

Kentucky Business Scene

(C) IRE Kentucky Business Ledger Most people have heard of Kentucky's reputation as the horse-racing capital of the world. But many are unaware of the state's rich business scene. There are 31 chapters headquartered in five Kentucky cities — Ashland, Bowling Green, Lexington, Louisville and Owensboro.

These chapters are growing by leaps and bounds. An illustration: Nine years ago, the Louisville-based Junior and Senior Business Executives was making a name for itself in the future of our country.

Kentucky's growth on the move last year. More than 2,500 students in the Louisville area, plus Harlanville, Elizabethtown and Shelbyville, are examining all facets of free enterprise with the help of more than 1,000 business executive instructors. Students establish companies, sell shares, produce and market products and drive up the profits with their shareholders — and most companies do not end up making money.

Operating less expensively than the student-run companies in another 14 program projects, the program imparts principles of business and economics to eighth and ninth graders. Key executives like E.A. Ford III spent a school term guiding students toward an understanding of business, cost economy, money and banking, the U.S. market system, financial statements, career choices and consumerism.

"My hope is that somewhere down the road, kids will be able to make sound business decisions," said Mr. Ford, president of Project Business Institute at a special school in Jefferson County. "I stress that even those choosing a career that is not in business need to apply the principles of business and economics. Why? That kind of understanding is important just to be a good citizen."

Mr. Ford is one of some 180 business executives who are tutoring the free enterprise system to more than 2,500 students in 71 Louisville-area schools through "Project Business." Another consultant is Steve Foster, who draws his business savvy as president of Potter Industries, Louisville, when he discusses such topics as supply and demand with his class.

"By trying to balance a businessman's viewpoint with that of the media and businessmen with their parents or teachers," Mr. Foster said, "I found, for instance, that my students placed a higher profit level much higher than they really are."

Through the business community's warm acceptance, Project Business has enjoyed phenomenal growth in the past few years.

The Ashland JA started its program in the spring of 1978 with seven classes reaching 210 students. Today, those figures have risen to 36 classes and 900 students and the program has been expanded to Harlanville, W.Va.

The Lexington program, held only during the spring term, involves 22 classes and 475 students in three separate school systems. The program attracted 272 students in 15 classes during 1980-81, its premiere year.

And in Louisville, Kentucky's largest Project Business program, growth has been steady since the 1976-77 start-up year, when 41 classes and 1,118 students were involved. In 1980-81,

separate division of JA reached 4,313 students in 184 classes.

Business executives devote their talents to the state's educational system and their firms pay for the cost of materials used by the students and other programmatic costs. And printing a letter every two to three weeks is a little money for the least bit of exposure for Mr. Ford, the Project Business Institute.

"My business goals beliegged by any number of 'crises,'" he said, "but with Project Business, we're making an investment in the future of our country."

Drive-in closed

The Louisville Drive-In has announced that it will be closed until further notice because of wind damage.

Hospital Notes

March 28-April 1, 1982

ADMISSIONS: Patient Admissions, 12: 51; 17: 51; 21: 51; 25: 51; 29: 51; 33: 51; 37: 51; 41: 51; 45: 51; 49: 51; 53: 51; 57: 51; 61: 51; 65: 51; 69: 51; 73: 51; 77: 51; 81: 51; 85: 51; 89: 51; 93: 51; 97: 51; 101: 51; 105: 51; 109: 51; 113: 51; 117: 51; 121: 51; 125: 51; 129: 51; 133: 51; 137: 51; 141: 51; 145: 51; 149: 51; 153: 51; 157: 51; 161: 51; 165: 51; 169: 51; 173: 51; 177: 51; 181: 51; 185: 51; 189: 51; 193: 51; 197: 51; 201: 51; 205: 51; 209: 51; 213: 51; 217: 51; 221: 51; 225: 51; 229: 51; 233: 51; 237: 51; 241: 51; 245: 51; 249: 51; 253: 51; 257: 51; 261: 51; 265: 51; 269: 51; 273: 51; 277: 51; 281: 51; 285: 51; 289: 51; 293: 51; 297: 51; 301: 51; 305: 51; 309: 51; 313: 51; 317: 51; 321: 51; 325: 51; 329: 51; 333: 51; 337: 51; 341: 51; 345: 51; 349: 51; 353: 51; 357: 51; 361: 51; 365: 51; 369: 51; 373: 51; 377: 51; 381: 51; 385: 51; 389: 51; 393: 51; 397: 51; 401: 51; 405: 51; 409: 51; 413: 51; 417: 51; 421: 51; 425: 51; 429: 51; 433: 51; 437: 51; 441: 51; 445: 51; 449: 51; 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