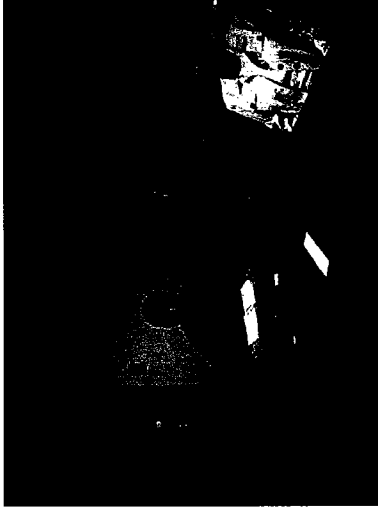


Assistance & Services of KCARD

- Business Management & Operations Analysis
- Business Plan Development
- Pre-feasibility & Feasibility Study Assistance
- Board, Management & Staff Training/Education
- Board Meeting participation
- Business Recordkeeping
- Development
- Financial Audit Cost Share Program
- Legal/Accounting referrals & assistance

KCARD Staff & Offices

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The KCARD staff is always ready to help.
L-R: Brent Lackey, Business Development Specialist;
Larry Snell, Executive Director;
Nathan Routt, Business Development Specialist;
and Thelma Davis, Staff Assistant



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The Kentucky Center for Agriculture & Rural Development does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or the provision of services. Reasonable accommodations are provided upon request.

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THE KENTUCKY CENTER FOR AGRICULTURE AND RURAL DEVELOPMENT

KCARD fosters business success and growth by developing and delivering technical assistance and by providing educational opportunities for agricultural and rural businesses seeking to enhance their economic opportunities.

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“Who is KCARD?”

The **Kentucky Center for Agriculture and Rural Development (KCARD)** is a non-profit 501c-3 organization established to facilitate agricultural and rural business development in Kentucky. KCARD provides educational opportunities, technical assistance and business support services to new and existing agribusinesses. Kentucky agricultural leaders recognized the need for an organization with a specialized staff that could devote full time to this agribusiness development effort.

KCARD's Executive Director and staff are familiar with various types of incorporated agribusinesses and consults with groups on critical questions related to incorporating, financing, management, marketing, accounting and legal concerns. It networks with state and national resources to assist with all aspects of business development.

KCARD works closely with the University of Kentucky, the Kentucky Department of Agriculture, Kentucky Farm Bureau, Governor's Office of Ag Policy, Burley Tobacco Cooperative, CoBank, Kentucky Association of Rural Electric Cooperatives, Kentucky Council of Cooperatives and other agriculture organizations to deliver professional business support services to clients. This network of partners enables KCARD to stay abreast of agribusiness development activities across Kentucky.

KCARD is supported through grants and contributions provided by the USDA Rural Cooperative Development Grant, the Kentucky Agricultural Development Board, Kentucky Department of Agriculture and the University of Kentucky

Business Development Services

KCARD adheres to a sound business development process, which includes the following:

- Identifying and developing local business leaders.
- Assisting with feasibility studies and market assessments.
- Preparing business plans and capitalization strategies.
- Assisting with incorporation and adoption of legal agreements.
- Assist with the recruitment & hiring of managers
- Developing organizational charts, administrative and personnel policies, job descriptions.
- Assist with identifying and establishing appropriate business records

Business Maintenance Services

Business maintenance services are designed to begin once the last step of the development process is accomplished. KCARD works closely with new and established rural businesses to assist with the decision-making fundamentals required to operate an effective and efficient business operation.

- Management and staff training.
- Board training/education.
- Board meeting participation
 - * Attend board meetings/annual meetings
 - * Business planning/policy development activities
- * Audits (cost share program)
- * Informational and public relations activities
- * Capitalization and expansion assistance
- * Business Management and Operations Analysis for established businesses
- Continued professional business consultations as the business develops and grows.

Businesses that KCARD Assists

KCARD provides assistance and services to Kentucky agricultural & rural businesses that meet the following characteristics:

1. Is in business to promote rural economic development in Kentucky and demonstrates a majority ownership stake in the business.
2. Owners of the business are directly involved with the management of the business.
3. Existing businesses are recognized by and in good standing with the Kentucky Secretary of State.
4. Developing businesses that seek to achieve characteristics 1-3.
5. The business agrees to execute Technical Assistance Agreements with KCARD.

Board of Directors

The current Board of Directors are:

- Luther Bakken**
CoBank
- Wayne Cropper**
Burley Tobacco Growers Co-op Assoc.
- Dennis Cannon**
KY Association of Rural Electric Cooperatives
- Mickey Miller**
KY Council of Cooperatives
- Lionel Williamson**
UK College of Agriculture
- Mark Haney**
Kentucky Farm Bureau
- Michael Judge**
KY Department of Agriculture
- Keith Rogers**
KY Governor's Office of Ag Policy
- Ann Bell Stone**
Lexington Farmers' Market
- Bill Green**
Aquaculture/Nursery Cooperatives
- Debra Chaney**
Chaney's Dairy Farm