out pollution throughout the room, on surfaces, and in fabrics like guided missiles. The pollution cannot hide.

Q. What is the range of pollutants that the EdenPURE® takes out of the air?

A. It removes nearly all airborne and surface organic and inorganic pollutants.

Organic pollutants removed by the EdenPURE® include: fungus, mold, bacteria, tobacco odor, pet odors and most other household odors. It can also

Testimonies of a few of the many EdenPURE® satisfied customers

The EdenPURE® that I used in my apartment for approximately a week was different than any air purifier that I have tried. Everyone was able to take deeper breathes than normal in the apartment. My cats now stay in the room more when someone is smoking. They would not before. My boyfriend's allergies were unnoticeable when he was inside. I personally like the fresh smell the EdenPURE® let off. *Jenny Klco*

kill viruses.

The EdenPURE® removes inorganic pollutants including dust and many other chemical compounds present in the home too numerous to mention here.

The Wall Street Journal recently reported that there is 5 times more air pollution in a house than there is in the open air outside the house. Everyday you breathe all these pollutants into your lungs and many go into your body.

Q. Does the EdenPURE® require filter replacement like the old-style HEPA air purifiers?

A. No. There is a small 4 inch by 8 inch pre-filter that you simply clean periodically by running water over it. This pre-filter is made of highly durable mesh that will last a lifetime.

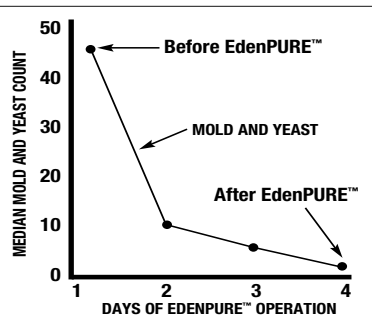
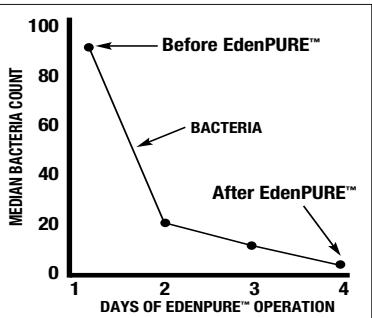
Q. So then the EdenPURE® sanitizes everything in the house?

A. It works to sanitize the air, walls, floors, ceiling, furniture, carpeting, countertop surfaces, sinks, bathtubs, toilets, and even sanitizes your clothes.

Q. How well does the EdenPURE® work on eliminating odors?

A. The EdenPURE® will

Independent Test Results



EdenPURE® eliminates most pollution in 15 minutes. Bacteria, mold and yeast are among the most difficult pollutants to eliminate. Old style air purifiers rarely remove them to an acceptable level. The EdenPURE® eliminated virtually all the bacteria, mold and yeast in only 24 hours. This independent laboratory test was conducted by Dr. Dee M. Graham, one of the leading air pollution experts in the world.

I have terrible sinus problems. I'm also allergic to dog and cat dander, grass, dust, and ragweed. Before using the EdenPURE® I had to take antihistamines and use allergy/sinus nasal spray. I was embarrassed because my eyes were red and I always sounded like I had a cold. I then got the amazing EdenPURE®. I plugged in the EdenPURE® and went about my daily duties when I suddenly noticed I wasn't coughing or wheezing or clearing my throat. This was incredible. The EdenPURE® really works! I am so happy. My eyes are clear and I can breath. I've tried many other air purifiers, they're all in my storage room with other failed products. The EdenPURE® truly does what it claims to do. *Diane C. Vance*

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The price of the EdenPURE® Whole House Model, which purifies air up to 3,000 sq.ft. is \$372 plus \$22 shipping for a total of \$394 delivered. The price of the EdenPURE® Area Model, which purifies air up to 1,000 sq. ft., is \$302 plus \$12 shipping for a total of \$314 delivered. People reading this publication get a \$75 discount, free shipping and handling and pay only \$297 for the Whole House Model delivered and only \$227 for the Area Model delivered if you order within 10 days. They come in the decorator color of grey which goes with any decor. There is a strict limit of 3 units at the discount price - no exceptions please.

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Health care

Continued from page 1

tion to tackle. Since then the group has heard presentations from health care and insurance providers and questioned them about their services, problems they encounter and suggestions on how to solve them.

"No one person or association has all the answers to what is a complex nationwide problem, and we must be well informed to offer possible solutions," said John Hendricks, chairman of the Kentucky Farm Bureau Health Care Task Force.

The April 7 tour of the UK Center for Excellence in Rural Health in Hazard will be the first time the task force members have visited a facility that delivers services often unavailable outside urban areas.

"The center for rural health has pre-natal to geriatric care, almost like a one-stop shop," said John Hendricks, who is also first vice president of Kentucky Farm Bureau. "It is intriguing because the center has programs that relate to the topics that our members – and the general population – have identified as priorities in Kentucky."

The decision was made to visit Hazard, he said, after its director, Dr. Baretta Casey, met with the task force. "What is being done there is impressive," Hendricks said.

The UK Center for Excellence in Rural Health opened in 1994 as a step toward solving various problems that contribute to disparities in health care in rural parts of the state, including a shortage of doctors and chronic diseases and ailments affecting residents in the poorest regions of the state.

"We serve a special population, because of disease and access to care," said Casey, a

Pike County native who has been the center's director since 2002. Eighty of Kentucky's 120 counties are considered rural. ... Access is as much an issue in many places for people with good health insurance plans, especially when they need to see a specialist for tests and care."

The center, which has outgrown its 65,000-square-foot primary clinic near the Appalachian Regional Hospital in Hazard, provides medical, dental and mental health care and wellness and screening programs for patients of all ages. There are satellite clinics offering more limited services in nearby Knott County and in an isolated area of Perry County outside Hazard.

As part of its mission, the Center for Excellence in Rural Health is a teaching facility, with a three-year family residency program designed to attract physicians to locations beyond metropolitan areas.

Access to specialists and even general practitioners is limited in many parts of Kentucky (see related story below). Casey, vice chairman of the University of Kentucky medical school's Family and Community Medicine Department, said the Hazard center has been helpful in providing a partial solution to that dilemma.

She estimated that more than 95 percent of the medical residents who have completed the three-year rotation there have settled in rural communities in Kentucky and neighboring states' Appalachian regions. Most, she said, have set up practices in Kentucky. "It is a sought-after residency."

The residents and teaching staff are associated with the Hazard hospital and admit patients there; referrals are made to larger hospitals when specialized care not avail-

See HEALTH CARE, page 18

Doctor shortage is acute in some rural communities

By Lindsey Coblentz
KENTUCKY FARM BUREAU

Back in the "old days," it was common practice for people to travel large distances to see a doctor. It was normal for women to give birth at home with no medical assistance. Today's expectant mothers don't have to worry about being able to see a doctor ... or do they?

Many do in underserved areas of Kentucky, according to Marshall White, director of public and governmental relations at the Kentucky Medical Association. Finding an obstetrician is all but impossible in the 71 out of 120 counties that do not have doctors who specialize in maternity and other women's health care, he said. "It's a real concern."

The problem doesn't begin and end with specialists, like obstetricians and gynecologists. A shortage of general practitioners is troublesome, too, as the Kentucky Institute of Medicine (KIOM) released a report in 2007 estimating that the state needs 2,298 more doctors to match the national average ratio of active physicians per resident. "That's just to get us on a level playing field with the rest of the states in the nation," White said.

The report determined there is a ratio of about 214 active physicians for every 100,000 people in the state, compared to the national average of 268. Some regions of Kentucky had an even larger shortage, like the Lake Cumberland area with a ratio of 126 doctors per 100,000 people.

The current shortage has the potential to worsen even more because of an expected increase in the demand for doctors.

The state has a rapidly growing elderly population, as well as high rates of such chronic health problems as obesity, cancer and cardiovascular disease. In fact, KIOM has concluded that chronic diseases account for 70 percent of Kentucky's mortality.

Bureau first vice president John C. Hendricks said the group's primary objective is to help Farm Bureau members meet their health care needs. "We hope to find anything that can benefit our members. That's our goal."

Last September, the group met with representatives from the KMA, the Kentucky Hospital Association and the Center for Excellence in Rural Health in Hazard. They

The Center for Excellence in Rural Health is hosting the task force in April to show the multi-pronged approach being taken there to tackle some of the state's health care issues. (See related story on Page 1.) Hendricks hopes the trip will give the group a perspective on "different things we can have an effect on, such as rural health care and wellness programs."

The Hazard center, which is a part of the University of Kentucky College of Medicine and has three clinics in Perry and Knott counties, also is a teaching facility with a three-year residency for doctors who want to concentrate on family medicine.

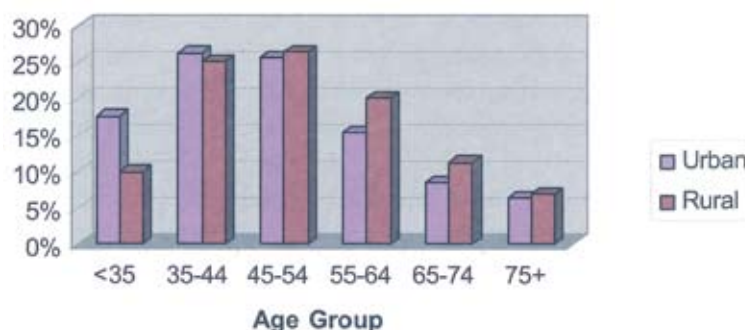
The goal is to attract physicians to rural areas, and Dr. Baretta Casey, the center's director, said most of the graduates have elected to stay in Kentucky.

White said that is not the case overall with residents who complete their medical education at the state's medical schools. Nationally, he said, 60 percent of doctors stay in the state where they did their residency. "Kentucky's exactly the opposite," he said. "Sixty percent of our residents that are trained here leave."

Inspired by the KIOM study, the KMA recently announced the Patient Physician Partnership, a five-point plan to ensure all Kentuckians have access to affordable, quality health care. The partnership set such goals as easing health insurance costs for families and physicians, increasing support for Kentucky's medical schools and rural residency programs and passing medical liability tort reform.

White said it will take time for the plan to work. "It's going to be years."

Kentucky Physicians, 2007
By Age and Rural or Urban Practice



The KIOM projected that there will be 12,846 doctors by 2020, well short of the 13,422 needed to guarantee all Kentuckians access to health care.

Kentucky Farm Bureau formed a health care issues task force in 2008 to study health care problems in the state like the physician shortage and develop policy recommendations.

Task force chairman and Kentucky Farm

discussed a variety of issues and identified two other problems that contribute to concerns about Kentucky's overall health care system: high cost of malpractice insurance for medical care providers and the high number of residents without health insurance, a situation that Hendricks said is likely to worsen because of the national and state economic downturns.

Sheth spells her way to state title

By Rachael Kamuf
KENTUCKY FARM BUREAU

Knowing the correct spelling of the word “regime” earned Priyanka Sheth, a fifth-grade student at St. Joseph Catholic School in Bowling Green, the title of champion of the 2009 Kentucky Derby Festival State Spelling Bee sponsored by Kentucky Farm Bureau.

After winning the March event at the Muhammad Ali Center in Louisville, the 10-year-old daughter of Nirar and Ami Sheth, was presented with a U.S. Savings Bond valued at \$10,000 upon maturity, a trophy, the latest edition of the Merriam Webster collegiate dictionary and a \$25 amazon.com gift card.

Second place went to Ben Coomer, a seventh-grade student at Immanuel Lutheran School in Seymour, Ind., in Jackson County. He received a savings bond valued at \$5,000, a trophy, dictionary and \$20 amazon.com gift card.

Taking third in the event was Emily Keaton, a fourth-grade student at Christ Central School in Pike County, who won a \$3,000 savings bond, trophy and \$20 amazon.com gift certificate.

Mary Lyons, a seventh-grade student at Monroe County Middle School, finished fourth. Lyons received a \$1,500 savings bond and a trophy.

Four students – Cameron Zingg of Bourbon County; Shayna Haycraft of Hardin County; Sarah Meyers of Jennings County Indiana; and Logan DeWitt of Shelby County – tied for fifth place. Each received a \$500 savings bond.

Fifty-seven Kentucky and Southern Indiana public and private school students in fourth-eighth grades participated in the competition. Kentucky Farm Bureau has been the sponsor since the spelling bee was added to the Kentucky Derby Festival's line-up of special events in 1994.

Kentucky Farm Bureau president Mark Haney congratulated the winning students and all who competed.

“Our organization has a history of supporting excellence in education to provide more learning opportunities for our children and enhance their prospects for bright futures,” he said. “The spelling bee celebrates the participants’ achievements as well as their schools’ efforts to provide all students with a sound education.”

Vinegar Can Be Used For WHAT?

1001 All New Vinegar Home Health Secrets

ST. LOUIS (Special) - Thousands of years ago ancient healers trusted apple cider vinegar, and modern research shows - *vinegar truly is a wonder cure!*

In fact, apple cider vinegar's biggest fans believe this golden liquid can help solve the most troublesome of human afflictions.

Since even the earliest of times a daily vinegar cocktail was used to help control appetite to lose weight and continue good health.

And now after years of continued research all across the globe, over 1000 new vinegar super-remedies and tonics are available in the brand new 232-page *Vinegar Anniversary Book* by famed natural health author, Emily Thacker.

Author of the very first book of its kind since the 1950's, Ms. Thacker brings her unique wisdom, experience and down-home flavor to this complete collection.

From the Bible to Cleopatra to the fierce Samurai warriors of Japan, vinegar has been documented as a powerful tonic to ensure strength, power and long life.

In China, the health system that has been in place for thousands of years recognizes the value of vinegar. Traditional Chinese Medicine (TCM) oversees the health of millions of Chinese – not with modern drugs – but with proven remedies that include vinegar.

Today's research studies and scientific reports continue to praise the healing powers of vinegar to maintain good health and well being.

Even grandma knew that her old remedies worked even if she wasn't able to explain why. And scientific research confirms this.

For instance, grandma said putting diluted vinegar in the ears would ward off infections. The American Academy of Otolaryngology's doctors – who specialize in treating infections like swimmer's ear - now recommend using a vinegar mixture as a preventative.

The Yale-New Haven hospital uses vinegar as a hospital disinfectant. When after-surgery eye infections became a problem, their Department of Bacteriology solved it with vinegar.

Food poisoning? Some doctors suggest that regular vinegar use can prevent it!

The 232-page *Vinegar Anniversary Book* will amaze you with its over 1000 natural remedies, secrets, tonics and cure-alls for a healthier, happier life. You'll get easy recipes that mix vinegar with other common household items to help:

- Calm an upset stomach
- Ease leg cramps
- Soothe sprained muscles
- Control appetite to lose weight
- Relieve coughs
- Banish nausea
- Arthritis pain
- Make hiccups disappear
- Cool a sunburn
- Boost memory
- Reduce sore throat pain
- Relieve itchy skin
- Lower blood pressure & cholesterol
- Eliminate bladder infections
- Chase away a cold
- Treat burns
- Reduce infection
- Aid digestion
- Improve memory
- Soothe sore feet
- Treat blemishes & age spots
- Remove corns & calluses
- Replace many household cleaners

And that's just the beginning of the over 1000 new and improved hints and tips that you'll get.

50 years ago a daily dose of an apple cider vinegar and honey tonic was used to ease arthritis. During the last 30 years or so, many wonder drugs have replaced this time-tested home remedy. Now vinegar, along with countless other old-time tonics, have new supporters including many medical professionals. *The reason?* Almost everybody has experienced the negative side of some of the powerful new drugs.

Strep and Staph infections? Vinegar is a powerful antiseptic and kills even these dangerous bacteria on contact.

Headaches will fade away with this simple vinegar concoction.

Feel good and look good with these hair and skin-friendly vinegar remedies.

You'll learn when you should *and should not* use vinegar.

Can apple cider vinegar really do all this? The answer is yes because it is such a marvelous combination of tart good taste, germ-killing acid and an assortment

of important vitamins and nutrients.

Join readers like L.S. of Monroe, N.C. who says “*Thanks, this book is wonderful. A real life saver for me!*”

Find different ways to combine vinegar with common foods like lemon juice, blueberries, onion, strawberries, garlic, honey, ginger and more to create recipes to help improve health and quality of life.

All new ideas to put vinegar to work around the home to clean, disinfect and eliminate mold and mildew. Great for those with allergies or asthma!

Save money as you put Emily's latest discoveries to the test!

There's even 365 additional tidbits to take you through the year beginning with January's winter snows through the dog-days of summer and into the golden leaves of autumn.

Yes that's over 1000 tried-and-true remedies and recipes in this handsome collector's edition and it's yours to enjoy for 90-risk free days. That's right, you can read and benefit from all 232-pages without obligation to keep it.

To get your copy of the *Vinegar Anniversary Book* direct from the publisher at the special introductory price of \$19.95 plus 3.98 shipping and handling (total of \$23.93, OH residents please add 6% sales tax) simply do this:

Write “Vinegar Anniversary” on a piece of paper and mail it along with your check or money order payable to: James Direct Inc., Dept. VA864, 1459 S. Main St., Box 3093, N. Canton, Ohio 44720.

You can charge to your VISA, MasterCard, Discover or American Express by mail. Be sure to include your card number, expiration date and signature.

Want to save even more? Do a favor for a relative or friend and order 2 books for only \$30 postpaid. It's such a thoughtful gift.

Remember: It's not available in book stores at this time. And you're protected by the publisher's 90-Day Money Back Guarantee.

SPECIAL BONUS - Act promptly and you'll also receive The Very Best Old-Time Remedies booklet absolutely FREE. It's yours to keep just for pre-viewing “*The Vinegar Anniversary Book*.” Supplies are limited. Order today.

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Farm Bureau-Gibbs teams ride for motocross and NASCAR Sprint Cup titles

By Rachael Kamuf
KENTUCKY FARM BUREAU

Farm Bureau is on the Sprint Cup circuit with a car in six races of the premier NASCAR series this year.

The car, a Toyota, is sponsored by Southern Farm Bureau Life Insurance Co., which is owned by Kentucky Farm Bureau and nine other Farm Bureaus in the Southeast.

"It's a way to expand our customer base," said John Sparrow, Kentucky Farm Bureau Insurance Cos.' vice president of Agency Support & Marketing.

He also pointed out that Farm Bureau is sponsoring a Joe Gibbs rider in the American Motorcycle Association's 2009 motocross dirt-bike motorcycle races that have riders navigating – often air-born – a course of straights, hills, jumps and turns.

As a growing spectator sport with an enthusiastic television audience, Sparrow said, the motocross sponsorship "gives us yet another way to reach a diverse group of potential Kentucky Farm Bureau members."

Southern Farm Bureau had a positive response last year after test marketing the concept of sponsoring a race car last year in NASCAR's Nationwide Series, Sparrow said. "We had – and still have – the hottest racing team in the sport in Joe Gibbs and his drivers. They have quite a following."

By moving up to Sprint Cup, the car will not race at Kentucky Speedway outside Sparta where Farm Bureau driver Kyle Busch crashed after leading for 18 laps in the Meijer 300 race last summer.

Kentucky Speedway has been unsuccessful on landing a Cup race, and Gov. Steve Beshear has indicated he will include special incentives to convince NASCAR officials

to add the course to the schedule if he calls for a special legislative session this summer. An economic development bill containing the NASCAR provisions was not approved during the regular meeting of the General Assembly that concluded March 26.

With or without the incentive package, Sparrow said Kentucky Farm Bureau will continue to be a part of the effort to lure a Sprint race to



Kentucky
Speedway.

Although he is disappointed the Farm Bureau car won't be racing in the state this season, Sparrow said the Spring Cup offers Farm Bureau even greater exposure to Kentuckians and other NASCAR fans who can't travel to Sparta.

The Sprint races are broadcast live on national television and radio networks throughout the season," he said. "There are more local newspapers and television stations throughout the country that routinely lead off with stories on NASCAR than sports being played in their own back yards. NASCAR drivers get more attention than movie stars in many parts of the country."

Denny Hamlin – who finished second in two Virginia races in March – will be behind the wheel of the Farm Bureau vehicle when it makes its first Cup appearance at the May 9 race in Darlington, S.C., and in Atlanta on Sept. 6.

Popular rookie Joey Logano will be the driver Oct. 25 in Martinsville, Va. Drivers for the other three races, including the season finale in November, have not been announced

'Bluegrass and Backroads' reaching new television audiences in Europe

Staff report
KENTUCKY FARM BUREAU

The reach of Kentucky Farm Bureau's "Bluegrass and Backroads" weekly television show has expanded internationally, adding millions of potential new viewers.

The program is being televised in Great Britain and western Europe under an agreement with a partnership that includes RFD-TV, the network that carries "Bluegrass and Backroads" in the United States.

"This presents a great opportunity to showcase the uniquely Kentucky stories that our TV staff, Bob Shrader and Matt Hilton, produce each season," said Mike Feldhaus, Kentucky Farm Bureau's director of broadcast services.

The early ratings for the European venture have been good, said Shrader, video production coordinator at Kentucky Farm

Bureau. "RFD is so pleased with the results that it is pursuing expanding into other countries as well."

Each 30-minute "Bluegrass and Backroads" has three stories, including one focusing on agriculture. Hilton and Shrader do the writing, filming and interviews, and Feldhaus is the host.

In Europe, "Bluegrass and Backroads" is included in programs that are broadcast during prime time.

The show can be seen on the RFD-TV on Wednesday at 2 p.m. and midnight (E.D.T.)

Television stations and satellite systems throughout Kentucky also carry "Bluegrass and Backroads."

In Louisville, the show can be seen on Insight Cable Channel 2 at 9:30 p.m. on Wednesday. WBKI-TV in Louisville and Lexington airs the show at 10 a.m. on Sunday.

In Northern Kentucky, the broadcast time is 9:30 a.m. on Saturday on Insight Cable's

Channel 6. Fleming County Cable, which serves Fleming and Lewis counties, carries the Kentucky Farm Bureau show Tuesday and Friday at 7 p.m. on Channel 6. WYMT-TV in Hazard airs the series at noon on Saturday.

In the Central Time Zone, "Bluegrass and Backroads" is available on:

Bowling Green's WBKO/Fox-TV at 1:30 p.m. on Saturday; the Western Kentucky TV market served by WEHT-TV in Evansville, Ind., on Saturday at 5 p.m.; WKAG-TV in Hopkinsville at 11:30 a.m. Sunday; and in Paducah on WPSD-TV at 5 a.m. Saturday and CW cable channels 9 and 6 at 2 p.m. on Saturday.

Check local listings for cable coverage and schedule changes.

Previous seasons of "Bluegrass and Backroads" can be viewed online and can be accessed through www.kyfb.com. The shows airing in 2009 are made available a week after they are broadcast.

KFB launches new Web site



Kentucky Farm Bureau has a new Internet image. The Web site of KFB federation and insurance company, all county Farm Bureaus and insurance agencies were refreshed in late March to present a cohesive look and to link them together for the convenience of the membership and prospective members. For a look at the site, go to www.kyfb.com.

NEW SPORTS TECHNOLOGY

New lure's catch rate may be too high for some tournaments.

Out-fishes other bait 19 to 4 in one contest.

Uses aerospace technology to mimic a real fish.

ORLANDO, FL—A small company in Connecticut has developed a new lure that mimics the motion of a real fish so realistically eight professionals couldn't tell the difference between it and a live shad when it "swam" toward them on retrieval. The design eliminates wobbling, angled swimming and other unnatural motions that problem



by Charlie Allen

other hard bait lures. It swims upright and appears to propel itself with its tail.

Curiously, the company may have designed it too well. Tournament fishermen who have used it said it's possible officials will not allow it in contests where live bait is prohibited. They claim it swims more realistically than anything they have ever seen. If so, that would hurt the company's promotional efforts. Winning tournaments is an important part of marketing a new lure.

Fish would probably prefer to see it

restricted. I watched eight veteran fishermen test the new lure (called The KickTail®) on a lake outside Orlando FL for about four hours. Four used the KickTail® and four used a combination of their favorite lures and shiners (live bait). The four using the KickTail® caught 41 fish versus 14 for the other four. In one boat the KickTail® won 19 to 4. The KickTail® also caught bigger fish, which suggests it triggers larger, less aggressive fish to strike. You can see why the company needs to get it into tournaments. An almost 3 to 1 advantage can mean thousands of dollars to a fisherman, and hundreds of thousands in sales to the company.

The KickTail's magic comes from a patented technology that breaks the tail into five segments. As water rushes by on retrieval, a little-known principle called aeronautical flutter causes the tail to wag left and right, as if the lure were propelling itself with its tail. Unlike other hard baits, the head remains stationary—only the tail wags. A company spokesman told me this.

"Fish attack live things, and they determine if something is alive by watching its movements. Marine biologists will tell you that the more a lure swims like a real fish, the more fish it will catch. Well, the only live thing the KickTail® doesn't do is breathe. It's

better than live bait! It lasts longer and it never hangs half-dead from a hook. It's always swimming wild and free. Fish can't stand it. We've seen fish that have just eaten go for the KickTail®. It's like having another potato chip.

Increases catch almost 3 to 1.

"To make the KickTail® even more lifelike, we gave it a natural shad color and shaped it like the most prevalent bait fish of all, the threadfin. Game fish gobble up more threadfin shad than any other baitfish.

"We knew the KickTail® would out-fish other lures. It had to. Other lures wobble their heads and swim on an angle. But 41 fish to 14? That's huge! I tell you, in ten seconds anyone who has fished a day in his life knows this little swimmer's a home run. Fishermen reserved thousands of KickTails before we produced it! Here, reel it in and watch it swim toward you. Can you tell the difference between it and a live fish? (I said no.) Neither can the fish.

"The flutter technology also allows the KickTail® to swim at the water's surface. Other top water lures must be worked to have any live action, or have a bill that makes them dive on retrieval. Our diver version is the only deep crank bait that let's you do tricks like 'walk the dog.' Twitch it at deep levels



New lure swims like a real fish--nearly triples catch in Florida contest.

and it gives an irresistible, lifelike action. Other lures 'dig.' And there's no need for rattles. The five tail segments click together as you pull it through the water, calling fish from a distance."

Whether you fish for fun or profit, if you want a near 3 to 1 advantage, I would order now before the KickTail® becomes known. The company even guarantees a refund, if you don't catch more fish and return the lures within 30 days. There are three versions: a floater for top water, a diver and a "dying shad" with a weed guard for fishing lily pads and other feeding spots. The company says it's the only hard bait

of its kind in existence. Each lure costs \$9.95 and you must order at least two. There is also a "Super 10-Pack" with additional colors for only \$79.95, a savings of almost \$20.00. S/h is only \$7.00 no matter how many you order.

To order call 1-800-873-4415 or click www.ngcsports.com/gear anytime or day or send a check or M.O. (or cc number and exp. date) to NGC Sports (Dept. KT-1527), 60 Church Street, Yalesville, CT 06492. CT add sales tax. The KickTail® is four inches long and works in salt and fresh water.

Owensboro barbecue festival sizzles with food and entertainment

By Mac Lacy

SPECIAL TO KENTUCKY FARM BUREAU

Feel the heat. Hear the sizzle. Taste the bounty.

Go to Owensboro in May for the International Bar-B-Q Festival.

The event is all about the mutton, chicken and burgoo — all slowly prepared over open flames using closely guarded recipes.

And in this Western Kentucky town, barbecue is almost a religion. Literally.

From a tradition that started with the annual summer picnics at area Catholic parishes, dozens of teams from Catholic and Protestant churches, charitable groups and businesses now gather near the city's waterfront on Mother's day weekend to compete. At stake is the Governor's Cup and — more important — bragging rights to cooking up the best barbecued mutton and chicken and burgoo to a crowd of connoisseurs who knows how they should taste.

There is also a cook-off competition for backyard grillers who have mastered the art of slow cooking to prepare tasty, tender meats, and some adventuresome cooks from outside the area have been known to challenge the local barbecue veterans in this category.

The barbecue pits are fired up in Owensboro's historic downtown hours before the crowds appear, sending tantalizing smoky aromas over the city.

The cooks hold nothing back in their efforts to be named the best.

Secret ingredients and techniques, recipes and good-natured ribbing between teams is part of the fun. And the accompanying festivities are as colorful as the surrounding Daviess County countryside.

For many visitors, the festival offers them their first taste of mutton, a succulent meat that comes from sheep that is a regional favorite and makes some of the most flavorful barbecue in the world.

"The use of mutton at this festival began more than 30 years ago and came from the nearby farms and churches," said Karen Miller, executive director of the Owensboro-Daviess County Convention and Visitors Bureau. "For generations, these churches have had picnics and at some point they decided to have a competition for the best mutton, chicken and burgoo."

Burgoo, for the uninitiated, is also a Western Kentucky staple that is always available at church picnics and most barbecue restaurants in the region. It is a savory stew



IF YOU GO

Owensboro is in Western Kentucky on the Ohio River and is accessible from interstate highways via the William Natcher Parkway, the Audubon Parkway, U.S. 431, and U.S. 231. For schedule information and accommodations, contact the Owensboro-Daviess County Convention and Visitors Bureau at www.visitowensboro.com or call 1-800-489-1131.



Large kettles of burgoo simmer for hours during the International Bar-B-Q Festival. The annual event has activities for people of all ages as well as regional favorites, like burgoo and barbecue mutton and chicken.

of sorts, made primarily with meats and vegetables. Most recipes call for corn and potatoes and some include butterbeans, lima beans or okra. Much like barbecue sauces, no two burgoos are exactly alike.

Food is the theme of the festival, which will be held this year May 8-9, but not the only attraction.

"There are some great events that take place over the two days," Miller said.

"For instance, our burgoo relay. It usually takes place on Friday afternoon and involves teams of two employees from local restaurants who race through an obstacle course with a bowl of burgoo on a tray," she said.

She said the winner is determined by the best time and the amount of burgoo still in the bowl. "All proceeds go to Special Olympics, and the winning team gets prizes and a trophy to display in their restaurant until the next race."

You won't be lonely if you attend as the International Bar-B-Q Festival has been a huge draw for years, attracting an average of 60,000 to 70,000 people annually.

Other competitions to watch when you attend this granddaddy of Kentucky barbecue tasting include the balloon and keg tosses.


The balloon toss takes place between cooking teams, but the keg contest is open to the public with men and women eligible to throw empty pony-sized beer kegs as far as possible.

There are plenty of rooms in Owensboro for those who want to take part in the International Bar-B-Q Festival. Miller's office maintains a Web site that offers easy access for booking rooms in the community.


Festivals like this one are held all over Kentucky and they have a similar theme — most celebrate a local custom or tradition that dates back many generations.

"The International Bar-B-Q Festival was established 31 years ago to showcase our barbecue," Miller said. "The festival continues to be a forum for non-profit organizations to raise funds. We have an all-volunteer board and have added events throughout the years, but the festival still showcases the cooking teams and good old Daviess County barbecue."




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† Limited availability.
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CEO

Continued from page 1

years) and I want to travel, and I want to spend time with my grandchildren.”

Kentucky Farm Bureau president Mark Haney said the company has benefited from Simpson's management.

“Roger has seen Kentucky Farm Bureau grow from a relatively small company to the largest property and casualty insurer in the state,” Haney said. “He also has made it possible to develop leaders such as Brad Smith.”

Simpson and Haney said they are confident that Smith will strengthen Kentucky Farm Bureau's established relationship with its member-families and set the direction to expand its insurance business to the benefit of policyholders, employees and agents.

“We like his leadership style,” Haney said. “In his role as chief operating officer, he has showcased his leadership and organizational skills. Some people don't feel the need to lead in the limelight. They are content to point the direction that should be taken. That fits Brad. ... That doesn't mean that he is afraid to make a decision himself. He's not.”

Simpson - who identified Smith to one

day become the company's chief executive and recommended him to become its first COO - said: “He has proven himself with his performance. Brad has a vision and a great background for leading the company. I expect him to be very successful.”

Smith, a University of Kentucky law school graduate, joined the company in



BRAD SMITH

1987 as staff counsel. He was appointed general counsel in 1996.

In addition to a law degree, Smith has undergraduate and master's degrees in business administration from UK.



ROGER SIMPSON

Smith said his goal is to use agents' and employees' expertise, technology and other tools to “protect, nurture and grow” Kentucky Farm Bureau. “It's a wonderful organization. We want to continue to be as strong as we can be to compete in an ever-evolving marketplace.”

Smith is taking on new duties as changes are taking shape in other departments because of the announced retirements of several people with years of experience.

Cindy Matherly, who was appointed vice president of Accounting & Finance in 1996, leaves at the end of April, and Mike Fisher, who is capping off a 34-year career as vice president of Claims, is a month later. Janet Cox announced her retirement as vice president of Product & Risk

Management effective Aug. 1, and Legal Services' governmental affairs manager David Finney will retire in September.

In preparation for those transitions, Nathan Anguiano was hired to replace Matherly, and former director of claim sup-

port Greg Youngblood was promoted to vice president of Claims. For several months, Anguiano and Youngblood worked closely with the veterans to prepare for their new jobs. They assumed their respective vice president's titles in mid-March as Matherly and Fisher took on more advisory roles.

Finney has been a mentor for attorney Paula Pabon, who joined Kentucky Farm Bureau as counsel for corporate and government affairs before the start of the 2009 General Assembly. Finney, a longtime lobbyist, introduced her to lawmakers and their staffs as she navigated her first legislative session, and he will continue to help her learn how the organization works through legislative affairs year-round. “Paula will have such a jump-start because of their time together,” Smith said.

Simpson and Smith have said that the plan is to have someone in place to take advantage of Cox's experience and institutional knowledge before she retires, too.

“We are ready for this,” Smith said of the management turnover in progress. “It is invaluable to have a successful and experienced resource as our people have been in their roles as teachers and mentors of their successors.”

He has had that advantage working with Simpson - who was the sixth CEO in the 65-year history of the company - over the years, he said. “Roger and I have a great relationship.”

Simpson echoed Smith, saying: “We are working very closely together to make it a smooth transition. I certainly don't expect Brad to do everything the way I did. Our personalities and backgrounds are different. But we want only what is best for the company and all the people who are part of the Kentucky Farm Bureau family.”

It is a continuation of the lessons he learned from more experienced people who acted as his mentors before the word became in vogue in business vocabularies. “I had good role models,” said Simpson, an Eastern Kentucky University graduate who started as a junior accountant at Kentucky Farm Bureau.

In addition to his current corporate duties, he is chairman of the Kentucky Insurance Guaranty Association and serves on the boards of the Property Casualty Insurers Association of America and Kentucky Association of Manufacturers. Simpson also is a member of Capital Insurance Corp.'s advisory committee, the American Management Association, Institute of Management Accountants and Society of Financial Examiners.

He and his wife, Vicky, have three children and three grandchildren.

Smith, a native of Elizabethtown, and his wife, Rhonda, live in Louisville.

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Top KFB agents honored for '08 performances

Kentucky Farm Bureau Insurance Cos. recognized outstanding achievement in 2008 at the company's annual sales conference held in March.

Accepting awards were:

Rookie of the Year: **Clay McElya**, Marshall County.

Sophomore of the Year: **Micah Campbell**, Fayette County, Prosperous Place.

District Agents of the Year: District 1: **Tyson Sanderfur**, Ohio County; District 2: **Jeff Watt**, Simpson County; District 3: **Tina Vastine**, Oldham County, Crestwood; District 4: **John VanHook**, Pulaski County, Somerset; District 5: **Beth Clemons**, Knott County.

District Agency Managers of the Year: District 1: **Bob Cornelison**, Calloway County; District 2: **Terry Patterson**, Hardin County; District 3: **Tim Alexander**, Boone County, Florence; District 4: **Larry VanHook**, Pulaski County, Somerset; District 5: **Mark Wright**, Letcher County.

State Agent of the Year: **Chase Fulcher**, Henderson County.

State Agency Manager of the Year: **Roger Campbell**, Henderson County.

District of the Year: **District 1**.

Master Agents (Selection is determined by overall performance in sales production, cooperation with Claims and other departments and contributions in the area of loss ratio and field underwriting. To be considered, an agent must have a minimum of three years' experience with Kentucky Farm Bureau and have recorded a favorable loss ratio during two of the previous three years):

District 1: **John Burman**, Christian County; **Roger Campbell** and **Chase Fulcher**, Henderson County; **Bob Cornelison**, Calloway County; and **Mickey Sirls**, Marshall County.

District 2: **Stephen Mayes**, Simpson County; **Terry Patterson**, Hardin County; **Mike Reynolds**, Warren County; **Price Smith**, LaRue County; and **Todd White**, Allen County.

District 4: **Leon Mayo**, Mercer County.

District 5: **Mark Wright**, Letcher County.

More tourists staying down on the farm

By Kara Keeton
KENTUCKY FARM BUREAU

Instead of staying at a hotel this summer, leave the beaten path and enjoy one of Kentucky's many Farm Stays with the family.

Tourism authorities around the world have come to recognize the importance of rural areas to their industry. What has emerged is the concept of Agritourism and, from that, on-farm bed-and-breakfast getaways known as "Farm Stays."

The Bed and Breakfast Association of Kentucky introduced a new statewide Agritourism Trail called the "Kentucky Farm Stays" in 2005 to encourage visitors to explore some of the state's hidden treasures and promote farm products.

As a bonus, the program offers a great way for everyone to preserve family farms and green spaces throughout the state.

Todd Allen, a former president of the Bed and Breakfast Association of Kentucky and founding member of the Kentucky Farm Stays Tourism Trail, is a co-owner of a working farm that has been on the forefront of a new agriculture tradition in the state.

He and partner Tyler Horton operate Maple Hill Manor, a Springfield bed-and-breakfast that is also home to elegant Suris.

"As the first alpaca and llama farm in the state to specialize exclusively in the Suri (alpaca) breed, we offer a rare place to visit with extremely rare farm animals to enjoy," Allen said.

He said there are two types of alpacas in the United States today, the Huacaya and Suri. Although almost physically identical, they are distinguished by their fiber; Suri is the rarer of the two with a silky coat that resembles pencil-locks.

Because of its soft texture, alpaca fiber is sometimes compared to cashmere. Making the fiber even more coveted, it has the luster of silk. Suris come in 22 natural colors, yet their fiber can be dyed any shade, contains no lanolin and is naturally hypoallergenic.

The Maple Hill Manor bed-and-breakfast is also a site brimming with history.

'Maple Hill Manor is a true agritourism experience for guests of all ages.'

— Todd Allen, Maple Hill co-owner

Built about 1851, Maple Hill Manor is a Greek Revival plantation home that boasts Italianate detail, 14-foot ceilings, 10-foot doorways, nine-foot windows, and a grand cherry spiral staircase. Its colorful past includes stories of a Civil War Confederate encampment and Union hospital; its time as a childhood home of Phil Simms, former New York Giants quarterback; a popular dinner hall; and a children's home.

The 15-acre farm that surrounds the house also is a member of the Kentucky Farm Bureau Certified Roadside Market program as products made from the Suris Allen and Horton raise are sold on-site. Maple Hill Manor also is an ag classroom and model for would-be producers of fine Kentucky crafts.

"We have begun construction on a new farm store that will focus on fiber products and include an educational training center and fiber-processing studio," Allen said. "It will be exciting to be able to provide a more hands-on educational experience for our guests while supporting Suri fiber-to-fashion."

Like visits to other Farm Stay bed-and-breakfasts, Allen said, "Maple Hill Manor is a true agritourism experience for guests of all ages."

Spending time on a farm can make for an adventurous weekend away with the family kids or a romantic getaway just for two; wake to a rooster's call, enjoy a hearty breakfast cooked from scratch, and then pitch in with the chores.

If work is not your idea of a vacation, just laze around on the front porch with a glass of iced-tea and a good book or take a walk through the country. The possibilities are almost endless.

Staying on the land gives travelers a chance to get away from the hustle and bustle of daily life, while also allowing them to experience Kentucky's rural and farm culture while learning more about where their food and fiber come from.

Kentucky Farm Stays program offers a choice between spending time on working or non-working farms. Accommodations range from a room in an historical mansion to a farm house to a rustic cabin.

To learn more about Maple Hill Manor, visit www.MapleHillManor.com or call 859-336-3075. For a complete Internet listing of Kentucky Agritourism adventure sites, go to www.kentuckyfarmstaysfun.com.



Wind and ice batter weak and healthy trees

By Jeneen Wiche

SPECIAL TO KENTUCKY FARM BUREAU

If the trunk of a tree is on your property, you are responsible. Simple words, really, but the reality of it all seems daunting after last September's hurricane-force winds and January's historic ice storm.

Many are still faced with mounds of debris and trees barely left standing after those events, and we ask ourselves: "How do we determine what to safely salvage or what to reasonably remove?"

Ideally, a certified arborist should be called in to help make the ultimate determination; tree assessment and risk management are a part of an arborist's certification training. You can take note of the signs that may suggest that the removal of a tree is necessary now or in the future.

Things to consider are "potential to fail," environmental factors that may contribute to problems and potential targets of downed trees and limbs.

Fast-growing trees are among the species most likely to be damaged or uprooted by

wind or ice. Other considerations when determining failure potential include growth habit, branch structure (co-dominate leaders or multi-stemmed), included bark (where bark is enveloped inside of a crotch as two grow), the apparent health of the root system and any obvious defects such as cracks, splits, wounds or decay.

Decay can be present but unseen, so look for fruiting bodies (mushrooms), cracked or loose bark; and bees, carpenter ants or birds nesting in cavities.

Environmental factors to consider include heavy irrigation (where uprooting may be more likely), soil compaction after construction, pollution and the history of the tree.



We can look to the last several years as potential causes for failure for some species. For example, cycles of drought or the late freeze in April 2007 resulted in cracked or damaged branches left vul-

nerable to wind and ice.

Poor pruning can contribute, too, with topping a tree a leading cause. Topping should never be done to reduce risk; it increases the possibility for decay and weak growth.

A tree's mature size and location near structures, walkways, play areas, driveways or roads should also be taken into consideration.

A tree in the middle of the field poses little or no threat to people and structures, so pruning is a viable option. The tree in front of the house that has lost half of its main branches, is multi-stemmed and has included bark, however, needs to be removed.

A few broken branches here or there may only require some selective pruning; the whole side ripped out is another story. Similarly, if the main leader is broken out the chances of more rapid decay spread is greater and removal is reasonable, especially if other risk factors are present.

Even if you have had no damage in the last year, assess all trees in the next couple of years for any signs of decay from past adverse weather conditions. Not every tree must or should be removed, but be aware that problems may materialize in the future. Decay may be almost invisible until a large branch or whole tree falls on your car.

An arborist can do some restorative pruning to coax a damaged tree back into shape or prolong the life of a tree that loses its main leader. The latter requires commitment because it takes several years of selective pruning and some retraining of a lateral branch as the main leader. Younger trees respond better to this technique than older ones, and not all lateral branches are good candidates to be retrained.

Trees also can be cabled to reinforce weak points that pose a future risk for failure but cabling does not "cure" a tree.

You may have noticed that some trees were more widely damaged in the wind; others more so under the load of ice.

Strong winds are more likely to damage or topple trees in decline, with multi-stems, co-dominate leaders and included bark. Heavy ice is a static load that pulls branches straight down, creating a different type of stress.

Oddly, dead wood was affected less by the January ice than living, flexible growth that eventually snapped under the weight. The bottom line is that the ice damaged the weakest and the healthiest of trees. Excessive weight is excessive weight.

There were some common denominators, however. Most – not all – trees with strong main leaders held up under the weight. Oaks, bald cypress, ginkgo, black gum, evergreens with short needles and drooping boughs (like Serbian, Norway and Oriental spruce) sloughed off the ice as did weeping cultivars that naturally mimic a sort of gravitational pull.

Trees with wispy growth on tapered branches were more vulnerable. Lace bark elms with their multi-stemmed trunk and tapered branches broke apart like a bomb hit; white pine boughs with their brittle wood and long needles crashed to the ground; arborvitae and Bradford pear were ripped in two.

When considering replacement options, remember that the ice storm was historic and that any prolonged static weight will have consequences no matter the health or species of the tree but you can hedge your bets for the future.

Location is an important consideration. We shouldn't make the same mistake and plant white pines or a towering oak beneath utility lines. We should keep trees a reasonable distance from the house and assess their health on a regular basis. Routine correct pruning can minimize damage in the future.

There are no guarantees against the forces of nature. There are preventive measures we can take, however, and hope to never again remove trees and debris in the bitter cold or scramble to find an available roofer after a summer storm.

Jeneen Wiche is a weekly syndicated garden columnist, co-host of a radio gardening program and producer of a TV segment on lawns and gardens. She lives in Simpsonville on the family farm, Swallow Rail. Contact her at JWiche@aol.com or sending a letter to her at 2340 Connor Station Road, Simpsonville, Ky. 40067.

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KFB 'stuff' wins Louie ad awards

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Red7E, the Louisville ad agency that represents Kentucky Farm Bureau, won six silver awards for promotions developed for the organization at the Advertising Federation of Louisville's annual Louie competition.

The award-winning materials were

entered in the television, billboard and newspaper categories.

Selected by the judges for recognition in the TV competition were the "Mr. Fix-it" ad that features a homeowner hanging from a gutter following a series of mishaps (images below) and a commercial depicting a mem-

ber-customer driving around with storm debris atop his car.

Outdoor advertising campaigns that received awards were from the "Because accidents happen" campaign and the upside-

down "Because stuff happens" and "Ah, that new car insurance smell" billboards.

The "After a fender-bender, it's nice to know your agent will do a bang-up job" received a silver Louie in the newspaper division.



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Health care

Continued from page 6

able in Hazard is required.

The center also is a partner with the Hazard Community & Technical College to educate students interested in degrees in other health-related fields such as nursing, physical therapy, clinical lab sciences, social work and health care leadership to provide the support staffs that doctors say are necessities in their determination where to locate their families and medical practices.

The Kentucky Farm Bureau task force is not the first group to ask to tour the Center for Excellence in Rural Health to evaluate its approach to medical care. Casey said doctors and other medical personnel from Canada, the Middle East, Asia and Europe have traveled to Hazard.

Visitors from throughout the United States also have studied the work there, and Casey said at least four similar facilities proposed throughout Kentucky are being patterned after the Hazard facility.

"We are a model for other parts of the state," she said. "We want to make sure we continue to be on the cutting edge of determining what works best."

She said the current annual operating budget is \$7 million, with 30,000 patient

visits recorded in the last year. Patients are charged on a sliding scale, based on income, and most have some sort of insurance — Medicare, Medicaid or private; 27 percent receive free care, she said. "We don't turn anybody away."

She expects the number of uninsured patients to rise because of increases in the region's already chronic high unemployment rate and more employed residents dropping or reducing coverage as a result of higher charges for premiums.

The lack of insurance — as with the other issues discussed by Casey — is not unique to Appalachia or even other rural areas, Hendricks said. Referring to a recent national study, he said, 69 percent of people with no medical insurance are employed. Many

are in low-income jobs, but more people classified as middle-income are swelling the ranks of the uninsured, he said.

At least a potential partial answer to that problem also is on the agenda during the April visit to Hazard when the task force will be introduced to a new insurance product that Anthem is proposing to offer Kentucky Farm Bureau members.

The proposed insurance plan probably would have a higher deductible to offset lower premium rates, but Hendricks said the monthly cost could still be less than what many people who have been laid off or lost their jobs are paying through federally mandated COBRA coverage.

Also scheduled for discussion is a request that Kentucky Farm Bureau be a co-sponsor

of a prostate cancer screening booth at the Kentucky State Fair. The survival rate for prostate cancer increases with early detection but many men put off visiting the doctor for various reasons, including cost (\$85 to \$150 at a doctor's office) and time if travel is required, Hendricks said.

"Literature shows that prostate cancer is striking more young people," he said. "If we can save one life, it is worth our time and investment."

Hendricks and Casey said they don't expect the Kentucky Farm Bureau Health Care Task Force to come up with a total solution to the overall problems with one visit to Hazard or at subsequent meetings. "But what Kentucky Farm Bureau is doing is wonderful because it brings more people with their own perspective on health care, whether as a consumer, provider or employer, into a process that will require cooperation from all," she said.

Hendricks said:

"The complexity of what is a national concern is tremendous or we would have offered answers long ago. Everything is tied together — the national economy and deficit, the state's budget shortfalls, Medicare and Medicaid costs, the general health of rural residents and low-income people everywhere.

"As an organization working with others, we can chip away at it, picking off one problem at a time."



**'No one person or association
has all the answers to what is a complex
nationwide problem, and we must be well
informed to offer possible solutions'**

— John C. Hendricks, chairman
Kentucky Farm Bureau
Health Care Task Force

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Blank is new PR director

Staff report
KENTUCKY FARM BUREAU

Angela Blank is the new director of public relations at Kentucky Farm Bureau.

Blank, who joined the staff in early March, is responsible for media relations, promotional projects and is the liaison to county Farm Bureaus for local PR efforts.

She also will handle the organization's quarterly "marketbasket survey" of retail food prices throughout the state. In addition, Blank will be the coordinator of such special projects as the conservation poster and essay contest for school children; and the Kentucky Farm Bureau Beef Expo.

"I am very happy to be a part of a dedicated team," Blank said. "I look forward to promoting the organization's agriculture



ANGELA BLANK

and insurance programs across the state."

Blank, who holds a communications degree from the University of Louisville, has experience as a farm market and nursery manager and was the communications director at the Governor's Office of Agricultural Policy. During her four years there, she was responsible for media relations and promotions for the Kentucky Agricultural Development Fund and Kentucky Agricultural Finance Corp.

She is a graduate of the University of Kentucky's Agricultural Leadership Program, a member of Kentucky Women in Agriculture and is a director of the board of the Kentucky Association of Government Communicators.

"We are pleased to add someone with such a strong background in agriculture to our team," said David S. Beck, executive vice president of Kentucky Farm Bureau Federation. "Her state position provided her with a wealth of experience, and we think she is a perfect fit for Kentucky Farm Bureau."



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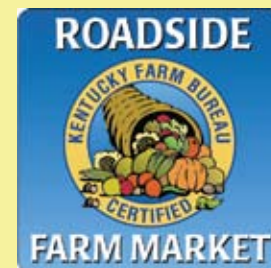
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We never know which hosta our customers will order. So we never come out even! We can't tell you which varieties you will receive, but your "handful of hosta" may include Regal Blue, Golden Green, White Edge, White Scalloped, Green and White, Majestic Standard or another fabulous hosta. The beautiful foliage provides interest all season long with the flowers an added bonus. Plant in any good garden soil. **We send our choice of assorted varieties.** Zones 3-10.

GIANT DOUBLE PEONIES



SALE PRICED!

Nothing equals the peony for Memorial Day decorations. We send you hand select root divisions that will produce beautiful, giant blooms for years to come. Use for borders and cut flowers. **We send a rich color assortment of our choice:** Satin Rose, Crimson, Snow White, Salmon, Bright Red and Pearl Pink. All are choice varieties that normally sell for much more. **ORDER NOW!**

~~\$4.95~~ each \$3.47 each

2 for ~~\$9.85~~ 2 for \$6.49

4 for ~~\$18.95~~ 4 for \$12.47

6 for ~~\$27.49~~ 6 for \$18.29



THUJA 'GREEN GIANT'

\$5.95 each 2 for \$11.75

4 for \$22.95 8 for \$43.95 16 for \$84.95

One of the highest quality evergreens available!

Green Giant was introduced to the gardening public by the U.S. National Arboretum. And what an introduction! This outstanding variety is a vigorous grower often growing over 3' per year. Very adaptable trees grow in almost any soil conditions whether you have sandy loam or heavy clay. Trees are extremely uniform in pyramidal shape and require no trimming. Very tolerant to pests and diseases. Eventually reaches a height of 60' tall with a base measuring between 12 and 20 feet. This tree is beautiful when grown as a specimen tree or as an evergreen windbreak. Plant 5 to 6 feet apart for a really fast privacy screen, otherwise 10-12 feet apart. Can be trimmed to any height and width.

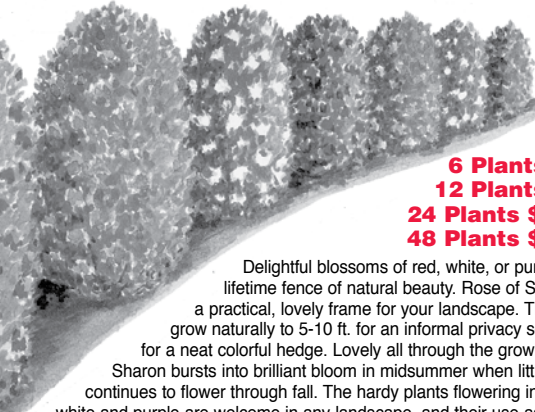


CREEPING PHLOX

6 for \$3.95 12 for \$3.96

(*P. Subulata*) Easily blankets difficult banks and terraces! Enjoy masses of brilliant color in early spring and evergreen foliage all year. Rarely reaches more than 4" tall. A standout ground cover or border plant. Gracefully cascades over retaining walls, spreading to 2' or more. **We send mixed colors of our choice.** You receive strong, northern-grown field divisions. Grows in partial shade to full sun.

Famous for it's beauty since Bible days! ROSE OF SHARON HEDGE



30 feet of
friendly
fence —
ONLY
\$3.99!

6 Plants \$3.99 (30 feet)

12 Plants \$7.85 (60 feet)

24 Plants \$15.45 (120 feet)

48 Plants \$29.95 (240 feet)

Delightful blossoms of red, white, or purple each summer in a lifetime fence of natural beauty. Rose of Sharon Hedge makes a practical, lovely frame for your landscape. These hardy shrubs will grow naturally to 5-10 ft. for an informal privacy screen or can be trimmed for a neat colorful hedge. Lovely all through the growing season, Rose of Sharon bursts into brilliant bloom in midsummer when little else is blooming and continues to flower through fall. The hardy plants flowering in bright blossoms of red, white and purple are welcome in any landscape, and their use as hedging makes them invaluable. This old time favorite will add a great deal to your property — in terms of beauty and value. Order today and receive delightful 1-2' shrubs. **Our choice of color.**



Forms a tall screen 1st year!

SIBERIAN ELM

3 for \$2.95 6 for \$5.75
12 for \$10.95 24 for \$19.95

(*Ulmus pumila*) Screen large areas in a hurry. Not for small, confined areas, as it grows so fast and large. If untrimmed, will get to tree height of 45 feet or more. Can be kept trimmed to form a tall-growing screen. Grows rapidly even in shade, dry conditions or poor soil. Fall foliage turns red or purple in the North. Plant 3 feet apart. We send 1-2 foot plants. Cannot be shipped to California.

QUINAULT EVERBEARING STRAWBERRY

25 for \$6.95
50 for \$12.95
100 for \$23.95

Pick berries up to 2" in diameter from June until frost! Here is a great tasting, heavy bearing, everbearing strawberry developed by Washington State University. Quinault has been tested in 13 states and Canada with excellent performance record for size, taste and plant growth. It was found to be the most disease free everbearer we have ever tested. It appears to have all the properties to make it a very popular — if not the most popular variety of everbearing strawberries.



Order on-line at:
www.HouseOfWesley.com



Get them while they last!

HYBRID ROSE BARGAIN

\$2.49 each 2 for \$4.75
4 for \$8.95 8 for \$16.95

Our supplier had too many roses and we wanted to pass the savings on to you! This is why we're offering you hybrid roses at GREATLY REDUCED PRICES. We can't tell you which variety you will receive — but they are all our regular top-quality roses. So order as many as you can use at these bargain prices! **We send our choice of color.**

ONE YEAR GUARANTEE

If any item you purchased from us does not live, for a **FREE REPLACEMENT** just RETURN THE ORIGINAL SHIPPING LABEL along with your written request, within 1 year of receipt. Replacement guarantee is VOID unless the ORIGINAL SHIPPING LABEL is returned. For a REFUND of the purchase price, RETURN THE ITEM AND THE ORIGINAL SHIPPING LABEL, with correct postage affixed, within 14 days of receipt.

HOUSE OF WESLEY

1704 Morrissey Drive DEPT. 962-5044
Bloomington, Illinois 61704

Name _____

Address _____

City _____ State _____

Zip _____ Phone () _____

PLEASE SEND THE FOLLOWING ITEMS:

HOW MANY	CAT. NO.	NAME OF ITEM	COST
	N6331	Giant Double Peonies	
	N6827	Siberian Elm	
	N6607	Quinault Strawberry	
	N7439	Hybrid Rose Bargain	
	N7948	Thuja 'Green Giant'	
	N6877	Rose of Sharon Hedge	
	N7427	Handful of Hosta	
	N6814	Creeping Phlox	
	N7595	BONUS Chinese Wisteria (1 for 75¢ with \$10.00 order)	
	N6221	Chinese Wisteria \$1.50 ea.	
	N7129	BONUS Lily-of-the Valley (1 for 85¢ with \$15.00 order)	
	N6752	Lily-of-the-Valley \$1.69 ea.	

Shipping & Processing \$ 3.95

SUBTOTAL \$ _____

IL Residents add 6.25% Sales Tax \$ _____

**TOTAL AMOUNT ENCLOSED
OR CHARGED \$ _____**

☐ Check or Money Order enclosed.

☐ Mastercard ☐ VISA

Credit Card #: _____

Expiration Date: _____

Signature: _____

BONUSES FOR YOU!



CHINESE WISTERIA ONLY 75¢

Limit 1 Chinese Wisteria BONUS OFFER per customer. When you order \$10.00 or more of plant values. Woody vine has dense blue-violet flowers in clusters in late May. (Reg. \$1.50 value)

LILY-OF-THE-VALLEY TREE



ONLY 85¢

Limit of 1 Lily-of-the-Valley Tree BONUS OFFER per customer when you order \$15.00 or more of plant values. (Reg. \$1.69). Thousands of beautiful Lilies-of-the-Valley flowers in early spring. Flaming red leaves in the fall. No other tree like it in the world.