

The Foothills

MARCH/APRIL 2018

CONNECTION

SPIRIT STRONG

Fitness studio caters
to heart and health

SMOKY GOODNESS

A journey of the finest
BBQ joints

BIRTHDAY CELL-EBRATION

Happy 45th to the modern
mobile phone





BY SHIRLEY BLOOMFIELD, CEO
NTCA-The Rural Broadband Association

Rural youth are the future

At NTCA and the Foundation for Rural Service, we believe an investment in our rural youth is an investment in the future of rural America.

That's why we are committed to making those kinds of investments. Each year, our partners at FRS award \$100,000 worth of scholarships to assist rural students in attending college or technical school. FRS also coordinates a trip each year for rural youth to visit Washington, D.C., and learn about the way our government works.

I am thrilled about the launch of the FRS Rural Youth App Challenge and excited to see the bright ideas that come from the minds of our rural youth.

I believe deeply in the importance of these programs, but for NTCA members like your local provider, support for our rural youth goes much deeper.

Your broadband provider works hard to bring a reliable internet connection to students' homes — and often their schools — to get the education they need. They make sure teachers can connect to the resources and research needed to provide quality instruction. And once these young men and women graduate, it will be your broadband provider whose service enables them to apply for jobs, start a business or work remotely.

I'm proud of the investments NTCA, FRS and our member telcos have made and will continue to make in the future of rural America. ☑



Apps play a big role in making life easier. They are often the fastest and easiest way to access social media, check the weather forecast, pay bills, listen to music, shop and access just about anything imaginable on the internet.

That's why the Foundation for Rural Service created the FRS Rural Youth App Challenge. Students will develop a concept for a mobile app that addresses a problem or improves a process in their rural community, or anywhere in rural America, says Jessica Golden, executive director of the Foundation for Rural Service. "Youth engagement is a huge part of what we do," she says.

The FRS is the charitable arm of NTCA-The Rural Broadband Association and has been involved in scholarships, youth tours in Washington, D.C., and many other programs geared toward engaging the youth of America, Golden says.

It's all part of the emphasis on the importance of broadband, which is becoming a vital thread in the American fabric. "We want all our youth to see themselves as a gamechanger and a voice of the rural communities," she says. "We want them to think outside the box."

The App Challenge will judge students based on how well-researched and well-presented the app is. While the idea can be similar to an existing app, it must be an original idea.

The program launched Jan. 23, and the deadline for submissions for the contest is April 20. Students in grades 7-12 are eligible.

Either a single student or groups with as many as five participants may enter. A parent of at least one student in the group must be a member of a cooperative that is an NTCA member.

Winners will be announced in mid-to-late May. The winning team will receive \$1,000 in gift cards and Codecademy scholarships. The first 10 student applicants with complete applications will also receive a subscription to Codecademy-PRO, worth about \$84. ☑

FOR MORE INFORMATION:
Go to frs.org, send an email inquiry to foundation@frs.org, or call 703-351-2026.

**HEY
TELEMARKETERS:**

DO NOT CALL!

The Federal Trade Commission and the Federal Communications Commission established a National Do Not Call Registry. Joining this registry can drastically reduce the number of telemarketing calls you receive.

JUST THE FACTS ABOUT DO NOT CALL:

- Once you've registered, telemarketers have 31 days to stop calling your number.
- Register as many as three non-business telephone numbers. You can also register cellphone numbers — there is not a separate registry for cellphones.
- Your number will remain on the list permanently unless you disconnect the number or you choose to remove it.
- Some businesses are exempt from the Do Not Call Registry and may still be able to call your number. These include

political organizations, charities, telephone surveyors and businesses with whom you have an existing relationship.

Strict Federal Trade Commission rules make it illegal for telemarketers to do any of the following, regardless of whether or not your number is listed on the National Do Not Call Registry:

- Call before 8 a.m.
- Call after 9 p.m.
- Misrepresent what is being offered
- Threaten, intimidate or harass you
- Call again after you've asked them not to

**ATTENTION LOCAL
BUSINESS OWNERS:**

**Make sure you follow
the Do Not Call rules**

No matter if you're a one-person shop or a beloved company, local business owners should remember that National Do Not Call Registry rules and regulations apply to you. After all, you don't want to upset a loyal customer, or frustrate potential new customers, with unwanted phone calls.

If you are a company, individual or organization that places telemarketing calls, it is very important that you familiarize yourself with the operations of the National Do Not Call Registry. Unless you fall under one of the established exceptions, such as telemarketing by charitable organizations or for prior business relationships, you may not make telemarketing calls to numbers included in the National Do Not Call Registry.

For information regarding National Do Not Call regulations, visit the National Do Not Call Registry at www.telemarketing.donotcall.gov. You can find the Federal Communications Commission and Federal Trade Commission rules governing telemarketing and telephone solicitation at 47 C.F.R. § 64.1200 and 16 C.F.R. Part 310, respectively.

OFFICIAL NOTIFICATION:

The Do Not Call initiative, regulated by the Federal Trade Commission (FTC) and the Federal Communications Commission (FCC), requires telephone service providers to notify customers of the National Do Not Call rules and regulations. ☎

IT'S EASY!

**Add your number to the
Do Not Call Registry**

**Register online at
www.donotcall.gov
or call 888-382-1222.
For TTY, call 866-290-4236.**

You must call from the telephone number you wish to register.

Keeping our part of the ‘net’ neutral

It's very rare that telecommunications policy grabs headlines, dominates social media feeds, and leads the news broadcasts. But that's exactly what we saw after the FCC's decision on net neutrality.



RUTH CONLEY
Chief Executive Officer

It's encouraging to see people around the country take stock, realize how important their broadband service is to their daily lives, and take action to protect it. Concerns over net neutrality have caused some of our members to email, call or message us on social media. I'm proud that our members are tuned in to the issues and willing to communicate with us about the future of their service.

The term “net neutrality” refers to policy that would prevent internet providers from interfering with selective forms of internet traffic through blocking or slowing down certain services or websites.

There's a lot of conflicting information about how the regulations and the FCC changes to the rules will affect broadband, but I wanted to set the record straight for Foothills customers. Our No. 1 concern has been and will always be delivering to you the best online experience possible.

We do not throttle, prioritize or block any legal internet traffic and have no plans to do so in the future. Essentially, we are keeping our members' connections net neutral.

I understand that many people have concerns about this ruling, but please know that Foothills has no intention of making changes to our service based on the FCC's decision.

“I can't speak for what other profit-driven corporate telecommunications providers may do, but we have been net neutral and will stay that way because it's the right thing to do for our customers.”

I can't speak for what other telecommunications providers may do, but we have been net neutral and will stay that way because it's the right thing to do for our customers.

The only thing the FCC's decision will change for us will be reducing the amount of regulatory paperwork we have to keep. Representatives from NTCA—The Rural Broadband Association — which represents 850 small, rural, community-based member companies like ours — testified to this before congressional committees.

For small telcos like ours, the so-called net neutrality rules implemented in 2015 required extensive reporting that took time and effort from our team. That's time and effort we'd rather spend on growing and improving our network and customer service features.

NTCA Senior Vice President Michael Romano told Congress the 2015 rule's “heavy-handed regulatory burdens can be distracting at best or devastating at worst.”

In summary, some experts would have us believe that the removal of net neutrality rules is a threat to the internet as we know it. But here at Foothills, we're going to keep your internet service open and free as you enjoy it today — and will work hard to make it even better tomorrow. 🗨️

The Foothills CONNECTION

MARCH/APRIL 2018

VOL. 5, NO. 2

The Foothills Connection is a bimonthly newsletter published by Foothills Communications, ©2018. It is distributed without charge to all customers of the company.



Foothills is a member-owned cooperative that has been serving residents and businesses in eastern Kentucky since 1951. In the early days, we only offered telephone service over copper wires. Over the years, we have expanded our network and now provide broadband Internet and cable TV services over fiber-optic facilities to much of our service area. Our service area includes Magoffin County and portions of Johnson County and Lawrence County. We love being part of the communities we serve; our customers are our families, friends and neighbors.

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Foothills Mission Statement

“To provide the latest in communications at affordable prices with exceptional service.”

Produced for Foothills Communications by:



On the Cover:



Pam Parker demonstrates how to use a weighted hula hoop as an exercise technique at her Spirit Strong Fitness Studio. See story Page 12.

PLEDGE: Foothills does not throttle, prioritize or block any legal internet traffic, and we have no plans to do so in the future.

Congratulations to the winners OF OUR HUGE GIVEAWAYS!

Customers who signed up for select services before Dec. 31, 2017, were entered into a drawing to win special prizes from Foothills Communications.



Internet customers Gary and Margaret Blanton won Beats wireless headphones. Accepting the prize were the couple's grandchildren, who are, from left, Haley, Kyra, Adilee and Jaylin.



Platinum customer Ezra Allen won a Bose radio.



Cable customer Amy Watkins won a Sonos Playbar System.

Foothills offices to close Good Friday

Foothills' offices will close Friday, March 30, in honor of Good Friday. The cooperative wishes you and your family a happy Easter.



Don't forget to move your clocks forward one hour! Daylight saving time will begin at 2 a.m. on Sunday, March 11, 2018.

TAKING IT LOW AND SLOW

ON THE TRAIL FOR

THE BEST BBQ IN THE SOUTH

BY ANNE BRALY

Other regions of the country have certainly tried to imitate, but none have been able to duplicate the barbecue found in states across the South. Some restaurants have different sauces, while others are known by the type of wood they use for smoking. But all are known for the magical spell they put on the grill. Just follow the smoke from state to state on this road trip around the South to get your 'que on.

Owensboro, Kentucky — Moonlite Bar-B-Que Inn

2840 W. Parrish Ave.

It once said, "Bahhh," but your taste buds will say, "Ahhh," when you bite into the barbecued mutton that put Moonlite on the map. Order it by the plate, on a sandwich or by the pound, and don't forget an order of the famous Kentucky burgoo. There's a barbecue buffet serving lunch and dinner and a dine-in menu with traditional pork or beef barbecue, catfish and chicken.

Memphis, Tennessee — Central BBQ

147 E. Butler Ave., 2249 Central Ave. and 4375 Summer Ave.

Memphis is in the heart of the barbecue belt, so it's hard to visit and not find a good pit. Central, though, is consistently ranked in the top three and always comes home from competitions with a trophy. So when you want to pig out on ribs, pork, chicken, turkey, brisket, sausage and even bologna, Central can't be beat. No sauce meets the meat until the latter comes out of the smoker, and even then, not until you order. The spice mixture has been a deeply held secret since the first Central opened in 2002. Now, there are three locations, all of which have been featured in national publications, and it's a favorite stop for TV food personalities, too.

Little Rock, Arkansas — Whole Hog Cafe

2516 Cantrell Road; 12111 W. Markham St.; and 5107 Warden Road, North Little Rock

It's no small feat to garner a win in the esteemed Memphis in May World Championship Barbecue Cooking Contest, but Whole Hog has done it three times with two second-place wins for its ribs and a first-place for its whole hog. What began as a food truck in a parking lot in Little Rock has now spread across the nation, but its heart belongs in Little Rock, where you can order a simple pulled pork sandwich or get a taste of it all with the Ultimate Platter, which includes pulled pork, smoked beef, smoked chicken, ribs, three sides and dinner rolls. Hungry yet?

Dallas, Texas — Pecan Lodge

2702 Main St.

In a state known for its barbecue, Pecan Lodge was named one of the top four barbecue joints in the world — that's a pretty big deal. But owners Justin and Diane Fourton say they weren't out to set the world on fire, just the seasoned woods they put in the pit to smoke their mouthwatering brisket, among other meats. It's well worth the hour-long wait you might encounter. Order the brisket on a sandwich or by the pound, or have it piled into a salt-crust sweet potato with cheese, spicy sour cream, butter and onions. It all smacks of Southern comfort.

Jackson, Mississippi — Pig & Pint

3139 N. State St.

This joint puts a spin on barbecue with its barbecue chicken tacos and pork belly corn dogs, while also offering traditional favorites like pulled pork, smoked brisket and barbecued chicken. It gives a nod to other regional cuisines, too. There are Asian smoked wings and fried boudin balls, a Louisiana favorite served with beer mustard and housemade bread-and-butter pickles. The menu may sound outlandish, but the food is a hometown favorite that's picked up awards, including best barbecue in Mississippi by firstwefeast.com.

Decatur, Alabama — Big Bob Gibson Bar-B-Que

1715 Sixth Ave. S. and 2520 Danville Road SW

Cross the Alabama border and ask for a good barbecue place and chances are you'll be directed to the town on the banks of the Tennessee River just south of the Tennessee border where Big Bob started cranking out the 'cue back in 1925. Gibson created his empire from smoked chicken smothered in white sauce, a recipe that's appeared in numerous publications, as well as in bottles sold online and in the restaurant. The menu expanded over the years to include every kind of smoked meat you may crave — pork butts, turkey breasts, whole chickens, brisket and ribs. And don't forget a slice of peanut butter pie.

Gainesville, Georgia — The Hickory Pig

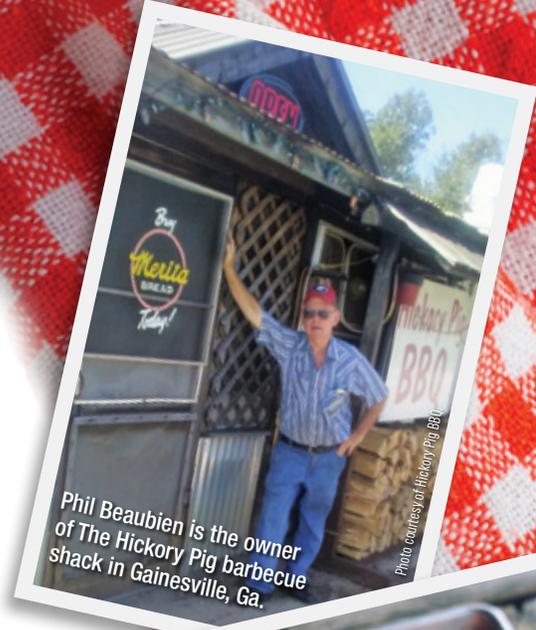
3605 Thompson Bridge Road

When you envision a barbecue shack, the building housing The Hickory Pig is what comes to mind. From the stack of wood out front, to the giant pig in the parking lot, to the ramshackle building, it's a place with pure Southern small-town charm. And the food? Just bite into a fork-tender rib and you'll see why it's a favorite in the north Georgia area for barbecue. The Brunswick stew is not to be missed.

Spartanburg, South Carolina — Carolina BBQ and More

7115 Lone Oak Road

Southern Living named Carolina BBQ as the best barbecue joint in the state, a reputation built on finger-licking 'cue: St. Louis-style ribs, hickory-smoked chicken and turkey, brisket and pulled pork. Brunswick stew is made from scratch, and you won't shut up about the chocolate hush puppies. The red slaw is known as some of the best in the business, and you're welcome to take home a bottle of the barbecue sauce for yourself. 🍷



Phil Beaubien is the owner of The Hickory Pig barbecue shack in Gainesville, Ga.



Pig & Pint in Jackson, Miss., puts a spin on barbecue with dishes such as its pork belly corn dogs.



Big Bob's Bar-B-Que is famous for its smoked chicken served with white sauce so good they bottled it.



The barbecued mutton made Moonlite BBQ in Owensboro, Ky., famous.

Girls on the Johnson Central High School soccer team wait for their turn to work on shooting drills during practice.

Kickstarting the future

Foothills employees coach youth soccer

BY DREW WOOLLEY

Foothills Cable Lineman Wayne Davis had always prepped his son to play baseball. So when the boy came home one day wanting to start soccer, Davis had to make sure he'd considered all his options.

"I looked at him and said, 'Son, is there any other sport you'd like to play?'" he says.

In the years since, Davis has come around to soccer. In fact, after coaching his son's recreation league team for several years, he has become involved with both the boys and girls teams at Johnson Central High School.

YOUTH DEVELOPMENT

Davis first joined the high school team as an assistant coach during his son's freshman year. Four years later, with his daughter entering the seventh grade at Johnson County Middle School, Davis began working to develop a middle school soccer program.

"One thing we found with my son was the team didn't have those skilled players that some other schools had," he says. "With the middle school program, we could get those younger players prepared so they could actu-

ally compete once they hit the high school level."

Now, Davis' daughter is a senior at Johnson Central, and he has spent more than a decade as part of the school's soccer program. The middle school program alone has helped Johnson Central's teams improve measurably, simply by introducing kids to the sport at a younger age.

"We went from having maybe four or five kids on the team who had actually played before to 15 or 16 kids who have that skill set," he says.

AFTER THE WHISTLE

Most importantly, Johnson Central's success has drawn more kids into an environment where they can learn valuable life lessons about teamwork for which Davis believes soccer is particularly well-suited.

"In soccer, one play is usually not going to make the difference," he says. "One person taking the ball and trying to run all the way down the field will never be able to move it as fast as a couple of good passes."



Wayne Davis, assistant soccer coach for Johnson Central High School, and his daughter, Molly, joke around during soccer practice.

Foothills Network Technician Anthony Sagraves coaches his daughter's recreation league team and emphasizes similar life lessons. While he works on fun moves like stepovers and scissors to beat defenders, the most important lessons are about leadership and sportsmanship.

"We encourage the kids and praise them for the positive things they do, but we also teach them that mistakes can be learning experiences," Sagraves says.

That positive impact has even extended beyond the team itself to the community as a whole. Davis recalls his own change of heart when he sees others experiencing the game of soccer in a new way now.

"I've had a lot of kids who didn't come out until their sophomore or junior years say they wish they'd known how fun it is," he says. "I think it's turned everybody's head." 📱

Lawrence County history goes down in the books



The current board members for the Lawrence County, Kentucky Genealogical and Historical Society are, front from left, Director Nita Lewis, Vice President Vicki L. Moore and President Theodore B. Walter, Sr. Back from left are Director Beverly P. Estep and Secretary-Treasurer Judge John David Preston.

BY RACHEL BROWN KIRKLAND

In 1964, the building was the site of a pistol-and-sawed-off-shotgun bank robbery that went down in history. Roughly three decades earlier, it stood proudly open while other institutions closed during the Great Depression. Today, the building that was once the Bank of Blaine houses history of another sort.

Since 2015, when Citizens National Bank donated the property, the building has been the home of the Lawrence County, Kentucky Genealogical and Historical Society Inc. Hard copies of historical records are housed in the society's building, which has long been a focal point of the town.

The genealogical and historical society was founded in October 2010 through the efforts of a handful of individuals. There are now about 340 dues-paying members. Some of them live in Lawrence County, and others have ties to the area but have moved away.

Lawrence County native Lloyd Moore — who now lives in Galloway, Ohio — spearheaded the initiative to start the society by placing advertisements in local newspapers announcing an organizational meeting. Moore has been involved in genealogy and history since 1962.

“We had always talked about doing something for Lawrence County to preserve historical things,” says Theodore Walter Sr., society president and editor. “What we decided to do was try to start saving and preserving photographs of images of Lawrence County — of people, their family, barns, houses and anything related to Lawrence County and surrounding areas.”

The \$30 annual membership fee provides access to the quarterly issues of Lawrence County Legends, a publication the society produces that includes photos, articles, copies of birth and death certifi-

cates, and other information that relates to the county's history and genealogy.

Walter, who is also editor of Lawrence County Legends, enjoys retelling the stories of individuals who left their mark on the county. One such story is that of George Milton Elam, an academic who settled down in Blaine. He taught at Blaine Normal School and built a reputation for turning out future doctors, educators and other leaders. During his 23 years in Blaine, he taught two generations of 65 families and three generations of eight families.

Elam produced students who had an impact: 70 physicians, 27 lawyers, 17 who entered the ministry and about 700 schoolteachers. There were two college presidents and a member of Congress.

Those are the types of stories the Lawrence County, Kentucky Genealogical and Historical Society Inc. honors. ☐



A historic and current image of the Bank of Blaine, which was donated to the Lawrence County, Kentucky Genealogical and Historical Society by Citizens National Bank in June 2015.



Mobile phones turn 45

Wireline technology makes cellphone popularity possible

BY PATRICK SMITH

While you've likely heard of Steve Jobs, the influential entrepreneur and one-time leader of Apple, you probably don't know of Martin Cooper, a Motorola employee who made the first cellular phone call on April 3, 1973. Jobs' achievements with the iPhone, along with much of Apple's recent success with the device, wouldn't be possible without Cooper.

When Cooper stood in midtown Manhattan and placed a call 45 years ago, he forever changed how we communicate. Known as the father of modern cellphones, Cooper successfully connected to Bell Labs headquarters in New Jersey, calling on what would become the world's first commercial cellphone.

Much like Jobs' success was dependent on Cooper, today's cellular technology is dependent on a wired copper

and fiber optic backbone to connect wireless communications.

Wireless technology needs a hardwired foundation to operate. Without wireline technology, cellphones would neither be able to make calls nor use internet data.

THE WIRELINE BACKBONE

When it comes to cellphones and the wireline technology they need to operate, think of the concept like the wireless router in your home. A wired connection runs from the wall to your router so it can broadcast and receive a signal. The same principle applies to the fact that cellular phones need a wired connection to operate.

Copper and fiber lines running overhead and underground play a crucial role in carrying signals between more than 300,000 cell sites across the country. When you use your cellphone to make

a call or access the internet, your connection spends part of its journey on the same network that makes landline calls and internet connections possible.

RURAL TELCOS PLAY A VITAL ROLE

Telecommunications companies provide an essential service by keeping cellular callers connected in rural areas. Many rural telco providers supply wireline copper or fiber service to large cellular towers. These lines keep people connected when they are making cellular calls in rural regions, whether they're traveling through the area or residing there.

3G SPEEDS AND BEYOND

As fiber optic connections become more common, they also help to lay the groundwork for faster cellular speeds. The blazing-fast speed of fiber not only means faster upload

and download speeds for area homes and businesses, but it also means faster cellular data speeds.

Mobile data service — 3G, 4G and 4G LTE — relies on fast connections from telecommunications providers to cell towers, so users can have dependable mobile access to the internet.

While a release date has not been set, developers are working to create a new 5G technology, which could offer data speeds as fast as 10 Gbps. Peak 4G LTE speeds top out at about 50 Mbps today, making 5G potentially about 200 times faster.

And while it's impossible to predict the future and the developments that newer, faster cellular technology will bring, it's clear that progress isn't possible without a strong base of copper and fiber wireline technology to connect our calls and provide high-speed mobile data. ☞

Gadgets for the golden years

Los Angeles Times Publisher Ross Levinsohn once said, “The speed at which technology evolves affects everyone; we repeatedly hear that constant innovation is overwhelming for consumers, who struggle to keep pace.”

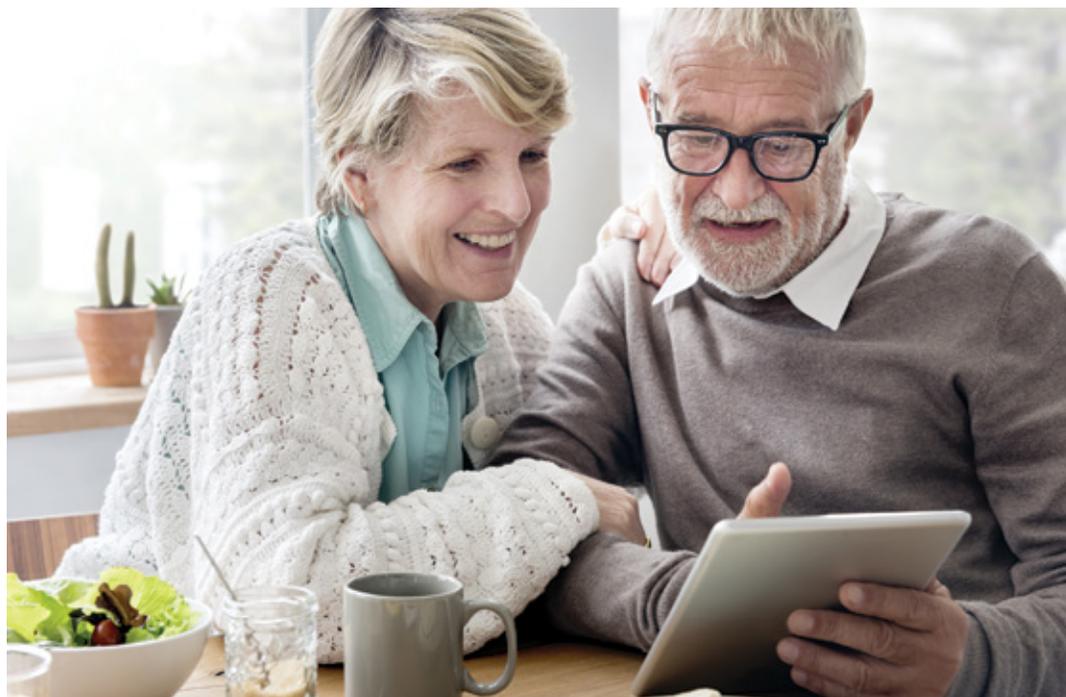
I couldn't agree more with that statement. It seems like as soon as I learn a new piece of software, or how to use the latest technology gadget, it becomes outdated and replaced with a newer version.

If it gets overwhelming for me — a professional who works with technology daily — I can just imagine how overwhelming it is for someone who considers themselves non-techie.

I want to take a bit of the guesswork out of researching technology and point out a few gadgets that I think are good starter items for those adopters in their golden years.

Tablet: Amazon Fire

The Amazon Fire is a great starter tablet for a couple of reasons. It is reasonably priced, coming in under \$100. It's great for watching movies or TV shows, checking email, playing games and, of course, reading books. The Fire even has a blue light filter that makes reading on the tablet less strenuous on



your eyes. If you have trouble reading small print, you can make the font larger so that it is easier to read, even without your reading glasses.

Gadget for a Non-Techie: Pix-Star Wi-Fi Picture Frame

If you are looking for a great gift for a parent or a grandparent, this is a good one. The picture frame is connected to Wi-Fi and has an email address. The system makes it very easy to add updated photos to the frame. Family and friends can simply email photos directly to the frame.

Medical Tech Gadget: MedMinder Pill Dispenser

Never worry about remembering to take your medicine at the right time each day. MedMinder can help you remember your meds by calling, texting or emailing you. Multiple features and differing models ensure the right style for different needs.

Voice Control Gadget: Amazon Echo Show

Once the Amazon Echo Show is set up, you can get the information you want easier. Ask the built-in helper, Alexa, for the temperature, score of the game, or a fact you can't

remember. My favorite feature of this device is the ability to “drop in” on loved ones to see how they are doing. Just by answering a call with your voice, you can see and hear the people you care about the most.

The best way to learn how to use the latest in tech gadgets is to give them a try. You never know; you may find you enjoy using them! 📱



CARISSA SWENSON
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To learn more about the gadgets mentioned in the article, visit the following websites:

- ▶ www.amazon.com/fire
- ▶ www.pix-star.com
- ▶ www.amazon.com/echo-show
- ▶ www.medminder.com

RISING ABOVE

Lora Rice helps Pam Parker lead a yoga class at Spirit Strong Fitness Studio.

Spirit Strong Fitness Studio helps women meet goals

BY JEN CALHOUN

Pamela Parker was praying in church one day when she heard the question, “Are you ready now?” That was all she needed.

“It was as plain as someone sitting right beside me and speaking in my ear,” Parker says. “I didn’t have to ask why or what it was about. I knew. So, I was like, ‘Lord, I’m just going to have to yield to this because it’s obviously what you want me to do.’”

What she knew was that it was time to go ahead with plans to start a fitness studio of her own. So, she did. Within a year, Parker received a loan to start Spirit Strong Fitness Studio in Paintsville. The women-only facility opened in August 2017 and provides hydraulic fitness equipment and cardio equipment, as well as circuit training, yoga, core strengthening and other classes throughout the week.

GETTING STARTED

Ten years ago, Parker would have seemed like an unlikely candidate to be a gym owner or even a fitness instructor. She was overweight and suffering from pain in her hip joints. She also had been out of the workforce because she had stayed home raising her son for several years.

But the hip pain bothered her, and so did her weight problems. She decided to do something about both. In January 2008, at the age of 48, Parker vowed she would look better and feel better by the time she reached 50. Soon, she joined a gym and was motivating others with her spirit and dedication.

“I didn’t even realize it was just in my blood to be a personal trainer,” she says. “I hadn’t been working out long, but I’d come in and say to the other women working out with me, ‘Hey, girls! Come on! Let’s push. Let’s go. We’ve got to build this muscle!’”

The owner of the gym took notice. By the end of March, she hired Parker as an assistant to help teach members to use the equipment and to motivate them. Within a few years, Parker also earned nutrition and fitness certifications from the Cleveland Clinic and through Embrace Life Certified Coaching.

For close to a decade, she encouraged women to get healthier and stronger. She realized it was her calling. But the thought of starting her own gym kept popping up in her head. Then, there was the voice.

OBSTACLES

Parker had never operated a business, and neither had anyone in her immediate family. Her great-grandfather had owned a successful, large farming operation, but she wasn’t sure how to start a client-based business without mortgaging her home.

"I said, 'Lord, I do not have that kind of money. You know our financial situation,'" she says.

But within a few weeks, a friend told her about another friend who worked at a financial institution. She urged Parker to call.

"It worked out," Parker says. "I got the money without having to mortgage my home or any of that."

Since the gym opened in August, Parker has been putting in 12-hour days. She teaches classes, including a Fusion class she designed herself. The class combines high-intensity interval training, power yoga and stretching.

"It's a belly-buster," she says.

Spirit Strong also offers instruction in a circuit training option for busy women who need a quick 30- or 40-minute workout. The circuit uses the gym's hydraulic equipment, which allows clients to work every major muscle group in their bodies. Spirit Strong also offers yoga classes with a certified yoga instructor, as well as chair yoga for women who have difficulty getting onto and up from the floor. Other

classes include an Awesome Ab class, a Cardio HIIT class and a stability and strength class. Coming soon are Body Grooves and Delicious Dance classes.

FEMALE-FOCUSED

Parker says she never once doubted her gym would cater to women of all ages and sizes. Many of her clients are between 40 and 70. Her oldest client is 85. Since those early months in 2008, she has known she is here to help these women.

"I am here to serve women," she says. "I love men, but I think I can be more of a help to women. You just don't know what it's like to weigh 200 pounds or more and decide you want to change your life. You just don't know until you've been there and know what it feels like to go to a co-ed gym."

It's hard to explain the feeling, she says. "Your self-esteem at that point is at rock bottom," she says. "It's daunting."

Instead, she wants to make women stronger and healthier, physically, mentally and spiritually.

"Women need that strength," she says.



Pam Parker, left, takes measurements for Lora Rice in Parker's studio, where she focuses specifically on the strength and spirit of women.

"We lose so much after the menopausal years. This kind of training helps build bone density. The conditioning of strength training also helps to fight depression and to trigger those endorphins and get the serotonin pumping."

She adds, "We as women are givers, but we need to realize the importance of focusing on our own health, too. Otherwise, if we let our own health decline, we won't be able to help our children, our parents, our churches and everyone else who depends on us." 

SPIRIT STRONG

Fitness Studio

IF
YOU
GO

Spirit Strong Fitness Studio is at 871 Kentucky Rte. 23 N. in Jim's Plaza in Paintsville. Nearby businesses include Burchett's Heating and Cooling and All Things Personalized. The gym offers several different packages, but many members pay about \$35 a month, Parker says. Spirit also loves to offer specials on processing fees. For more information, check out their Facebook page or call 606-297-7737. Spirit is also Silver Sneakers certified.

Baking for spring with Jason Smith

Springtime baking means shedding the heavy ingredients of winter: “All that butter and those heavy chocolates,” says Jason Smith.

Smith, a resident of Grayson, Kentucky, once a cafeteria manager at Isonville Elementary and also a florist and caterer, was the 2017 Food Network Star. Just months before that win, he won Food Network’s “Holiday Baking Championship,” followed by a victory on “Holiday Baking: Adults vs. Kids.” In less than a year’s time, he baked his way to three major wins, making more than 50 dishes to impress the judges.

Smith’s successes in the food competitions came as no surprise, says Felicia Green, who served as a teacher and a principal at Isonville Elementary for 27 years before retiring in November 2016. “He always went the extra mile,” she says. “I remember he was always making things for us to put in the teachers lounge. And on TV, his personality is so genuine.”

In the past year, Smith has also been a judge for Food Network’s “Best Baker in America.” He now has a show of his own in the works, which he hopes to make “very dessert heavy.”

Smith’s earliest memories of cooking go back to a hot day on his family’s tobacco farm



Jason Smith was a school cafeteria manager in Kentucky before winning the Food Network’s “Holiday Baking Championship.”

in Laurel County, Kentucky. “I decided I didn’t want to be outside hoeing tobacco, so I went inside and asked my grandmother if I could stay and help her in the kitchen,” he recalls.

On the menu that day? Fried chicken, fresh corn on the cob, potatoes and strawberry shortcake made with berries from the garden, along with biscuits left over from breakfast that morning.

Smith says his grandmother saw something in him that day that others had dismissed. “She always told my mom about how much I loved to be in the kitchen, whether it was to wash the dishes or peel potatoes,” he says.

Cookbooks are one of Smith’s hobbies. He collects them and enjoys reading the stories behind the recipes. “I’ve taken so many recipes and switched things around to give the recipes new life,” he says.

That’s a trademark of his as evidenced by recipes he shares.



FOOD EDITOR
ANNE P. BRALY
IS A NATIVE OF
CHATTANOOGA,
TENNESSEE.



BLACKBERRY-GRAPE PIE

- Dough for double-crust pie
- 2 pints fresh blackberries
- 2 cups green grapes
- 2 tablespoons cornstarch
- Zest from 1 small lemon
- 1 teaspoon freshly grated ginger
- 1 1/2 cups sugar

Heat oven to 350 F. Spray an 8-inch pie plate and place 1 sheet of dough in it, allowing edges to hang over. In a large mixing bowl, toss the berries and grapes in the cornstarch, lemon zest, ginger and sugar, stirring to coat. Pour into pie shell. Place other sheet of dough on top, and crimp the edges of the 2 sheets of dough together. Then, using a sharp knife, make 4 slits in middle of top to let steam escape. Brush with egg wash (one egg whisked with a little cold water) and place pie on cookie sheet. Tent pie with a sheet of aluminum foil and bake 30-45 minutes. Remove foil and bake a few more minutes to brown the top.



Lemon Chiffon Cake with Blueberry Mousse

LEMON CHIFFON CAKE WITH BLUEBERRY MOUSSE

- 1/4 cup vegetable oil
- 2 unbeaten egg yolks
- 1/4 cup plus 2 tablespoons cold water
- 2 teaspoons lemon extract
- 2 teaspoons lemon zest
- 1 cup plus 2 tablespoons sifted cake flour
- 3/4 cup white sugar
- 1 1/2 teaspoons baking powder
- 1/2 teaspoon salt
- 2 teaspoons fresh thyme, minced
- 4 egg whites
- 1/4 teaspoon cream of tartar

Blueberry mousse:

- 2 cups heavy cream
- 1/4 cup powdered sugar
- 2 pints fresh blueberries
- 1 teaspoon vanilla extract
- 1 cup finely chopped or grated/
shredded white chocolate

Heat oven to 325 F. Mix together oil, egg yolks, water, lemon extract and lemon zest. Sift dry ingredients together, then mix into the wet ingredients in a stand mixer until smooth. In another large bowl, combine egg whites and cream of tartar,

beat with a mixer until stiff peaks form. Pour batter over the beaten egg whites and gently fold with a figure-eight motion until all streaks disappear. Pour into a lined 13-by-18-inch sheet pan or rimmed cookie sheet and bake for 25-30 minutes or until a toothpick stuck into middle comes out clean. Take out and let cool; cut into 1-inch squares.

Meanwhile, make the mousse: Place the cream and sugar in a large bowl and whip into stiff peaks. Then fold in the vanilla and half the blueberries.

To assemble: Place 1/3 of the cake cubes and then 1/3 of the mousse in a trifle bowl. Then sprinkle a few blueberries and some of the white chocolate over the top. Repeat layers until all the cake, mousse, berries and white chocolate are used. Make sure to save a few berries for the garnish. You can also garnish with fresh thyme sprigs on top. Refrigerate for 8 hours or overnight before serving. Serve with strawberry sorbet if desired.

CARROT CAKE WITH COCONUT FROSTING

- 2 1/4 cups all-purpose flour
- 1 teaspoon baking powder
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 1 teaspoon cinnamon
- 1 teaspoon allspice
- 1 3/4 cups packed light brown sugar
- 3/4 cup vegetable oil
- 4 large eggs
- 2 teaspoons vanilla extract
- 3/4 cup tomato soup
- 1 cup buttermilk
- 1/2 cup grated fresh carrots

Coconut frosting:

- 4 tablespoons butter, divided
- 2 cups shredded coconut
- 1 (8-ounce) package cream cheese, room temperature
- 2 teaspoons milk
- 1 teaspoon vanilla extract
- 3 1/2 cups powdered sugar

Heat oven to 350 F. Spray a 10-cup tube pan. In a bowl, sift together the flour, baking powder, soda, salt, cinnamon and allspice. Place brown sugar, oil and eggs in stand mixer and mix till fluffy; add the vanilla extract and tomato soup and mix in. Then add the dry mixture. Turn the mixer on low and slowly drizzle in the buttermilk until combined, and then stir in the carrots. Pour into pan and bake for 30-35 minutes or until a toothpick inserted in the middle comes out clean. Let cool and frost with coconut frosting.

Coconut frosting: Melt 2 tablespoons butter in a skillet and add the coconut; toast until lightly brown, then place on a paper towel to cool. Cream the rest of the butter and cream cheese till fluffy in a stand mixer; mix in milk and vanilla extract, then slowly add the powdered sugar, mixing well. Fold in 1 3/4 cups of the cooled coconut. Frost cake and sprinkle remainder of coconut on top. 📺



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