Our Values

Results — Meaningful outcomes for people and places in need.

Sustainability — Long-term maintenance of the health of people, communities, and the complex natural systems upon which they depend.

Excellence — Constant attention to quality in all that we do.

Integrity and Respect — The foundation for our interactions with people in the region, partners, funders and each other.

Place Matters — Local culture, history, natural beauty and identity are central to what is unique and important about Appalachia.

Risk Taking — The complexity and persistence of the challenges we face require efforts that are creative, courageous, skilled and willing to learn from failure.

Equity — All people deserve fairness, and our region needs development that is shared and just.

This Impact Report is dedicated in memoriam to Kristin Mason Stratton, 1975-2018. Kristin was the longest continuously serving staff person in MACED’s history. She started her career here as a public relations intern before graduating from college, more than 20 years ago. She led our communications team, lifting up the stories of our work and this region with a keen eye for detail, nuance and context. Whether welcoming visitors to Kentucky or planning our staff celebrations, she always made sure everyone’s needs were met. Her passing is a great loss for MACED, and leaves a deep hole only time can heal. Kristin will be greatly missed.

Updated November 2018
This community is my community. I love it, I’m proud of it, I want it to survive. I just think the store gives stability to our community.” -Gwen Christon, Owner, Isom IGA

Gwen Christon needed a job when she moved back to Red Fox, Kentucky, in 1974, so her best friend helped her get hired as a clerk at Isom IGA grocery store. When the owners retired in 1998, Christon bought the store from them, and has been at the helm ever since. For 20 years, she’s been able to keep open the only grocery store within 10 miles.

“This community is my community. I love it, I’m proud of it, I want it to survive,” Christon said. “I just think [the store] gives stability to our community.”

But profit margins in grocery stores are extremely tight, and Christon realized she needed to make cost-saving changes wherever she could to keep Isom IGA open and keep her employees paid. When she saw advertisements for MACED’s E3 program, and how it could help businesses better understand how to save money through energy efficiency upgrades, she knew she wanted to learn more. MACED helped her complete a lighting retrofit in 2013 that not only improved the look in her store, but also generated big savings on her utility bills.

Christon has since upgraded the coolers and HVAC system to use waste heat from the coolers to help heat the store in the winter. MACED provided a technical analysis of the old system and a set of upgrade recommendations; identified qualified contractors to do the work; helped her get a USDA Rural Energy for America Program (REAP) grant that covered about a quarter of the project cost; and then financed the remainder of the investment.

Christon is now saving more than $40,000 a year in energy costs. She plans to upgrade to LED lighting and is exploring how she can invest in solar energy to save even more money and energy. With the store looking better, she has seen increased sales, and with the savings produced by the upgrades, she has been able to hire two additional full-time employees.

“If I can save money on my electric, then that means I can reduce the pricing on my product, and not be so expensive on certain things,” Christon said. “I think it will go right into the customers’ purse.”

When MACED helps small businesses like Isom IGA succeed, we are investing in the future of Appalachia. In the case of Isom IGA, a small grocery store remains open in a community that would otherwise be a food desert, employees keep their jobs, and money stays within the community.

Entrepreneurs like Gwen Christon are building brighter futures in the region every day and helping communities thrive. That’s why helping small businesses succeed has been a pillar of our work since our founding, and why it will continue to be the foundation from which we build.
Dear friends,

MACED has been creating new economic opportunities in Appalachia for more than 40 years. Our efforts have encompassed a wide range of activities, but always with an eye toward building a brighter future.

Today, we describe our work as helping to foster a just transition to a new economy in post-coal Appalachia — one that is more diverse, sustainable, equitable and resilient. We recognize that the new economy must be locally based, community driven and built upon regional talent, traditions and assets.

Much has changed in the past five years. The coal industry collapsed in 2012 as the energy market was flooded with cheap natural gas. Coal’s demise opened doors for new conversations about what the economy of Appalachia could look like in the 21st century. Coal-state leaders have extended our energy work in significant ways. The Kentucky Public Service Commission approved in 2012 as the energy market was flooded with cheap natural gas.

We have also leveraged $3.2 million of our capital through a New Market Tax Credits loan pool to bring $5 million in low interest financing to Appalachian entrepreneurs.

We took the difficult but necessary step of winding down our Appalachian Carbon Partnership program in 2015. Through that program, we helped small landowners develop sustainable forest management plans, then verified and marketed the carbon offsets accumulated through those management practices. The market for those offsets dried up after Congress failed to pass cap and trade for carbon. MACED remains committed to sustainable forestry, and we are seeking new ways to engage in the forestry sector. Meanwhile, Kentucky Natural Lands Trust, a MACED affiliate, continues its work of securing and conserving forest lands. KNLT has recently purchased significant tracts of land along Pine Mountain.

We also completed a successful leadership transition. Justin Maxson departed MACED in 2015 after 13 years as president. He was instrumental in MACED’s growth into the strong and stable organization it is today. I am grateful for the leadership team we now have in place as we continue to build on decades of good work.

As we move forward, we will explore and advance new opportunities through MACED’s Strategic Initiatives work. We will assess emerging opportunities to impact key sectors, either by leveraging our existing programs or by developing new market interventions.

We are looking ahead to the next five years of our work with realistic optimism and deep commitment. We will continue to seek out ways in which we can drive a just Appalachian transition. With the partnership and support of our many allies and friends, we will march on toward a brighter Appalachian future.

Sincerely,

Peter Hille
President, MACED

Today, we describe our work as helping to foster a just transition to a new economy for post-coal Appalachia — one that is more diverse, sustainable, equitable and resilient. We recognize the new economy must be locally based, community driven and built upon regional talent, traditions and assets.
A strong financial foundation
Stability and growth over five years

Between 2013 and 2018, MACED has grown our total assets to more than $33 million and our unrestricted net assets to more than $15 million. As we have worked to increase our self-sufficiency and diversify our income sources, growing our loan portfolio from $10.8 million in 2013 to $18.3 million in 2018 has increased our earned revenue from financing from $618,000 to $847,000. We continue to spend a majority of funds each year on our programs with 75 percent being dedicated to programs in FY 2018.

Financial Data and Trends
FY2013 – FY2018

Most recent audited financials available on our website, www.maced.org
Enterprise Development
Making capital work for people and communities

As a certified Community Development Financial Institution (CDFI), MACED has deep experience with advancing innovations in economic development and entrepreneurial support. Since we began lending in 1981, MACED has provided more than $58 million to more than 630 enterprises, and helped create or retain more than 2,500 jobs.

MACED believes that entrepreneurship is key to creating a more diverse and sustainable economy. We support entrepreneurs in promising market sectors that can generate significant economic activity and contribute to strengthening communities and promoting healthy ecosystems. We provide affordable financing opportunities as well as access to training and targeted technical assistance that can help build entrepreneurs’ business skills. In 2012, we helped form the East Kentucky Technical Assistance Providers Network (EKyTAP) to coordinate the efforts of technical assistance providers across the region.

We strive to make capital work for people and communities instead of the other way around. Capital must be flexible to meet the needs of small startups, especially in sectors where the potential for growth is promising but returns may not be immediate.

Over the past five years, MACED has delved into reengineering how capital works, and we have designed a new suite of tools that enable us to take more risk in supporting entrepreneurs with patient capital while also maintaining the health of our balance sheet.

MACED’s Innovative Capital Tools

• Venture Capital Loan Fund (VCLF)
  These loans are available for startup or growth-stage enterprises, embrace greater risk and may include flexible repayment terms or collateral support utilizing some of the additional tools described below. VCLF loans make debt financing function more like venture capital, but without taking an ownership stake. With a VCLF loan, as the value of a successful business grows, that asset remains fully owned by the entrepreneur.

• Leveraging Enterprise in Appalachia Fund (LEAF)
  LEAF provides support for deals that are fundamentally sound, but for which there is insufficient collateral. It is structured as a donor-advised fund and housed at the Foundation for Appalachian Kentucky. Funds that are committed to support a deal remain in the fund, and as the loan pays down, the funds are released to support future deals.

• Interest-only payment period
  In order to accommodate cash flow needs in an early stage business or during a significant expansion, we can specify a limited time period during which the client pays only the interest on their loan.

• Seasonal payments
  For businesses that see a major swing in revenues over the course of the year, we can align loan payments with seasonal cash flow.

• Revenue royalty dividend
  This form of loan repayment allows the client to make their regular payments based on a percentage of their gross sales or to make predetermined principal and interest payments when they reach agreed upon growth milestones. This keeps the debt service cost aligned with cash flow.

• CrowdMatch Microloans
  If a prospective borrower raises capital from crowd-sourcing platforms like Kiva or Kickstarter, we will match those funds one-to-one with a loan of up to $10,000 without reference to credit score or collateral. We use the ability of the entrepreneur to generate support from their intended market as a proxy for the credit worthiness of the business.

Native Bagel Company

When Katie Startzman was ready to move into a retail space, she took advantage of MACED’s new CrowdMatch loan product to help open her bagel business. MACED’s loan matched the $5,600 she raised through a Kickstarter campaign. Today, Native Bagel Company is an integral part of Berea’s burgeoning local foods scene and the local economy.

Sycamore Hollow Hats

MACED helped Clay County entrepreneur Glenna Combs with technical assistance to build a new website for her hat-making business, Sycamore Hollow Hats. She’s become famous for making Kentucky Derby hats and is now able to offer hat-making classes through her new website. Combs also completed MACED’s Airbnb training, which helped her place her own Clay County property on the service.

Enterprise Development
by the Numbers

279 loans
$19.5 million capital deployed
560 jobs created/retained
49 startup loans
20,328 hours of technical assistance
2,026 entrepreneurs supported
Energy Programs
Helping businesses and residents conserve energy while saving money

Energy Efficient Enterprises
Energy Efficient Enterprises (E3) promotes energy efficiency and renewable energy sources by helping commercial enterprises in distressed communities save money through reduced energy costs. MACED identifies high-leverage energy efficiency opportunities in targeted commercial segments and develops packages of information, financing and technical assistance that allow rural businesses and nonprofits to benefit from available opportunities.

MACED identified grocery stores as one of the ripest markets for commercial energy efficiency uptake in 2013. We reached out to stores across eastern Kentucky, and many took advantage of the money-saving opportunities available to them, especially in updating their lighting. Since 2013, we’ve completed 169 energy efficiency retrofits. Thirty-six of those were at grocery stores, with some of those stores completing multiple upgrades.

E3 was instrumental in the design phase of the Berea Municipal Utilities (BMU) community solar farm, which allows BMU customers to access solar-generated energy without having to put panels on their homes. The solar farm later served as a model for the utility-scale East Kentucky Power Cooperative (EKPC) community solar farm, a highly visible testament to how attitudes have changed in recent years.

MACED played a role in advocating for a Renewable Energy Portfolio Standard as part of the KY Sustainable Energy Alliance, providing data and adding expertise to the conversation. We were active in co-leading the EKPC Demand-Side Management and Renewable Energy Collaborative, which brought community and environmental groups together with EKPC to discuss opportunities to reduce electricity demand and implement renewable energy measures.

We have seen increased market demand for our E3 work as energy prices continue to rise. Market-driven energy efficiency has resulted in more savings than utilities’ demand-side management programs, which has been part of their rationale for scaling back those programs. MACED is developing marketing campaigns to increase demand for commercial energy efficiency, while working with contractors and suppliers to increase their capacity so they can meet growing demand.

An E3 coordinator was hired in 2017. This new position enables the team to respond to increased demand for energy efficiency audits and technical assistance.

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Energy Programs by the Numbers

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<th>HowSmartKY™</th>
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<tr>
<td>$50 average monthly savings</td>
<td>$4,392,573 money invested</td>
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<tr>
<td>322 retrofits completed</td>
<td>4,193,489 kWh saved</td>
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<tr>
<td>$161,500 estimated annual savings</td>
<td>$844,548 money saved</td>
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<tr>
<td>535 home assessments</td>
<td>169 retrofits completed</td>
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<tr>
<td>51% of retrofits serve low-to-moderate income customers</td>
<td>29 renewable energy installations</td>
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Energy Programs
Utilizing on-bill financing for residential energy efficiency

How$martKY™
Residential energy efficiency is important in places like Appalachia where housing stock is poor and energy use is high. MACED’s How$martKY™ program enables electric utilities to finance residential energy efficiency upgrades for their customers using on-bill financing.

Local contractors do the work, the investment is repaid through a charge on the utility bill, and the cost is offset by the energy savings. This creates a chain reaction of benefits. Homeowners, many of whom have low or moderate income, decrease their utility costs and enjoy more comfortable homes; local contractors expand their businesses; utilities are better able to manage demand; and greenhouse gas emissions are reduced.

In 2011, How$martKY™ began partnering with four rural electric cooperatives across eastern Kentucky to help improve energy efficiency for their member-owners. After two new partners joined in 2015, the program experienced a swift rise in annual retrofits – from 23 in 2014 to 93 in 2016. However, changes and reductions to state subsidies and the methods through which retrofits were funded took effect in 2016. The resulting loss of funds caused a sharp decline in retrofit numbers, and only 22 were performed in 2017.

With the roll back of the Clean Power Plan (CPP) in 2016, and a range of other significant changes in energy markets, utilities have scaled back many incentives for residential and commercial energy efficiency. Our utility partners were suddenly faced with too much capacity and not enough sales. This led to utilities reducing, or even discontinuing, demand-side management incentives that had previously encouraged energy efficient upgrades.

As a result, we have pivoted from trying to motivate and recruit EKPC co-ops for How$martKY™, to entering the market more directly and exploring new partnerships in the region, particularly with nonprofit housing organizations.

Despite these challenges, we are proud of the ground-breaking work we’ve accomplished in implementing on-bill financing in the region, and glad that we have been able to share our experience with this model as it has been replicated successfully in other places. Despite low uptake by our co-op partners at this time, we plan to maintain this program as a valuable tool for financing residential energy efficiency.

New Energy Interns
Energy efficiency offers new opportunities for employment across the region as the coal industry in eastern Kentucky has declined and jobs have dwindled. MACED’s energy sector programs have shifted focus in recent years as this energy landscape continues to change. As part of our new Strategic Initiatives work, we developed the New Energy Internship program in partnership with the Eastern Kentucky Concentrated Employment Program. This program encourages new jobs in eastern Kentucky, while providing on-the-job training in energy efficiency contracting, access to energy efficiency certifications, and business training.

The program targets former coal industry workers who want to stay in the region. Each intern is offered a six-month internship at an eastern Kentucky placement organization. The hope is they will be hired by their placement organization at the end of their internship, or that they will start businesses of their own.

Frank Morris
Frank Morris started his internship in 2017 at the Housing Development Alliance (HDA) in Hazard, Kentucky. Through the internship, he quickly became Building Performance Institute (BPI) certified as a building auditor and participated in on-the-job energy auditing training. Morris was hired at HDA after the internship, and now manages their Appalachia Heat Squad program.

Randall Howard
Randall Howard started his internship in 2017 at Christian Outreach with Appalachian People, Inc (COAP), in Harlan, Kentucky. He quickly became BPI certified as a building auditor and participated in on-the-job energy auditing training. Howard also participated in a Healthy Homes training and supported the Mountain Air project, which addressed the connection between energy efficiency and healthy indoor air quality. Howard now manages the Appalachia Heat Squad program for COAP, Inc.
MACED’s Strategic Initiatives work continues to focus on our commitment to demonstration projects and targeted strategies that benefit communities and increase their capacity. We work with people to develop and implement new initiatives to increase the impact of work already happening within MACED and the region.

Over the last five years, we have worked to:

**Engage Deeply in Community**

In our most recent five-year strategic plan, MACED committed to deeply engaging in two communities — Hazard and Berea — in order to demonstrate the potential results of community-led enterprise development and revitalization efforts. This work includes assisting new enterprises, training more effective entrepreneurs and working with asset-based economic opportunities. Engaging in these two communities supports our growing understanding of how place-based entrepreneurial support can advance a just transition in the region.

**Encourage Creative Economy Initiatives**

The creative economy plays a significant role in both Hazard and Berea, and MACED has found innovative ways to support momentum in these areas. Partnering with the City of Berea and Berea College in 2014, we created an arts accelerator program that provides stipends, as well as workshop and gallery space for aspiring artists in Berea’s Old Town. In Hazard, MACED partnered with local organizations to develop Thursdays on the Triangle, a summer festival currently in its fourth year. This signature event highlights new community energy, as well as economic impact. The festival has generated more than $15,000 in revenue for working artists and has attracted more than 700 people each year.

In addition to our work in Berea and Hazard, MACED is partnering with the AIR Institute of Berea College to offer pre-entrepreneurship training to artists, makers, and creatives. MACED is supporting the implementation of AIR workshops by partners in several communities in Appalachian Kentucky.

**Increase Community Capacity**

In Hazard, we’ve worked with other community partners to support InVision Hazard, an active citizen-led coalition focused on rebuilding Hazard’s downtown community and giving voice to local residents’ visions for the future. Outside of our commitments to Hazard and Berea, we’re engaging widely with other communities across the region. What’s Next EKY!? is an emerging network of community groups across eastern Kentucky that aims to foster thriving rural communities through mutual learning and collaboration. What’s Next is intentionally member-directed. MACED provides facilitation and other resources to support the effort.

**Support Regional Tourism and New Entrepreneurs**

In January 2018, MACED developed “How to Airbnb,” a two-part training responding to the need for more local lodging options in eastern Kentucky. “How to Airbnb” equips participants with skills they need to become successful Airbnb entrepreneurs. New hosts can help meet lodging needs in the region through unique and place-based lodging, while learning important entrepreneurial skills. The training highlights MACED’s strategy of identifying and developing congruent new sector opportunities.

*“With the creation of a network serving counties in eastern Kentucky, there will be the opportunity to lift up our collective voice as an identifiable and valuable cultural and economic powerhouse.”*

Mindy Woods-Click
Grayson Gallery & Arts Center
What’s Next EKY!? steering committee member
The Kentucky Center for Economic Policy (KCEP) has been a program of MACED since its inception in 2011. KCEP provides information, analysis and communication about state and federal fiscal and economic policy issues that affect the lives of all Kentuckians.

Our credibility and influence as a leader in this arena have grown substantially. Program staff has increased from two in 2013 to six in 2018, and individual donations have more than doubled. Attendance at KCEP’s annual policy conference has grown from 50 in 2015, its inaugural year, to almost 200 in 2018. Executive Director Jason Bailey was appointed to the governor’s Blue Ribbon Commission in 2012 and the Teachers Retirement System Task Force in 2015.

KCEP continues to fill a critical role within the state and prove its value to the residents of the commonwealth. We have authored reports on issues ranging from K-12 school funding to community college completion strategies to biennial state budget preview reports and State of Working Kentucky reports on the economy. We are consulted by and cited in the media on an almost daily basis for our research and perspectives on current economic issues.

Since 2013, KCEP has been involved in four new coalitions:

- Kentucky Together: A coalition of 40 organizations that formed in 2016 to educate public decision makers about tax reform that results in adequate, sustainable and equitable revenue. KCEP is a lead organization in the coalition.
- Keep Kentucky Covered: A coalition of organizations working to stop attacks on Kentuckians’ access to affordable healthcare. KCEP provides research and advocacy assistance.
- Kentucky Smart on Crime: A coalition of organizations that span the ideological spectrum to push for smarter public safety solutions in our commonwealth. KCEP participates on the steering committee of the coalition and provides research and legislative advocacy on the topic.
- Kentucky Public Pension Coalition: KCEP provided research and technical support during the coalition’s fight to keep the pension promise in 2018.

KCEP’s work has positively affected the following policies:

- Protection of the state’s nation-leading Medicaid expansion and prevention of attempts to strip dental and vision coverage from Medicaid recipients.
- An increase of almost 11,000 need-based scholarships in the state budget to help make college more affordable.
- Local minimum wage increases in Lexington and Louisville.
- Prevention of legislation that would increase tax breaks for investment companies and private schools, diverting money from public schools.
- Protection of retirement benefits that inject nearly $4 billion a year into the Kentucky economy.

### Kentucky Center for Economic Policy

Filling a critical role of analyzing and communicating state policy issues

**Kentucky Center for Economic Policy by the Numbers**

- Twitter and Facebook followers: 10,984
- Meetings with decision makers: 215
- TV appearances: 56
- Blogs and research reports: 617
- Public presentations: 190 to more than 10,000 Kentuckians
- Media mentions: more than 1,100 since 2013, 326 in 2018 alone
Kentucky Natural Lands Trust

Protecting, connecting and restoring wildlands in the Commonwealth

When the largest tract of old growth forest in Kentucky was discovered in 1995 on Pine Mountain just outside of Harlan, a group of friends, including past MACED president Don Harker, formed the Kentucky Natural Lands Trust (KNLT), and partnered with the Kentucky Nature Preserve Commission to protect the forest. Their efforts resulted in Blanton Forest State Nature Preserves, an internationally recognized preserve with a network of public trails.

Since then, KNLT has become an affiliate of MACED, and has worked to protect, connect and restore wildlands throughout the Commonwealth. Its efforts are centered on large landscape conservation accomplished through the protection of large forest tracts and migratory corridors. KNLT has protected nearly 50,000 acres of wildlands throughout the state.

KNLT’s primary focus is on Pine Mountain, a 125-mile forested wildlands corridor in southeastern Kentucky.

Pine Mountain is located in far southeastern Kentucky within the Central Appalachian Mountains and the mixed mesophytic forest region, one of the most biologically diverse areas of the temperate zone. The mountain provides habitat for thousands of species of plants and animals, nearly 100 of which are considered rare, with some being found nowhere else on the planet.

Pine Mountain is a critical refuge and migratory route located within a landscape where plants and animals are well-positioned to adapt and persist in the face of changing climate, which helps maintain the structure and function of ecosystems.

Pine Mountain contains a matrix of conservation lands that represent the biggest overall investment in wildlands protection by governmental agencies and nonprofits in Kentucky. These lands protect important habitat and provide a diversity of outdoor recreation opportunities. The mountain is a key link in the 1,800-mile Great Eastern Trail, a hiking trail planned from New York to Alabama.

Wildlands are an essential part of the just transition of eastern Kentucky’s economy. They are increasing tourism and supporting local jobs while improving the quality of nearby communities, which is critical for retaining and attracting talent in emerging economies.

KNLT works with landowners and local residents to protect wildlands and has invested millions of dollars toward that effort, specifically along Pine Mountain, but also around the state. Through public-private partnerships and funding from major donors, private foundations and government partners, KNLT’s land conservation efforts have made significant strides.

American black bear – Marc Evans, KNLT Board Chair

Eastern newt – red eft stage – Daniel Martin Moore

Great Eastern Trail, Bad Branch – Greg Abernathy, KNLT

Knobby Rock, Blanton Forest – Bill Lancaster
**Thank you to our supporters**

Appalachian Regional Commission  
Augusta Brown Holland Foundation  
BB&T  
Blanchette Hooker Rockefeller Fund  
blue moon fund  
Center on Budget and Policy Priorities  
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Southeast Energy Efficiency Alliance  
Stoneman Foundation  
Surdna Foundation  
Wallace Global Fund  
William Randolph Hearst Foundations  
Working Poor Families Project  
W.R. Kenan Charitable Trust  
And thank you to our many generous individual donors and partners

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**Office locations**

- **Berea Office**
  
  433 Chestnut Street  
  Berea, KY 40403

- **Hazard Office**
  
  420 Main Street  
  Hazard, KY 41701

- **Paintsville Office**
  
  224 Main Street  
  Paintsville, KY 41240

**Kentucky Counties Served**

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Robertson  
Rockcastle  
Rowan  
Russell  
Wayne  
Whitley  
Wolfe

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Kentucky Counties Served