



A Regional Growth Corporation

For Immediate Release

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Bradley Hired as SKED's New Small Business Training Specialist

SOMERSET, Ky. – An East Kentucky native and entrepreneur will draw from her own successes and failures as a small business owner, operating in one of the region's toughest job markets, to train and guide some of the region's aspiring small business owners in her new role as SKED's Small Business Training Specialist.

Pat Bradley, a Whitesburg native, joined the SKED staff earlier this month. Bradley has much valuable experience in SKED's 42-county service area, having served previously as associate vice president and director of arts and culture outreach at the Center for Rural Development in Somerset. For the past two years, she's worked as an independent consultant assisting nonprofit organizations and small businesses in areas such as business management, strategic planning, fundraising, workshops, training seminars, and event creation and implementation.

But it's Bradley's experience in the business world that she will pull from when working with aspiring business owners in her position with SKED. She established her own business earlier in her career - a small independent record label where she produced and distributed recordings of folk and bluegrass music. In addition, Bradley has served as executive director of two nonprofit organizations, including AFIM (an international trade association for independent music companies) and the Mountain Arts Center (a performing arts venue in Prestonsburg, Ky.).

It's the culmination of all of these experiences that give Bradley a unique perspective into the mind of an entrepreneur and the struggles he or she may face when working to make their small business dreams a reality.

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“Now more than ever our region needs the economic stimulation that small businesses provide. I’ve always recognized the fact that these small businesses are the backbone of economic development,” Bradley said.

“SKED has been providing support for new business development and small business expansion for several years. I’m excited to have the opportunity to join the team at SKED in helping entrepreneurs throughout Southeast Kentucky follow their dreams of successfully establishing and operating their own businesses, contributing to the economic growth and the creation of jobs throughout our region.”

Bradley will work with entrepreneurs and established small business owners in organized classes and provide one-on-one follow-up and technical assistance services that will increase the management capability of the recipients; helping them to strengthen and grow their businesses.

SKED’s diverse loan fund programs are an integral part of its job-creating mission and have played a vital role in attracting and retaining many businesses throughout the region. Bradley will work with potential and current business owners to identify specific areas of concern and address those issues to ensure the business’ viability, potential for growth and creditworthiness.

“We are pleased to welcome Pat to our staff,” said SKED Executive Director Greg Jones. “I believe her experience in the business and nonprofit world, combined with the training she will receive from one of the nation’s best entrepreneurship programs, will create a powerful new tool to help SKED develop successful and sustainable small business ownership in Southeast Kentucky.”

Bradley moved to Pulaski County eight years ago and is a member of the Simpson Memorial United Methodist Church in Bronston, Ky. She also serves as a director on the board of Somerset’s Watershed Arts Alliance and the Appalachian Artisan Center in Hindman, Ky.

SKED was formed 25 years ago by Fifth District Congressman Hal Rogers to create jobs in Southeast Kentucky. The economic development organization, based in Somerset, serves a 42-county region in Southeast Kentucky. Staff works with business owners, small and large, throughout its service area to identify financing solutions to fund their location, expansion and working capital needs.

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For more information about SKED's services, contact Jones at (606) 677-6102 or gjones@centertech.com. For information about entrepreneurship training, contact Bradley by phone at (606) 335-1488 or by email at pat.sked@nwcable.net. You may visit: www.southeastkentucky.com for more information about SKED's services.

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