WELCOME

As part of the Distinguished Speaker Series, the College of Business and Technology invites prominent leaders to our campus to discuss current topics and issues related to their expertise. The guest speaker has an opportunity to interact with students, faculty and other interested participants during a public address, roundtable discussion and luncheon.

We are pleased to have the Richmond Chamber of Commerce and Richmond Rotary Club join with us in providing this enrichment opportunity.

We are honored to have Mr. Phil Bradbury, an Eastern alumnus, as this year’s Distinguished Speaker. Mr. Bradbury is the founder of Bradbury and Associates, an asset management software development and consulting firm in Lexington, Ky. Ever the innovator and entrepreneur, he also founded, developed and marketed Little Walter Tube Amps - hand built, high-end musical instrument amplifiers and speaker systems - used by artists Vince Gill, Rascal Flatts, Reggie Young, Paul Franklin, and Aerosmith.

We welcome Mr. Bradbury back to campus and cordially invite all interested persons to attend the public address.

Dr. Robert B. Rogow, Dean
College of Business and Technology
Eastern Kentucky University

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age, race, color, religion, sex, sexual orientation, disability, national origin or Vietnam era or other veteran status, in the admission to, or participation in, any educational program or activity which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Equal Opportunity Office, Eastern Kentucky University, Jones Building, Room 409, Coates CPO 37A, Richmond, Kentucky 40475-3102, (859) 622-8020 (V/TDD), or the Director of the Office for Civil Rights, U.S. Department of Education, Philadelphia, PA.
Mr. Phil N. Bradbury

Distinguished Speaker

EKU College of Business and Technology

A graduate of Prestonsburg High School, Mr. Bradbury helped pay his way through Eastern by playing music in downtown Richmond at what eventually became the Family Dog and also at O’Rileys. He is an EKU alumnus (‘75, BS Mass Communications), inventor, and entrepreneur.

Given the socio-economic climate of the mid-70’s, finding a suitable job in broadcasting was tough. But, as a third generation coal miner, he recognized how a new tool - the PC - could bring new thinking to an old industry. While working for a large mining company he developed tracking software that reduced supply and maintenance costs by over two million dollars in a single year. Multiple publications followed as well as acknowledgement of a need to develop this new tool industry wide. The result was copyrights in asset management, coal blending, blasting, and explosive design. After several successful years, Mr. Bradbury gradually moved out of the mining business and into software development and consulting.

In the early 90s, as a diversion from the demands of running a business, the Bradburys started Midlife Motorsports. Mr. Bradbury had obtained racing licenses from SCCA (Sports Car Club of America) and IMSA (International Motor Sports Association). He then used his hobby to invite the largest customers to events where he was competing and market their software product.

Although Mr. Bradbury did not pursue a career in music, he never lost the desire to play. In 2007, while working on a personal recording, he realized that modern amplifiers were built overseas in the interest of speed and cost. The industry had lost something important to the early days of music. After nearly a year of studying the art of vacuum tubes, he created his first tube amp that transparently reproduced the instrument played through it. That success brought about a trip to the New York Amp Show which sparked a video by Premier Guitar Magazine. This opened the door to his first customer - Reggie Young, studio guitar player for Elvis Presley. Vince Gill bought one and soon ordered a touring rig. He introduced them to Paul Franklin, the world’s greatest living Grammy-award winning steel guitar player, who shared them with the steel guitar community. Joe Don Rooney of Rascal Flatts heard and bought several. Travis Toy, steel and banjo player for Rascal Flatts, also became an endorsee. Rascal Flatts producer, Dann Huff, told Aerosmith who used one on their new album. Through word of mouth, Little Walter Tube Amps has become one of the top amplifier brands.

Over the years, Mr. and Mrs. Bradbury have also developed a love of motorcycling and still enjoy regular trips to the beach and the Blue Ridge Parkway. A partner in Bradbury and Associates, Carol Bradbury, handles all administrative and business duties for the company as well as their new subsidiary Little Walter Tube Amps.

Schedule of Events

Wednesday, October 17, 2012

8:00 a.m. - 9:00 a.m.

BREAKFAST ROUNDTABLE DISCUSSION with
Mr. Bradbury for Faculty and Staff
Faculty Lounge, Keen Johnson Building
EKU Campus, Richmond, Kentucky

10:10 a.m. - 11:00 a.m.

PUBLIC ADDRESS by Mr. Bradbury
Founder of Bradbury and Associates, Lexington, Ky.
O’Donnell Hall Auditorium, Student Services Building
EKU Campus, Richmond, Kentucky

11:30 a.m. - 1:00 p.m.

LUNCHEON with Mr. Bradbury for Business
Community and University Administration
Arlington House
Richmond, Kentucky