

Business First of Louisville - February 11, 2008

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BUSINESS FIRST

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Designs for success: Local architect 'Cash' Moter returned home to start career with father's firm

Business First of Louisville - by [Ed Green](#) Business First Staff Writer

C.M. "Cash" Moter IV

Age: 27

Job: Architect, Joseph & Joseph Architects PLLC

Education: Bachelor's degree in design, Clemson University, 2002; master's degree in architecture, University of Tennessee, 2004

Career: Moter joined Joseph & Joseph following his graduation from the University of Tennessee

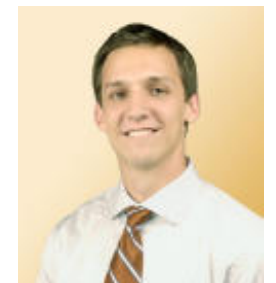
Professional memberships: American Institute of Architects; Kentucky Society of Architects; Young Real Estate Professionals, Louisville chapter; and Young Professionals of Louisville (vice president of community, diversity, public issues and community outreach)

Local projects include work on: The Henry Clay, Byck's Lofts, The Brown Hotel and Medical Center Steam & Chilled Water Plant

Wife: Tara Moter

Church: St. Paul United Methodist Church on Bardstown Road

Hobbies: Woodworking, spending time with his wife and their two dogs, a black Labrador retriever and a golden retriever



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What made you choose architecture?

"Growing up in the business really gave me insight into how it works. A lot of people go into it without

really knowing what the career of architecture is. ... I got to see what the inner workings around the office and got to see the day-to-day job is like" at Joseph & Joseph Architects PLLC, a family firm that run by his father, C. Merrill Moter III.

"I just sort of fell in love with the idea of creating buildings, interesting spaces. Being able to create something out of nothing is really fun."

Why did you decide to return to Louisville after college?

"A lot of my friends from college went all over the country, but I decided to come back here. Not to quote the new slogan, but there really are a lot of possibilities here."

For an architect, "the pieces are already here with a lot of vacant and abandoned buildings that need work, and there is work left to be done."

"And Louisville is a more open than a lot of others. I think people are more open. If you want to do something, they are willing to listen to you. I think that goes for pretty much anybody. I feel like I can really make my mark here and make a difference."

Do you have a specialty in architecture?

"In school, my primary focus was sustainable design," creating environmentally friendly spaces and renovating existing structures.

"The firm is really full service. Right now, we're doing a lot of multi-housing, apartments, but we also have The Brown Hotel. And we are doing a cooling tower for the (downtown) medical center."

What is it like to work for a family firm?

"It's really good. I get a lot of opportunities that I would not necessarily get at this stage in my career at another firm. I think there is a lot I can learn from experienced guys like my father (an architect) and grandfather (a civil engineer)."

What is life like living in a downtown condominium?

"We love it. Everybody downtown probably sees Tara (Moter) walk our two dogs every day after work. I walk to work every day. It's very rare that I have to get my car out during the week. There's not much I

don't like about it."

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