



Coming Up Roses

Cynthia Jackson, the Derby Festival's receptionist, was one of four recipients of a ROSE Award (Recognition of Service Excellence) presented by the Greater Louisville Convention & Visitors Bureau at its annual luncheon on Sept. 14 at the Kentucky International Convention Center. The awards recognize "front-line service industry employees who have gone above and beyond in their line of work" in four categories: attractions, hotels, restaurants and ground transportation. As the first person to greet guests at the Derby Festival office, Cynthia serves as the "Face of the Festival." Her role requires considerable patience and fits the very definition of a "front-line employee." Congratulations to Cynthia for this prestigious honor — it could not be more deserved!

LEFT: Cynthia Jackson, flanked by Greater Louisville Convention & Visitors Bureau President and CEO Jim Wood and Louisville Mayor Jerry Abramson, receives her ROSE Award at the Sept. 14 awards luncheon.

D.A. Sachs — A Good Investment

At the Annual Meeting in June, D.A. Sachs, the 1970 Derby Festival Chair, donated 100 shares of Churchill Downs stock to the Derby Festival Foundation. D.A., the oldest living former Festival Chair, told the audience that during his tenure as KDF Chair, he felt that it was important for the Festival to establish a closer working relationship with leadership at the racetrack. He decided to purchase some shares of Churchill Downs stock and then attended a shareholder's meeting where he expressed his desire that the Derby Festival and Churchill should work more closely together in the future. D.A.'s efforts were certainly successful as both organizations now enjoy a strong partnership. D.A. held on to his Churchill Downs stock all these years and graciously presented the Festival's charitable arm with the proceeds. Thanks to D.A. Sachs for this generous gift and for all his many years of dedication to the Derby Festival.



Festival Wins 24 Pinnacle Awards at IFEA Convention



The Kentucky Derby Festival received a total of 24 Pinnacle Awards at the 2006 International Festivals and Events Association Annual Convention and Expo in Ottawa, Ontario, Sept. 18-22. The Derby Festival garnered 11 Gold, 4 Silver and 8 Bronze Pinnacle Awards, as well as the Silver Grand Pinnacle Award for the best overall theme and image campaign among IFEA's membership. The overall campaign was based on the 2006 poster design of KDF photographers Jamie Rhodes, Jonathan Roberts and Marvin Young and implemented by **Current**Marketing in the Festival's advertising and promotions. Festival fans, participants, sponsors and volunteers all played a major role in this achievement. See back page for a complete list of awards, sponsors and collaborators.

Get on Board



Roy Potts (Coca-Cola Enterprises, Inc.) has hit the ground running — both in his role as 2007 Kentucky Derby Festival Chair and in his first year as a Southeastern Conference football official. Congratulations to Roy and the following KDF Board Members: Nancy Jo Lynch Norris (Chase) was elected Chair-Elect; Chris Dickinson (Gresham Smith and Partners) was elected Vice-Chair; James “Ja” Hillebrand (Stock Yards

Bank) was elected Treasurer and Juanita Beach (Beach Mold & Tool, Inc.) was elected Secretary. Elected to the Festival’s Executive Board were: Jeanine Triplett (Academy of Our Lady of Mercy), Suzann Thompson, Michael Sadofsky (Republic Bank) and Hillebrand. Joining the 75-member board as newly elected directors were: Mike Huot, Vice President of Circulation for *The Courier-Journal*; Bart Greenwald, Attorney/Member of Frost Brown Todd LLC; Barbara Davis, President of The Fillies Inc.; Kevin Hughes, V.P./Market Manager of Clear Channel Radio-Louisville; and Michael Tully, Information Supervisor-Louisville Metro Government.



Strut Your Stuff in the Pegasus Parade

Applications are now being accepted for participation in the 2007 Republic Bank Pegasus Parade. Downloadable applications for bands, equestrian units, clowns and specialty units are available on the Derby Festival’s website — www.kdf.org. Contact information is also included for self-built floats, commercial floats and inflatable units. All applying participants must be 14 years of age or older, and units must be able to supply proof of insurance and any other requested information.



Seeking Prospective Princesses

The Festival is still seeking candidates interested in becoming Derby Festival Princesses. Applications are available on the Festival’s website — www.kdf.org — and must be postmarked by Oct. 23. This is a great opportunity for any talented young woman to become an ambassador for one of the world’s leading civic celebrations. Applicants must be single, female residents of Kentucky or the metropolitan area (Clark, Floyd and Harrison counties of Indiana), poised and outstanding in her community. A candidate must be a full-time student during the current academic year, attending a university, college or accredited professional school with a minimum accumulative GPA of 3.0 on a 4.0 scale. She must be 18 years old on or before Dec. 31, 2006. All applicants must attend a screening on Nov. 11 or 18 at The Muhammad Ali Center. Call Suanne Sanders at (502) 445-9696 or email at suanne@insightbb.com with any questions.

Sign Up Now and Save!



Now is the time to register for the 2007 Meijer Marathon and miniMarathon — both to save money and to guarantee your entry. **Online registration is open at www.DerbyFestivalMarathon.com** for both races, which will start simultaneously at 7:30 a.m. on Saturday, April 28. Registration fees are \$35 for the 13.1-mile mini and \$60 for the 26.2-mile Marathon if entered online

or postmarked by Jan. 31, 2007. From Feb. 1 to April 16, entry fees are \$50 for the mini and \$75 for the Marathon; late entry fees at the Race Expo (April 26-27) are \$60 and \$90. Said KDF Race Director Mark Perry: “With the number of entries growing steadily each year, we can only guarantee entry for the first 10,000 participants (both races combined) to ensure that we have the infrastructure in place to support the runners in the manner to which they are accustomed. We’re encouraging people to register early — both to save money and to inspire their training.”



ABOVE: At the September meeting of The Fillies, Inc., the Kentucky Derby Festival Foundation presented a \$5,000 check to the Jefferson County Public Education Foundation in support of its Every1Reads initiative. Thanks to a grant from the PNC Foundation’s Grow Up Great Team Challenge, \$50 is contributed to Every1Reads by the KDF Foundation for every entry in the Meijer Derby Festival Marathon/miniMarathon Team Challenge. The PNC Grow Up Great Challenge will continue for the 2007 Meijer races; registration forms are available online now at www.DerbyFestivalMarathon.com. Pictured from left, Martin Bell, Deputy Superintendent of Jefferson County Public Schools; Marian Wilbers, immediate past President of The Fillies; current Fillies President Barbara Davis; and Bill Campbell, Chairman of the Derby Festival Foundation.



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Rally Around Thunder

For the fourth year in a row, WDRB TV will produce the Thunder into Louisville Poker Run – a motorcycle rally on Oct. 7 to raise funds for the 2007 Thunder Over Louisville, the Derby Festival's Opening Ceremonies. The event, which will include several stops, will begin at the Bluegrass Harley-Davidson dealership at I-64 and Blankenbaker Parkway and end at the "FOX DEN at the Corner." Cost is \$15 for a single rider and \$30 for a tandem, which includes a limited edition Thunder into Louisville pin and one poker hand per entry. Registration is from 9 to 9:45 a.m. on Saturday, Oct. 7, or in advance at the Kentucky Derby Festival office, Bluegrass Harley-Davidson or FOX41 WDRB TV. The first-place winner will receive \$1,000, second-place \$500 and third \$250. Disc jockeys from WSFR 107.7 FM and WDRB talent will give away prizes from rally sponsors. WSFR will provide race day updates and remote broadcasts.



Student Art to be Showcased at Poster Premiere

Winners of the 2007 Derby Festival Student Art Contest will have their artwork displayed in conjunction with the Poster Premiere in January. The awards ceremony will be held on the same evening as the Poster Premiere and patrons will be able to view all the artwork for the price of one admission. Students with winning entries in the Art Contest will be invited to attend and will receive tickets for two guests. Artwork will be due to school coordinators in late November. Winning artwork will also be on display in May at the Republic Bank Parade Preview. Applications to participate will be available soon on the Festival's website at www.kdf.org. The 2007 Student Art Contest is presented by Passport Health Plan.



Let Yourself Go!

2006 Pinnacle Awards

GOLD: 11

Best Full Length TV Program (national)

Thunder Over LouisvilleSM -
American Forces Network Broadcast - produced by WLKY

Best Event Program (interior three or less colors)

They're Off![®] Luncheon Program - designed by
CurrentMarketing, sponsored by Norton Healthcare

Best Sponsor Solicitation Package

Thunder Over Louisville Presenting Sponsorship -
KDF Marketing Department

Best Single New Sponsorship Program

McDonald's Thunder Funder -
sponsored by McDonald's Restaurants of Kentuckiana

Best Overall Sponsorship Program

Kroger -
KDF Marketing and Merchandising Departments

Best Sponsor

E.ON U.S. - KDF Marketing Department

Best New Fundraising Program

McDonald's Thunder Funder -
sponsored by McDonald's Restaurants of Kentuckiana

Best Children's Programming

Whole Foods Half Pint Fun Pass at Parade Preview -
sponsored by Whole Foods Market Louisville

Best Vendor/Supplier

Preferred Marketing Solutions

GOLD (cont...)

Best Press/Media Kit

"See What's Developed" Press Kit -
KDF Communications Department with design
by CurrentMarketing

Best Overall Merchandising Program

Derby Festival Merchandising Program
based on 2006 artwork

SILVER: 5

Grand Pinnacle

Best Overall Event

Best Event/Organization E-Newsletter

Meijer Derby Festival Marathon/miniMarathon[®] E-News

Best Event/Organization Newsletter

"Festival Times" - sponsored by
Bluegrass Family Health

Best Sponsor Follow-up Report

U.S. Bank - KDF Marketing Department

Best Event Photograph

"Be the Ball" taken at the adidas Derby
Festival Basketball Classic - by KDF photographer
Jonathan Roberts

BRONZE: 8

Best Full Length TV Program (local)

Republic Bank Pegasus Parade - broadcast by WAVE-TV

Best Radio Promotion

Run for the Rosé radio spot - produced by CurrentMarketing

Best Organizational Website

www.kdf.org - designed by Xpressions

Best Miscellaneous Printed Materials (single page)

adidas Derby Festival Basketball Classic Invitation -
produced by CurrentMarketing

Best Event/Program within an Event to Benefit a Charity

Meijer Derby Festival Marathon/
miniMarathon online Charity Module

Best New Promotion

Papa John's Pizza & Pegasus Pins -
sponsored by Papa John's International

Best Media Relations Campaign

"A Photo Finish" - KDF Communications Department

Best Pin or Button

"Work? It's Derby Week" button -
KDF Merchandising Department



KENTUCKY DERBY FESTIVAL

Presented by Bluegrass Family Health
Created by Kentucky Derby Festival, Inc.

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