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## THE DECLINE OF THE DOLLAR

Kentucky businesses that export find an upside in devaluation

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LANE ONE-ON-ONE: JAMES VOTRUBA  
President, Northern Kentucky University



## LOUISVILLE: CORECUBED RANKS AMONG TOP WOMEN-OWNED COMPANIES IN U.S.



Merrily Orsini,  
founder of corecubed

A Louisville marketing, public relations and design agency has been recognized by *Working Mother* magazine as one of the nation's 25 best women-owned companies.

**Corecubed** was founded in 1998 by Merrily Orsini, who employs a "rather unorthodox" method for running her company: All corecubed employees operate from home and are located throughout the country. Without being tied to one locale, Orsini says she is able to recruit the best of the

best when adding to her creative staff.

"Empowering employees with a results-oriented mindset rather than being time-centric (basing progress on accomplishments and goals rather than just clocking in eight hours) has proven to be a wild success for corecubed," said Orsini. "Everyone on my team is highly professional and passionate about what they do, and it shows through in our client results."

In selecting its top 25 companies, *Working Mother* considered factors such as flexible scheduling, creative family-friendly benefits, dedication to community and advancement of female employees. Previous recipients of the honor include Discovery Communications, McGraw-Hill, Rodale, Bank of America, and Goldman Sachs.

## BUSINESS BRIEFS

### LOUISVILLE

■ **Humana Inc.** has signed a definitive agreement to purchase the Medicare Advantage contract and related assets associated with the Las Vegas, Nev., individual SecureHorizons Medicare Advantage HMO business of UnitedHealth Group for approximately \$185 million in cash. The transaction is expected to increase Humana's Medicare Advantage HMO membership by more than 25,000. Louisville-based Humana ranks as one of the nation's largest publicly traded health and supplemental benefits companies, with approximately 11.5 million medical members.

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■ **Paragon Door Designs Inc.**, a subsidiary of Keller Manufacturing Co., has acquired the storm door manufacturing assets of Medlin Custom Woodworking Inc. for approximately \$100,000. The acquisition of the Richmond, Ind., company adds storm door manufacturing to Paragon's other production operations in Louisville.

■ **Air Hydro Power Inc.**, a Louisville company that specializes in hydraulics and pneumatics, has acquired **Mosier Fluid Power** for an undisclosed price. Mosier, also headquartered in Louisville, is a distributor of factory automation and control products and fluid power components. Thomas F. McGuire, co-owner of Air Hydro Power, said the acquisition will strengthen the company's relationships with strategic accounts in Kentucky and Indiana.