

Kirt Jacobs: Welcome to MoxieTalk with Kirt Jacobs. This is an archived edition when our program was called Leadership Landscape TV.

(music)

Kirt Jacobs: Welcome to another installment of leadership landscape where we go inside the minds of local community leaders and sometimes legends and allow them a chance to offer some keen insights into how they see themselves and most importantly explore just what makes them tick. I'm Kirt Jacobs host of Leadership Landscape where previous interviews have included former mayors, state politicians nationally renowned sports writers, sports legends, and heads of major business concerns, community activists and developers. Today our guest is Barbara Day. She is the publisher of both Kentuckiana Health Fitness and Kentuckiana Healthy Woman magazines and radio host if that's not enough of On the Air with Kentuckiana Health Fitness. I'm going to read her bio so hand on folks here we go. This is what she gave to me about 35 pages. This woman is quite eclectic, quite a background so to condense her life story here we go. But now she is a media mogul with Health Fitness. She did lay the seeds more than 30 years ago with a master's degree in clinical nutrition from the University of Maryland.

She is a nationally recognized author who has presented seminars on nutrition and wellness across the country and has been a sports nutrition consultant to the U.S. Navy SEALs and the University of Louisville athletic department. In 1997 Barbara founded Kentuckiana Health Fitness a free monthly magazine packed with information on health, fitness, sports, and leisure activities. Barbara says quote, "As a health educator I'm used to educating people one-on-one or maybe 50 at a time. Now I'm reaching thousands of people. Really what more could a healthy, excuse me, a health educator want." I think it's a great quote. Today Kentuckiana Health Fitness magazine is a monthly publication with a controlled distribution of 47 thousand a month. Sixteen thousand five hundred copies are home delivered

and the remaining 30,500 copies are available through more than, listen to this, 550 distribution locations. Not to be outdone she has a successful weekly radio show now for almost a decade where she reaches thousands of listeners with her important nutrition, health and fitness messages.

Another minor media feat, she founded Kentuckiana Healthy Woman. Listen to this it's the first ever woman's health magazine that is also free and glossy. It's mission quote. "To provide Kentuckiana women with the most up-to-date health, nutrition and fitness information with advice from credentialed healthcare professionals and strategies for improving the health of women." Brian Stanford who is formerly with UL and a professor mentioned that she has a vision for what she wants it to be and is determined to make it happen he said. Quote "She's got the tenacity of the Tasmanian devil. She works herself to death." I thought that was a very insightful quote from Mr Stanford. Quote "It's a matter of constantly promoting the magazine she says. Quote" You just can't imagine how much work this is. It is not been an easy ride. They also work so hard work has paid off this project has been the most challenging but the most rewarding thing I've ever done," she said. Kentuckiana Healthy Woman magazine is a free bi-monthly publication available at more than 450 locations. Now if she's not the only one in health care all of Barbara's family is in health care. Her husband Ordie is an oral and maxillofacial surgeon in private practice and she has three grown sons, listen to this, her son Chris has a master's degree in public health and graduate will be graduating from Yale with an M.B.A. in the leadership and health care. Jeff is a physician working on a cardiology fellowship in Indianapolis and lastly son John has an MBA and began medical school in 2005. And on top of all these achievements Barbara has five grandchildren and two on the way and she enjoys running, cycling, hiking and strength... Barbara thanks for having us.

Barbara Day: Wow did I do all of that?

Kirt Jacobs: You did more but I couldn't quote all of it in there so I had to break away from that. The question we ask all our guests first is what drives you to do what you do? Maybe even speak to

the genesis in the early days of when you founded these magazines.

Barbara Day: Well what initially drives me or pushes me along is when I was just a little kid someone in my family told me you know you're not going to make anything of yourself. And that in itself was an inspiration to me to show that person that you know I could. And I guess that that was sort of my inspiration early on but what drove me to start the magazines Kentuckiana Health Fitness ten years ago was the fact that I'd moved back to Louisville. My hometown and I saw there were other publications like this across the country and it appeared to me that Louisville was a little bit behind the times in terms of health.

Kirt Jacobs: OK

Barbara Day: And so I thought to myself my boys all went to college. What am I going to do when I grow up. And I thought I know I'll start a health and fitness magazine. What was I thinking. But anyway with that said it's still going ten years. Hopefully many people have learned a lot.

Kirt Jacobs: Whom do you credit most influential in your life Barbara? Can be more than one.

Barbara Day: When I was in high school I had spent a fair share of my time in the guidance counselor's office. And Juanita Bender was her name.

Kirt Jacobs: OK

Barbara Day: And I thought it really think that she inspired me to go to college. Because at the time my mom had died when I was ten and my grandparents raised me and I just really didn't think of going to college. We were on the very poor side but because my mom had been a worker. While I was growing up we got social security and Juanita Bender found this out and if I continued if I went to college after I graduated from high school then that essentially helped pay for me to go to college. When I was just going to be a secretary and I didn't know any better and she said you know you need to go

to college. So I really think that she was my driving force and honestly when I started the magazine and wrote my first book I send her a copy and then when I started the magazine I actually took a picture of her. She was still in that same position believe it or not at Holy Rosary. She was the guidance counselor. And when I told her what she had done to me says she didn't realize how she had inspired me. And I think it made her feel really good and I really do appreciate what she did for me.

Kirt Jacobs: That is a great story. I like to hear that. What was the most defining moment of your life?

Barbara Day: Well I think you know I did. Went to college. Got married. Was working. Then started a family. Had three sons. My husband was in the army. The army up and sent us to a place called Fort Greely Alaska.

Kirt Jacobs: Bet that's cold. Sounds cold

Barbara Day: And people say where was that? And I say do you know where the middle of nowhere is that where it was. It was actually at the end of the Alcan Highway 110 miles from Fairbanks. And so we're at this little military post with three sons three little boys under the age of six and nothing to do. And I got an opportunity to work for the Department of Education in Alaska. And fly all over Alaska. Well my husband said wait a minute before you do that you need to know something about survival because really Alaska is not like the United States. I mean it is part of the United States but if you're you fly around places you don't drive. There's not that many roads. But if something were to happen to you you did not need to know a little bit about survival. So I took a survival course that the army put on. Honestly I think after that course I felt like I could probably climb a mountain. I never have.

Kirt Jacobs: 8:00

Barbara Day: That was the founding moment because I wasn't particular I wasn't an outdoors person but going through that course I learned a lot about being an outdoor person and how to take care

of myself and I think from that start I got the feeling that you know I can do things you just have to put yourself out a little bit and try and that that I think was really the defining moment.

Kirt Jacobs: If there is one Barbara what is your biggest professional regret? In other words is there anything you would have done differently looking back?

Barbara Day: One of my regrets was when I was at the University of Maryland my husband was getting his doing his residency in oral surgery at Walter Reed. I have three sons and I was getting my master's and it appeared that I was smart enough to go ahead and get my Ph D. And I really wanted to do that but as luck turned it turned the Army decided that they when he finishes his residency that they would send us to Tennessee. And so I ended up going to Tennessee with my husband and my three kids and I didn't get my Ph D. but you know what that has never stopped me. I thought at the time it would because I was on the research track. I was doing a lot of research but you know what it gave me... I didn't get a PhD. Each step in my career or place that we lived has given me another dimension in my profession. So hey I did fine without it.

Kirt Jacobs: Do you look at that point in your life as a fork in the road? Had maybe you stayed and gotten your PhD. do you think the subsequent years after that things would have been different or do you think you would have come back to this?

Barbara Day: I do

Kirt Jacobs: You do.

Barbara Day: I do and here's why because when I'm at that point in time I was doing research and as a researcher you study and you do research projects. And the fork in the road with I moved to Tennessee I started working with Baptist Hospital Center for Health Promotion in Nashville and they... I had never done any kind of media stuff. Believe me I'd never done anything like that and they encouraged me. I was their super marketer person and they encouraged me to do public speaking and be on T.V. And from that point

my whole career changed.

Kirt Jacobs: Wow! I like that. That's a very different story. I like that. What's your biggest professional triumph on the flip side of regret? It can be more than one it can be personal as well.

Barbara Day: My biggest professional triumph was when I was working in research. I was just a grad student and I was made the project director for a study with the Navy SEALs out in California. And the first step was just to do a little bit of research. You know they were looking at... I worked at the Human Performance lab at the military's medical school. And the Navy SEALs were wanting us to look at the seal trainees and see if there's some way we could determine who was going to make make it through their training program and who wasn't. My job was to go out and work more with this study. And after that I came back and through my communications skills interacting with these macho guys so to speak and I'm telling you it's a different you know. Our lab was a female human, all female human performance lab now we had PhD's I was not but I ended up through that we ended up getting our lab a two million dollar grant for us to do studies with the Navy SEALs. So I thought that was a pretty big deal for you know because I was the lead project manager. So that was kind of a big plus for me.

Kirt Jacobs: That's probably not an easier thing to achieve. I think this might be a good time to get a few things here in front of us that I thought you might want to hold up and and show the audience. If you'd like to do that.

Barbara Day: Well this is Kentuckiana Health Fitness ten years in the making. And that is..

Kirt Jacobs: Dr. Ramsey

Barbara Day: Dr. Ramsey..

Kirt Jacobs: You need to be on the show.

Barbara Day: ...on the front cover. And he had lost lost weight..

Kirt Jacobs: Yes he has.

Barbara Day: ...and he was he was very appreciative of the column and in fact said that tons of people saw it. So that made me feel good.

Kirt Jacobs: That's great.

Barbara Day: And then my other magazine is Kentuckiana Healthy Woman which is a bi-monthly magazine on women's health and I'm having a lot of fun.

Kirt Jacobs: I bet you are and it's not even your biggest professional triumph. I thought that was what... Just hold those up again real quick if you like so I can get a shot of them.

Barbara Day: Well you know starting both of these I started from scratch.

Kirt Jacobs: I know you did.

Barbara Day: Now you think about..

Kirt Jacobs: Phenomenal. No background

Barbara Day: No background in publishing. I will tell you that when I when I.. My first job was working as chief clinical dietician of Suburban hospital. It was Humana's first hospital.

Kirt Jacobs: OK

Barbara Day: And there I had to write all of my diet instructions. Then I go to Alaska and I have a write to child care manual. And then... You know every step where I've gone I've had to do a program or write something for people. And so even though starting a magazine was a big was big deal I did have experience in writing.

Kirt Jacobs: What do you find exciting about doing all this? That

what I want you to talk about.

Barbara Day: Oh my gosh.

Kirt Jacobs: Before I asked that question.

Barbara Day: I can't tell you how excited. I mean it's so exciting. For example it's exciting when a couple years ago we were my magazine was putting on our duathlon series. And we had this African-American man and he was the very last person to finish. I mean we were we were taking everything down and he finally comes in. So I went up to him and I had my camera because I take pictures when I go to these events and I took a picture of him and he goes oh my gosh you're Barbara Day. And I'm like yes and he started to tell me now do the duathlon was a 5K run.

Kirt Jacobs: OK.

Barbara Day: An eighteen mile bike

Kirt Jacobs: OK

Barbara Day: A very hilly bike ride followed by a 5K. run. OK.

Kirt Jacobs: (laughing)

Barbara Day: Yeah. And this is what you get out of this man told me he says you're responsible for me to lose weight. And I said really and he said yes. He said I'm a father of five, overweight, a smoker, no exercise. And he worked at Fire King and we take magazines over to the company and he started waving my magazine. And he started reading my columns on health and nutrition and he decided Johnny Done I can do this. So he started working out and he had done the Triple Crown that year and he saw that we were put on duathlon series. This is a guy who didn't even have a bike.

Kirt Jacobs: OK. And what is the Triple Crown? Explain that for the audience.

Barbara Day: It is three races in the spring. The Anthem 5K.

Kirt Jacobs: Ok

Barbara Day: Rodes City Run and then the Papa John's 10 Miler. So and he ran.

Kirt Jacobs: Wow

Barbara Day: This is a guy who was overweight, a smoker keep in mind. And so he did the duathlon series and he completed it. Now how gutsy is that. Now he's telling me that my magazine helped me do this. Now I said OK Johnny you've earned a spot on the front cover of Kentuckiana Health Fitness and he was. He was on the front cover.

Kirt Jacobs: That's great.

Barbara Day: So how great is that.

Kirt Jacobs: It's great give back. Little giving take there. I like that. What was the best advice ever given to you Barbara? In your travels.

Barbara Day: Oh my goodness.

Kirt Jacobs: It can be more than one but if one bubbles up.

Barbara Day: Just be yourself. Follow your passion. And I have to tell you that health education is my passion because you know I know that if you take care of your health you can prevent disease. It's as simple as that. It sounds simple but it's not simple.

Kirt Jacobs: Not everybody does it. They probably pay more attention to their car sometimes.

Barbara Day: Well there you go.

Kirt Jacobs: This show is about leadership so I don't want to

digress too much.

Barbara Day: I have to reminded people that you know well you got to put gas in your car. And it has to be the right kind. You know so that's one of my one of my big sayings is you've got to put the right. fuel in your body.

Kirt Jacobs: Can you define leadership in one word? Again that's what the show is Leadership Landscape. It can be more than one word in the great English lexicon.

Barbara Day: Well for me I got to say passion.

Kirt Jacobs: OK

Barbara Day: Because I'm following my passions.

Kirt Jacobs: You have to be passionate.

Barbara Day: So I guess in order to be a leader and I actually I don't really want to call myself a leader in the health business of Louisville. But I feel like that on trying to guide people. You know I'm trying to take people by the hand through both of my magazines but you know being a publisher is like being a builder of a house..You know I can't do this on my own. I mean I come up with an idea and then I go to the health professionals in the community and and say hey can you write a story on this this is my idea. Can you can you you know write something about that? And and so at the end of the month or the end of the bi-month you know we come up with what I consider is a creation. Now I'm not very good at art but this is my creative side.

Kirt Jacobs: OK. If you could change one thing Barbara be it in your own life or in general what would that be?

Barbara Day: One of the things that I would like to see for our community is for people to get on board with taking care of their health and their family's health. I mean that to me I think in the past we haven't looked at thought about prevention. You know it's

usually when you're sick go to the doctor.

Kirt Jacobs: Right.

Barbara Day: But my idea is let's try not to get sick.

Kirt Jacobs: Sure

Barbara Day: You know that makes more sense. So that that would probably be what..

Kirt Jacobs: Lets go off on a tangent for a second. Why do you think people are... Don't don't watch after their health as much as they should. Is it because there's food on every corner now and we're such a quick society. Do you think that's a part of it?

Barbara Day: I think that has a lot to do with it but people are busy.

Kirt Jacobs: Right.

Barbara Day: And I think sometimes are our priorities have gotten arranged.

Kirt Jacobs: Sure

Barbara Day: You know when you think about I mean a lot of people in the workforce. Mom and dad are in the workforce in today's world.

Kirt Jacobs: Right. Dual incomes now.

Barbara Day: And you know what we need to do is we need to prioritize. And I mean story after story. For example one of Dr Ramsey's message was he's a very busy person. How does and I said How do you work out? Well he makes an appointment with himself.

Kirt Jacobs: (laughing) There you go.

Barbara Day: He tells his secretary book me out for an hour and

that's going to be...

Kirt Jacobs: Smart

Barbara Day: An appointment with me and my health.

Kirt Jacobs: That's a form of leadership as well. Personal leadership

Barbara Day: Right

Kirt Jacobs: Do you think there's a difference in our leaders than there was in past generations? That it could be in health care can be in any industry just in general.

Barbara Day: Well you know I have to admit this until I became older I never really paid that much attention to leaders because I didn't really know that many leaders. But I do think that some of the political leaders have are have some some issues in that the media is out there making all kinds of I mean you know though the whole world is an open book you know. So I think that that that that's an issue but I really think that people.. The leaders of today are similar to the leaders of yesterday. They have a passion for whatever they are leading. You have to.

Kirt Jacobs: Sure

Barbara Day: You have to or you won't get anywhere.

Kirt Jacobs: Could you describe in detail a particular incident or scenario in your professional or personal life where you utilized your style and philosophy on leadership? We're a little short on time so if you've got one that kind of bubbles to the top that kind of speaks to..

Barbara Day: Well one of the things that I would say is on the publications. I mean who would ever thought that we would have a free publication on health and fitness and I guess I want to say I was probably about ten years ahead of my time here. But anyway with that said the way that I wanted to lead with my health pub-

lications is I wanted to take a different approach. I wanted to go right to the health professional and have them give the advice rather than try to come up with an idea and ask them a few questions and let em give a few soundbites. I felt felt like there was so much. I felt felt like there is so much not good in health information that's floating around that I wanted to create something that was reliable and that people could count on.

Kirt Jacobs: Sure. That's a great answer. This question we ask our guests and I'll shoot from the hip pretty quick if you were granted two weeks today. You shut down the publication or someone watched the shop for you. Mind the house as they say. You could take your family with you or not and you were granted two weeks to do whatever you want. Put down the e-mail, the Blackberry, cell phone what would you do with those two weeks?

Barbara Day: Well I thought I'd tell you I love the mountains.

Kirt Jacobs: OK

Barbara Day: I don't mountain climb but I like to hike and I would like to go back to Alaska.

Kirt Jacobs: Really

Barbara Day: Alaska was so beautiful.

Kirt Jacobs: Really

Barbara Day: Or go to a part of the world that I've never been to. Or even go back to Colorado. Hey I don't have I love the United States. But you know just to be out in the beauty of our country and the world that that..

Kirt Jacobs: I was afraid you were going to say go back to Tennessee and sign up for the PhD.

Barbara Day: (laughing) No

Kirt Jacobs: You know this question we ask all of our guests young or older when the great day comes Barbara, God forbid you walk out of the studio here today something happens, how do you want to be remembered?

Barbara Day: Well I like for people to say that I was a good health educator.

Kirt Jacobs: OK

Barbara Day: And that I helped to make our community more healthy. I mean that that's my goal and one thing that I'm so proud of is that I have raised three great sons. And you know what because they're all going to be health educators

Kirt Jacobs: That is pretty amazing. Three for three

Barbara Day: They are going to carry on my legacy and my husband's legacy because they truly have learned good health from my husband and myself.

Kirt Jacobs: That's great. That's great. That's a great note to end on. It was a pleasure having you on Leadership Landscape today Barbara thanks so much.

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Kirt Jacobs: Thank you for listening to MoxieTalk with Kirt Jacobs. This episode was archival audio from when we were known as Leadership Landscape TV. If you have any feedback, general comments, or a recommendation for a suitable guest feel free to email me at kirt@moxietalk.com or catch us on Facebook under MoxieTalk with Kirt Jacobs, or on Twitter under [@kirtjacobs](https://twitter.com/kirtjacobs) or our extensive website at www.moxietalk.com