

MONDAY, OCTOBER 3, 2011

HEAVY LIFTING FOR KOMEN

Clark Material looks for ways to raise money

By Scott Sloan

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Lexington-based Clark Material Handling Co. is known worldwide for its forklifts and other manufacturing equipment. But it's not always the latest and greatest model of a forklift or pallet jack that attract eyeballs at the company's dealers. It's often the pink ones.

The company has been one of the strongest supporters of the Lexington affiliate of breast cancer group Susan G. Komen for the Cure. Taking their passion beyond just a check, Clark employees began producing limited-edition pink pallet jacks, which are used to move pallets of goods, and offered them for free to dealers and customers who gave \$1,000 to the breast cancer organization.

"They have donated hundreds of thousands of dollars over time and are unsung heroes," said Mary Allison Belshoff, executive director of the Susan G. Komen affiliate in Lexington. "I can't get over how wonderful they are."

For Clark, the strong connection to Susan G. Komen began in 2007 as the company was celebrating its 90th anniversary. With hundreds of guests coming from around the world, the company decided to high-

See CLARK, C5



PHOTOS PROVIDED BY CLARK MATERIAL HANDLING

Clark Material made a pink pallet jack seen at the Susan G. Komen Race for the Cure in 2008.



Clark employees and their families participate in the company's Race for the Cure team. This is the 2007 team.

IF YOU GO

15th annual Susan G. Komen Race for the Cure Lexington

When: 8 a.m. Oct. 15

Where: CentrePointe block in downtown Lexington

Fees: Advance — \$20 for ages 13 and under without chip timing, \$25 for ages 14 and over without chip timing, \$30 for all ages with chip timing; Day of — \$25 for ages 13 and under, \$30 for ages 14 and older (no chip timing available); Sleep in for the Cure — \$35.

Learn more: Komenlexington.org or (859) 368-7133.

Design company creates new, local look for race

By Scott Sloan

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Longtime Lexington supporters of the Susan G. Komen Race for the Cure may have noticed a difference in the breast cancer group's promotional materials this year.

The organization got a major boost when Lexington's Fusioncorp Design donated its services to produce billboards, fliers, T-shirts and so forth.

"They have hearts of gold and are ready and willing to step up to any challenge," said Mary Allison Belshoff, executive director of the Susan G. Komen affiliate in Lexington. "They do it in such a giving and wonderful manner."

The projects had a personal connection for Fusioncorp principals and creative direc-

See DESIGN, C5



Fusioncorp Design donated its services to create a local-themed T-shirt for Lexington's Race for the Cure.



Megan Skaggs, former WTVQ anchor

Skaggs and Spencer heading home with new son

By Scott Sloan

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One of Lexington's media couples is signing off the air.

Megan Skaggs, evening co-anchor at ABC affiliate WTVQ (Channel 36), and her husband, Dave Spencer, a reporter at CBS affiliate WKYT (Channel 27), are moving to Michigan to be closer to their families.

The couple is moving to Grand Rapids, where Spencer has taken a job as a reporter for the Fox affiliate.

Skaggs took over the evening co-anchor position at WTVQ in October 2008 after serving as a reporter there during the previous year. She had been off recently because of the birth of the couple's first

child, Mason.

"Megan is extremely talented and an outstanding person to be around," said WTVQ News Director Doug Hogan. "We're going to miss her but wish her all the best."

WTVQ is considering internal and external candidates for the vacant position. When Skaggs was named to the spot in 2008, the station held on-air auditions for internal candidates. Hogan said he does not anticipate doing that during this search.

In the meantime, Christine Winter will continue to co-anchor the early evening news with Tom Kenny as she had been doing while Skaggs was on maternity leave.

Kenny will solo anchor the 11 p.m. newscast, Hogan said.

Meanwhile, WKYT is searching for a replacement for Spencer, who had worked there since March 2007.

"While we are sad to see Dave go, we are happy for him and Megan as they return home to Michigan," said WKYT News Director Robert Thomas. "Dave did an outstanding job at WKYT, and I'm sure he will do the same in Grand Rapids."

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Dave Spencer, former WKYT reporter



Christine Winter, WTVQ reporter and anchor



NO EBLEN COLUMN

Tom Eblen has the day off.

THE JOB HUNT

Manage stress by prepping for interview



LENROY JONES
CONTRIBUTING COLUMNIST

You need look no further than popular television shows like *The X Factor* and *American Idol* to see how people become stressed as they passionately compete for jobs.

It's no surprise, since job seeking and the workplace are top contributors to stress.

Managing and addressing your stress during the job search is critical to successfully landing employment. This is especially true in our current job market given its radical fluctuations that can be a major source of increased stress.

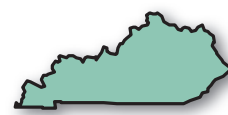
"Stress is not unusual given that seeking or changing employment is a major life event. Career and personal life go hand-in-hand," said Delila Owens, associate professor at Wesleyan University in Marion, Ind. "Our careers or jobs are tied to so many other areas of our lives such as our family, happiness, stability, children, spouses, etc."

You might be surprised that employers also deal with stress.

"Employers want to make the right decision, but in the process there are so many rules and regulations in conducting interviews that adds the stress," said Dana Branham, financial planner at Edward Jones.

Branham said it's also tough on employers as they

See CAREER, C5



KENTUCKY BY THE NUMBERS 20

Kentucky-produced Pappy Van Winkle bourbon came in at No. 20 on Fortune's recent second annual quirky list of 100 outstanding things about the United States.

The liquor wasn't the only Kentucky connection in the list compiled by managing editor Andy Serwer. Louisville Slugger bats came in at No. 40, while online shoe retailer Zappos, which has a warehouse in Shepherdsville, was No. 42. Southeastern Conference football was No. 44.

SCOTT SLOAN

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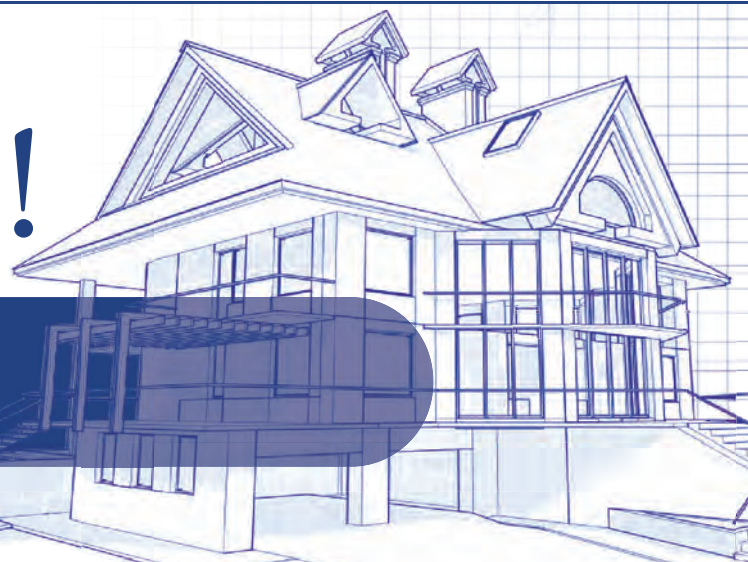
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CLARK | Breast cancer has struck several employees' families

From Page C1

light its past philanthropic efforts. It opted to continue helping numerous groups but decided to make one of its assisted organizations a focal point, said CEO Dennis Lawrence.

Susan G. Komen was ideal, Lawrence said, because a lot of people at Clark care deeply about the fight against breast cancer.

Human resources manager Sherry Myers said several spouses of staffers are breast cancer survivors and sadly, just a couple of weeks before last year's Susan G. Komen Race for the Cure, one of the company's employees lost a daughter to the disease.

As it began its quest to help Komen, Clark had the idea to paint the pallet jacks pink. Today, about half of the company's dealers have a model in their showrooms.

"The goal is for them not to use it," Lawrence said, explaining the device is there to raise awareness and funds in each of those locations. "Everything we do is based on seed money and seed thoughts."

Myers said the company absorbs the costs of producing the pink equipment and shipping it. "It's our contribution to get a thousand dollars for Susan G. Komen," she said. "That's our seed."

And the interest has spread. Some of the company's dealers have painted forklifts pink. Among them is Valley Industrial Trucks in Youngstown, Ohio.

"With any rental income we received on those, we donated a portion of proceeds back to Susan G. Komen," said President Jim Hammond. "It was a big success within our dealership."

Hammond said the support of Susan G. Komen has a personal touch for the dealership, as one of its employees died of breast



Becky Smith, Sherry Myers and Gail Morgan gave away pink Susan G. Komen hats provided by Clark at the 2007 race.



Clark's top fund-raising team member in 2009 and 2010 was employee Aren Brown, shown with her mother, Cindy Brown.



Clark employee Mark Dyster with his children Clay and Mary were on the 2010 team. Families regularly participate.



Employees Gail Morgan and Terry Raisor also participated in the 2010 race for Clark.

cancer in recent years at the age of 41.

The company has joined with Clark on a number of fund-raising efforts since, and he said he admires the Lexington company's dedication.

"It says a lot about their character and their willingness to give back to their local community and support their local people," Hammond said. "And it says a tremendous amount about their company."

The pink-painted equipment is far from Clark's only contribution to the Susan G. Komen affiliate locally.

The company held a cook-out in its industrial park to raise funds for the affiliate, as well as an internal corn-hole tournament. Clark also frequently holds jeans days, in which employees donate \$5 to Susan G. Komen to wear jeans to work.

Clark's Korean parent company, Young An Hat Co., also lends it support by manufacturing collectible hats, most recently cowboy hats, that the organization sells, Myers said.

And Clark's race team members go beyond just raising the traditional funds. Myers said the company sells sponsorships on its team T-shirts. And there are plenty of those shirts made, as the company typically has 80 percent of its 100-person Lexington workforce, plus their families and friends, in the race. The company also often has some of the 40 employees from its Louisville parts facility come in for the race, Lawrence said.

"We even have suppliers and vendors come in on their own dollar to join the team," Myers added.

And the suppliers, dealers and customers all know what to expect.

"We never miss an opportunity to hold our pink cup out to them," Myers said. "They know when they come into town to bring their checkbooks."

Susan G. Komen's Belshoff complimented the company's creativity in raising money.

"They don't leave any market untapped or any angle," she said. "They're not only trying to raise money for Komen but are raising awareness for cancer education."

"There's no telling how many lives they've been



PHOTOS PROVIDED BY CLARK MATERIAL HANDLING

Clark Material Handling President and CEO Dennis Lawrence, his wife Ninon and daughters Kayla, Emily and Ashley ran in the 2008 Race for the Cure. They are running again this year.

able to save through sheer awareness."

For Lawrence, the variety of efforts is essential.

"Anybody can write a corporate check and say it makes me feel good for a day," he said. "I'm not diminishing that, but we try to get more people involved

and spread that encouragement ...

"This isn't two weeks we do running up to the race. This is something we do 12 months out of the year."

Reach Scott Sloan at (859) 231-1447 or 1-800-950-6397, Ext. 1447.

DESIGN | New materials are positive, active

From Page C1

tors Daniel Boone and Tim Raymer. Boone's mother is a breast cancer survivor, as is Raymer's grandmother.

But beyond that it "was more a community giving aspect," Raymer said. "We like giving back to the community at any level possible."

Boone and Raymer offered a colorful flair in designing the new materials for the 15th annual race to be held Oct. 15.

"We wanted to show an active campaign with movement and the positive aspects of getting involved in the race," Boone said.

For Susan G. Komen's Lexington affiliate, the in-kind donation meant no longer having to rely on the national organization for design assistance.

"It lets us really tailor-make these to Lexington," Belshoff said.

"Everything they've made is really fresh and really exciting," she added. "They've made our materials so beautiful that I feel like it's very feminine



The new billboard designed and donated by Fushioncorp Design is part of the new materials created for Lexington's affiliate of the Susan G. Komen Race for the Cure.

and strikes at the core of the cause that these breast cancer survivors are beautiful."

And the material introduced some new features, such as a QR code to allow mobile devices to scan the image and then be sent to the race registration page.

"They said, 'We can make you a QR code,'" Belshoff recalled. "I said, 'Only if you make it pink.'" And so it is.

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CAREER | Make a plan for job hunting

From Page C1

have to leave their personal feelings out of decision making.

"Liking someone does not mean they will be good in the position they're interviewing for," Branham said.

So what can you do to reduce your stress? You can never be too early or prepared for your job search. A lack of preparation is one of the leading contributors to stress while seeking employment.

Take the advice of Amy Tomlinson, a second-year law student at Thurgood Marshall School of Law in Houston, Texas.

"Make a plan, listing and ranking options and goals presenting all possible scenarios before starting out," Tomlinson said. "Then put that plan into action to achieve the most favorable result based on circumstances."

Worktree.com suggests the following six tips to get rid of unnecessary job stress:

- Get organized
- Stick to a schedule
- Take a break

- Know where you stand
- Avoid repetitive stress
- Practice makes perfect

I caught up with Rodney Branum, store team leader at Target, during the University of Kentucky's Employer Showcase last week that saw hundreds of job seekers moving from booth to booth. There was great excitement as job seekers networked with employers, but I also sensed some stress in the air. Branum, an 18-year veteran, offered clear and to-the-point advice for those looking to impress:

- Come prepared
- Research the company
- Practice your interview
- Anticipate and prepare for your first questions, such as "Tell me about yourself."
- Sell yourself during and at the end of the interview
- Smile throughout the interview

To reduce or at least manage the stress in your job search, I suggest you develop a strategy that best works for you. You should be able to maintain a good optimistic perspective during your search. So be prepared to manage the stress and not allow it to manage you.

Lenroy Jones is the associate director at the University of Kentucky's James W. Stuckert Career Center. He holds a master's degree in college and university administration from Michigan State University. Email him at lenroy.jones@gmail.com or join him on LinkedIn.com.

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