

Business Focus

OFFICIAL PUBLICATION OF COMMERCE LEXINGTON INC. | FEBRUARY 2024 | VOLUME XXXII, ISSUE II



2024 EMERGE Conference

Presented by



March 12th

DYNAMIC KEYNOTES

ENGAGING BREAKOUTS



Photo by Mahan Multimedia

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commercelexington.com



BUSINESS FOCUS

February 2024: Volume XXXII, Issue II

Feb. 29th @330 Presents LinkedIn 101: Leveraging Your Online Network

During the next Commerce Lexington @330 Series presented and hosted by 46Solutions on Thursday, February 29, from 3:30 - 5:00 p.m. at the 46Solutions' showroom (161 Lexington Green Circle, Suite 140), Commerce Lexington's Director of Marketing, **Brett Bibb**, will help attendees understand the importance of LinkedIn in today's market, how to leverage this online network to boost your personal brand, and basic tips for LinkedIn success. Attendees will receive a basic tour of the social platform, learn key settings to optimize your reach and profile security, and view example profiles of local LinkedIn 'Winners.'

PRESENTED BY



BRETT BIBB

relations, Brett Bibb currently serves as Director of Marketing for Commerce Lexington. With previous work experience at the Downtown Lexington Partnership and Dean Dorton, Brett has nine years of marketing and social media experience. He is a 2019 graduate of Leadership Lexington, co-founder and vice president of Lexington's DiverCity Festival, and two-time Chair of the EMERGE Conference Steering Committee. During his time at UK, he also earned a certification in nonprofit and leadership management.

TO REGISTER:

The @330 events feature a topical presentation that is relevant to the success of entrepreneurs, business owners and business professionals. There is no cost to attend this **members' only** event. Register at commercelexington.com.

ABOUT THE SPEAKER:

A graduate of the University of Kentucky with a degree in Integrated Strategic Communication and a focus in public

August 28 - September 7, 2024 International Trip: Experience Imperial Cities Prague, Vienna and Budapest

The 2024 Commerce Lexington international trip features a 10-day trip to the Imperial Cities of Europe. Bask in the splendor, history, and romance of Europe's regal capital cities of Prague, Vienna, and Budapest. During our journey we'll visit Prague, the noble capital of the Czech Republic, continue to Vienna, where we'll delight in the Baroque marvels of the Schönbrunn Palace, the summer retreat of the Habsburg dynasty for more than 200 years. Learn of Vienna's history and enjoy a performance featuring the works of Mozart and Strauss, two former Viennese residents. And in Budapest, we'll visit a 14th-century Hungarian castle, sample traditional entertainment, local cuisine, and glimpse into this region's eminent past. To find out more or to register for this trip, please contact Lynda Bebrowsky at lbebrowsky@commercelexington.com.



Photo courtesy of Collette



Business Focus is published once a month for a total of 12 issues per year by Commerce Lexington Inc., 330 East Main Street, Suite 100, Lexington, KY 40507. Phone: 859-254-4447.

2024 Chair of the Board:

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Communications Specialist: Liz Bennett

Printing: Post Printing

Mail Service: SouthEast Printing & Mailing Service, LLC (2610 Palumbo Drive)

Subscriptions are available for \$12 and are included as a direct benefit of Commerce Lexington Inc. membership. Business Focus (USPS 012-337) periodical postage paid at Lexington, Kentucky.

POSTMASTER: Send address corrections to Business Focus, Commerce Lexington, P.O. Box 1968, Lexington, KY 40588-1968.

Display Rates:

For DISPLAY RATES in Business Focus, contact Mark Turner at mturner@commercelexington.com.

Personnel Updates:

Submit your company's awards and milestones or personnel changes and additions to mturner@commercelexington.com. Personnel news might include promotions, additions, awards and milestones, recognitions and certifications and/or appointments. Information is published only as space permits.



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The Lexington Black Prosperity Initiative at Blue Grass Community Foundation was created to pursue the goal of strengthening, supporting and making a meaningful impact in Black communities.

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ECONOMIC DEVELOPMENT

Submitted by Gina Greathouse, Niki Goldey, Cheryl Klever, Falon McFarland & Katie Vandegrift

2024 Shaping Up to be One of Our Busiest Years Yet

From the Desk of Gina Greathouse, Executive Vice President, Economic Development

“Happy New Year! End of year wrap up figures for 2023 are listed to the right. As you can see, our economic development team at Commerce Lexington along with the Bluegrass Alliance economic development professionals were quite busy. A total of 42 projects landed in the Greater Lexington Region which allowed us to exceed our Capital Investment goal and Direct Jobs Created goal.

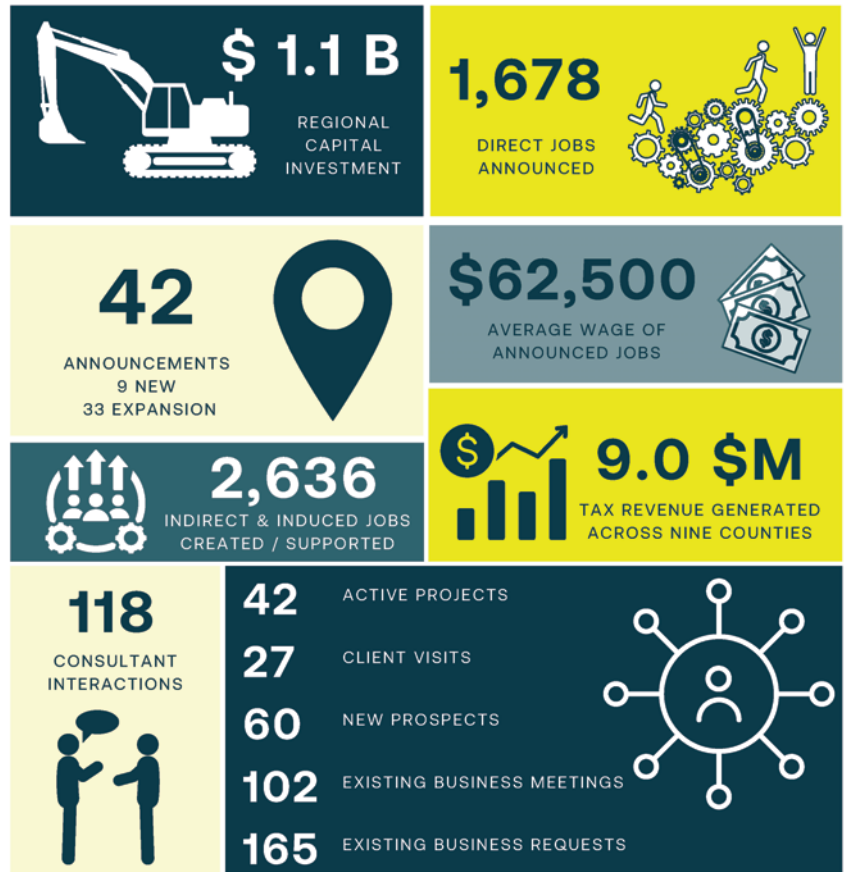
At the 2022 Regional Summit, we shared our plan to Build a More Competitive Region which included commissioning a study to identify new strategic target industries. Throughout much of 2023 our team spent time fundraising and planning how to best execute the Regional Plan. At the 2023 Regional Summit, we shared the results of the new strategic industries report and how we plan to start implementing the Regional Plan.

With most of the planning in the rear-view mirror, 2024 is shaping up to be one of our busiest years yet, as we start executing the Regional Competitiveness plan. We will be on the road engaging with site consultants and out and about meeting with existing businesses to encourage new growth opportunities. Thank you for your Full Stride financial commitment which is critical to helping us reach our economic development goals for the Greater Lexington Region.”



GINA GREATHOUSE

Economic Development 2023 By the Numbers



Note: Metrics based on activity in 9-county region. Commerce Lexington may not work directly with every project announced.

Lunch With A Purpose



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February 15

Melissa Brunet

Music Director of the Lexington Philharmonic



March 13

Leading Ladies

INVITED: One of the TOP in Kentucky Government (being announced in January)

The Signature Club
3256 Lansdowne Dr., Lexington
12:00 - 1:00 PM

FOR TICKETS & INFO:
www.womenleadingky.com



Policy Luncheon Features Kentucky Attorney General Russell Coleman

Commerce Lexington is pleased to announce the next **Public Policy Luncheon** presented by **WealthSouth** on **Monday, February 12**, from noon to 1:30 p.m. at the Hilton Lexington Downtown (369 West Vine Street) will feature Kentucky Attorney General Russell Coleman, who was recently elected as the Commonwealth's chief law officer.

Over the last 20 years, Coleman has taken on violent crime and deadly drugs at the highest levels of law enforcement. In 2017, he was nominated and unanimously confirmed to be the U.S. Attorney for the Western District of Kentucky. Coleman previously served as an Assistant Commonwealth's Attorney in Oldham County and as Senior Advisor and Legal Counsel to U.S. Senator Mitch McConnell.

Coleman fulfilled his boyhood dream of becoming an FBI Special Agent, serving in multiple domestic offices and in a temporary assignment in



ATTORNEY GENERAL
RUSSELL COLEMAN

Iraq. Although an injury forced him to leave the FBI, he has never lost his commitment to protecting Kentucky families.

Born in Paducah, Russell Coleman was raised in Mayfield and then rural Daviess (Thruston) and Logan (Bucksville) Counties. He earned his undergraduate and law degrees from the University of Kentucky. He serves on the Kentucky State Police Foundation Board.

TO REGISTER:

The cost to attend this event is \$59 per person for Commerce Lexington members, \$69 for non-members, and will include lunch and networking. Register on-line at commercelexington.com.

Interested in sponsoring this event?

Contact **Lisa Deaton Mahan** at lmahan@commercelexington.com.

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EVENTS

Make New Connections at Opportunity Exchange on March 21st

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Commerce Lexington's next **Opportunity Exchange event presented by Equity Solutions Group** on **Thursday, March 21**, from 4:30 - 6:30 p.m. at the Lyric Theatre & Cultural Arts Center (300 E. Third Street) will feature great networking, exchange of ideas, and interaction for minority-owned and small businesses in the Lexington region. The event connects minority business owners with procurement representatives from some of the largest companies in the region.

The featured speaker is **Monique Quarterman**, Executive Director of KY Innovation, the state's engine for innovative small business development. Quarterman is a native of Hardin County, Kentucky, and has an extensive background in supporting Kentucky's entrepreneurs. In 2012, she supported Kentucky's founders in the Office for



MONIQUE
QUARTERMAN

Research & Innovation at the University of Louisville. She has been a Business Development Manager at MEMStim, a founder of a Louisville-based innovation consulting practice, and collaborated with the Cabinet for Economic Development and KY Innovation in 2020 as the Executive Director of Kentucky Commercialization Ventures within the Kentucky Science and Technology Corporation. This distinct background has positioned Quarterman to understand the founders' mentality and identify how KY Innovation can help.

TO REGISTER:

The cost to attend is \$5 for Commerce Lexington Inc. members, and \$10 for potential members. Register on-line at commercelexington.com.

MINORITY BUSINESS DEVELOPMENT PROGRAM SPONSORS:

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BRONZE SPONSOR: Kentucky Utilities

OPPORTUNITY EXCHANGE:

WHEN: Thursday, March 21

TIME: 4:30 - 6:30 p.m.

WHERE: Lyric Theatre (300 E. Third Street)

REGISTER: Register on-line at commercelexington.com

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2024 EMERGE Features Dynamic Keynotes, Engaging Breakouts

For the eleventh consecutive year, Commerce Lexington's EMERGE Conference will bring together emerging leaders across Central Kentucky for a full day of networking, engaging keynote speakers, informative breakout sessions, and discovering ways to better connect to and impact the community. An outgrowth of one of Commerce Lexington's past Leadership Visits, the **2024 EMERGE Conference** will take place on **Tuesday, March 12**, from 8:30 a.m. to 5:00 p.m. at Central Bank Center in downtown Lexington.

TO REGISTER:

The cost to attend 2024 EMERGE is \$225 per person for Commerce Lexington members, \$275 for non-members, and includes a full-day program, luncheon, keynote speakers, and reception. Registration is available on-line at commercelexington.com/emerge.html.

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LUNCHEON KEYNOTE: PANTSUIT POLITICS

The **Luncheon Keynote** sponsored by **Guide Realty** will feature **Sarah Stewart Holland** and **Beth Silvers**, hosts of the podcast *Pantsuit Politics*. During their speaking engagements, they help individuals and teams establish a foundation for curious, respectful, and life-changing exploration of values and policies, harness the power of healthy disagreement, and create dialogue when organizations confront difficult issues. Sarah and Beth also help facilitate conversations about specific tensions through communication and leadership skills.



BETH SILVERS & SARAH STEWART HOLLAND

Pantsuit Politics was named one of 2021's best shows by Apple Podcasts and has been featured in The New York Times, The Atlantic, Good Morning America 3, The Guardian, Elle Magazine, and Parents Magazine. They are also the authors of *Now What? How to Move Forward When We're Divided (About Basically Everything)* and *I Think You're Wrong (But I'm Listening): A Guide to Grace-Filled Political Conversation*, which was featured on MSNBC's Morning Joe. Sarah and Beth met in college before going their separate ways for law school. Sarah pursued a career in politics as a congressional staffer and campaign aide and Beth practiced law before serving as a human resources executive.

Would you like to sponsor the EMERGE Conference? Contact Lisa Mahan at lmahan@commercelexington.com

MORNING KEYNOTE:

Our EMERGE morning keynote speaker is Dr. Bryan K. Williams, a speaker, consultant, and author, who is a noted authority on service excellence and leadership effectiveness. His high-energy, dynamic approach educates and inspires professionals to be consistently exceptional. Dr. Williams will have you motivated and ready for a full day of professional development and networking. Dr. Williams is an international speaker and author, who focuses on service excellence and leadership effectiveness. He has facilitated workshops and delivered keynotes worldwide for various companies in diverse industries. Bryan was the Global Corporate Director of Training and Organizational Effectiveness for the Ritz-Carlton Hotel Company. He holds degrees in Business Administration, Hotel/Restaurant Management, and Adult Education, including a Doctor of Management in Organizational Leadership. Bryan is the founder of the BW Leadership Academy, the STRONG Leader Institute, the Manager Skills Workshop, and has authored six books. He was also a member of the Board of Examiners for the Baldrige Performance Excellence Program.



DR. BRYAN K. WILLIAMS

BREAKOUT SESSIONS:

COMMUNITY EDUCATION TRACK:

- Advance Your Career (and Do Good) with Nonprofit Board Service.
- The Power of Community Festivals & Projects in Central Kentucky.
- Thinking Historically as a Leader.
- Mobile Food Market.
- Regional Competitiveness Plan.

PROFESSIONAL DEVELOPMENT TRACK:

- Elevate Your Brand: The Power of Personal & Professional Presence.
- Is This a Hobby or a Business?
- Navigating Financial Uncertainty.
- Hitting the Brakes to Go Further.

Confirmed sessions at press time; Subject to changes.

Register at commercelexington.com/emerge.html



EVENTS



2024 Leadership Visit Heads to Salt Lake City, Utah, June 5-7

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Commerce Lexington is pleased to announce that the **2024 Leadership Visit presented by Central Bank & Trust Co.** will take us to Salt Lake City, Utah, **June 5 - 7, 2024**. Labeled as the Silicon Slopes, Salt Lake City is home to a buzzing tech scene - between that and the other booming businesses in the city, its downtown area has been brought to life like never before. From a top-shelf performing arts scene, to award-winning dining, craft beer, and distilling culture, this Old West town has become a forward-thinking, and burgeoning urban hub. There will be a lot for us to learn during this trip - from Salt Lake's thriving tech industry to its exceptional quality of life and efforts in the talent attraction space. It is also home to the Huntsman Cancer Institute, a nationally-recognized cancer hospital and research center and benchmark institute for the UK Markey Cancer Center.

This state capital city has a growing number of IT, finance, outdoor products, and manufacturing companies capitalizing on the area's strategic location as the "Crossroads of the West." Ranked as one of the best environments for business, the Salt Lake area's concentration of biomedical, high

tech, and software firms is among the highest in the nation.

Since 2019, the city has seen a hefty 12-percent increase in tech talent to nearly 67,500 tech jobs, outpacing the national average in tech job growth over that same period. Although there has been a rapid acceleration of the tech industry in recent years, software companies like Novell and WordPerfect got their start in Utah in the late 1970's.

The city is home to University of Utah, the state's flagship university with over 31,000 students, and one of the top 25 business and entrepreneurship schools according to the *Princeton Review*. The educated, multilingual, and ambitious workforce in Salt Lake City makes it an ideal location for top companies.

TO REGISTER:

Registration is available now on-line at **commercelexington.com** for the 2024 Leadership Visit. Full registration includes charter air travel, meals as outlined in the agenda, and two nights' accommodations at The Grand America Hotel (555 S. Main St., Salt Lake City, UT 84111).

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Axe-plore Your Network: Sharpen Connections Battle Axes Hosts First 2024 Business Link on February 22

Commerce Lexington's Business Link after hours events are all about networking and building your client base, but our first one of 2024 will also get your competitive juices flowing. Come check out Battle Axes' new location and take advantage of one hour of axe throwing, plus 20-percent off all other activities like high speed electric go-kart racing, indoor racing ziplines, bowling, footbowl, and more. Bring plenty of business cards, and be ready to sharpen your connections at Business Link on **Thursday, February 22**, from 4:00 - 6:00 p.m. at Battle Axes (164 Turner Commons Way, Suite 110, Lexington, KY 40511).

DIRECTIONS:

To get to Battle Axes, turn directly onto Turner Commons Way off of Leestown Rd./W. Main Street between Stuttgart Motors and the bridge. It is a gated entrance. Go to the bottom of the hill and veer left. Battle Axes is straight ahead.



Photo from Battle Axes

BUSINESS LINK:

WHEN: Thursday, February 22

TIME: 4:00 - 6:00 p.m.

WHERE: Battle Axes (164 Turner Commons Way, Suite 110, Lexington, KY 40511)

COST TO ATTEND: \$10 for Commerce Lex. members; \$15 for potential members.

REGISTER: Register on-line at commercelexington.com

NOTE: There will be **no exhibit space** available at this Business Link.

HOSTED BY



TO REGISTER:

The cost to attend is \$10 for Commerce Lexington members, \$15 for non-members (payable at the door). You can also pre-register on-line at commercelexington.com. **NOTE: NO REFUNDS WILL BE GIVEN FOR ONLINE REGISTRATIONS.**



The Bluegrass Business Hall of Fame event pays tribute to selected business leaders for achievement in their careers, service to the community, and being role models for our youth.

Congratulations to the 2024 Inductees!



RJ Corman (*Posthumously*) | Jean Hale | Glenn Leveridge

Join us in celebrating these inductees as well as all of the laureates whose leadership has helped make the Bluegrass community a special place to live and work.

**2024 Bluegrass Business Hall of Fame Event
Thursday, May 23, 2024 | Keeneland Race Track**

Revenue generated from this event allows us to provide programming at little or no cost to educators and reinforces to the community your belief in the importance and mission of Junior Achievement.



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MEMBER DISCOUNTS

Digital Marketing Services Through RevLocal

Through a variety of affinity partnerships, Commerce Lexington members can benefit from cost-saving opportunities on things like office supplies, health insurance for small businesses, workers' compensation, and more. Digital marketing has become a very important tool for all businesses, and as a member you can utilize the services of RevLocal, while taking advantage of a 25% discount on initial onboarding fees for members who sign up for any of RevLocal's marketing services.



RevLocal helps businesses boost their on-line presence by offering local business owners a digital marketing experience that's personalized to their needs. Each consultation includes any or all of the following:

- Best practices for optimizing your local SEO profile
- Using review marketing to your advantage
- Tips for implementing online paid ads campaigns
- Social media growth strategies

To find out more about this cost-saving opportunity, visit www.commercelexington.com/revlocal.html.

Affordable Health Insurance Options Available to Member Small Businesses

Commerce Lexington has expanded its health insurance cost-saving program for investors. The **Anthem ChamberAdvantage** plan has joined the **Humana HealthSolutions** program as another option for members to lower their health insurance costs.

Like Humana HealthSolutions, Anthem ChamberAdvantage offers small and mid-sized businesses health plan benefits and significant cost advantages typically enjoyed by large businesses. ChamberAdvantage, a product of the Kentucky Chamber, is a self-funded insurance plan for small businesses with 2-50 employees. The plan focuses on member whole health with dedicated behavioral health and chronic condition wellness programs, and a host of digital tools to improve access to health care and information.

ChamberAdvantage is now available

as another option to Commerce Lexington small and mid-sized members. At the time that Humana ceases renewals into the HealthSolutions program in 2024, Anthem will become the sole partner to Commerce Lexington for health insurance coverage for its member investors. ChamberAdvantage, offered through the Kentucky Chamber, is one of the largest multiple employer welfare arrangements (MEWA) in the country and currently serves over 3,400 small businesses throughout the state.

FOR MORE INFORMATION:

For all questions regarding the Humana HealthSolutions or Anthem ChamberAdvantage, contact Kristie Woodrum at 859-226-1628 or kwoodrum@commercelexington.com.

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Nonprofit Peer Groups Enrolling New Members During February

In mid-2023, Commerce Lexington announced the addition of a Nonprofit Peer Group. The first of such groups comes from a merger of Lexington Forward, a project of the 2021 Leadership Lexington Class. This project was committed to the support of nonprofit leaders by serving as a safe space for nonprofit executive staff to collaborate on governance, strategy and stewardship to advance nonprofit excellence. By merging with this successful model, Commerce Lexington members will be able to collaborate, advocate for shared interests, promote the visibility of non-profits as critical contributors to the Lexington community. Commerce Lexington believes nonprofits have a significant impact on the quality of life in our region and share many of the same issues and concerns as for-profit peers.



Group Details and Requirements:

- Groups will contain 6-8 members.
- Group members must be active members of Commerce Lexington.
- Only nonprofit executive staff is eligible.
- Peer moderators/facilitators will lead group discussion and maintain structure.
- A confidentiality agreement required for attendance to enable trust and candid discussion.
- Prospective group members must fill out an application to be considered for the program.

FOR MORE INFORMATION:

Enrollment for the Nonprofit Peer Groups will take place during the month of February. For more information, contact Liz Bennett at lbennett@commercelexington.com or visit on-line at www.commercelexington.com/peer-groups.html to complete the Nonprofit Peer Group application.



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Leadership Central Kentucky Class Visits, Studies Franklin County

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Commerce Lexington Staff Report

In December, Leadership Central Kentucky embarked on a transformative journey to Franklin County, which emphasized building relationships, exploring regionalism, and understanding the uniqueness of the area. The class started the day with breakfast sponsored by the Kentucky Chamber

of Commerce. The welcome remarks by Tish Shade and Jacqueline Pitts set the tone for the day, emphasizing the importance of building relationships and leadership development.

Then, the group headed to the Capitol Building, where the class took a tour and received insights into the legislative process from Representative Derrick Graham and Representative Dan Fister. Next was a visit to the Kentucky State's Aquaculture Center. The tour and Q&A session focused on the uniqueness and the needs the center provides for the community, giving the class insights into the region's diverse economic activities.

Sponsored by Kentucky State University, lunch took place at the KSU President's Dining Hall. Dr. Koffi Akakpo, Mayor Layne Wilkerson, and Judge Executive Michael Mueller shared their perspectives, fostering relationships among the leaders.

The class then traveled to Hower's Tavern – Speakeasy and House of Commons for two unique tours. These stops highlighted the uniqueness of the county through their demonstration of creativity and innovation in small businesses. Class members also had the pleasure of visiting Buffalo Trace Distillery. The group checked in at the Welcome Center before embarking on an insightful and enlightening tour, exploring the distillation process and learning about the rich history of the iconic distillery.

The day session concluded with appetizers and a debrief session at Serafini Restaurant, sponsored by Chenault & Hoge. This provided a final opportunity for building relationships and reflecting on the day's experiences.

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March

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Leadership Lexington Class Gets Overview of City Government



During Government Day, Leadership Lexington class members had a discussion with Lexington city councilmembers. (Photo by Mahan Multimedia)

Recap by Mason King, Jubilee Jobs

Just days after the 50th anniversary of the January 1, 1974, merger of the Lexington-Fayette Urban County Government, Leadership Lexington had the privilege of learning about the intricate yet robust work that our city leaders and administrators do to make Lexington such a wonderful place to live and work. The day began with remarks from Mayor Linda Gorton, who discussed significant accomplishments of her administration during her first two terms as the lead executive, while casting vision of works still to be tackled.

From beginning to end, one thing was clear: the elected officials, administrators, members of the over 70 boards and commissions within LFUCG, and support staff have an incredibly demanding job. Leadership Lexington students experienced a part of this immense task by participating in a budget simulation. This activity provided a small glimpse into the mammoth task our city government teams face in crafting the over \$500 million-dollar balanced

budget each year.

After the simulation in Council Chambers, the class had a session with much of the city council. From the outset, it was clear that over the city's nearly 250-year history the demand on our city council has evolved far beyond the part-time position for which they are paid. Their heart for service was evident as we learned about the long work weeks that these public servants endure to serve their districts and city at-large.

From a tour of the Clerk's Office, and time with County Clerk Susan Lamb, to panels hearing from our County and Commonwealth Attorneys, defense attorneys, and District, Circuit and Family judges, our class experienced the gamut of individuals that have devoted their careers to serving our city. The day's experiences with Leadership Lexington illuminated the multifaceted challenges and triumphs of local governance, reinforcing our respect for those who dedicate themselves to making Lexington a remarkable place to call home.

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Lexington History Museum

AMBASSADOR SPOTLIGHT: Kelly Webb, Houchens Insurance Group

Kelly Webb works as an employee benefits producer with Houchens Insurance Group (HIG). HIG strives to bring their clients and communities superior partnerships and insurance solutions so they can protect what matters most to them. With employee benefits being one of the top-line items in a company's budget, her goal is to help minimize the cost and risk for her clients.

Kelly said, "In my role, I identify opportunities to engage employers and their employees in health and wellness programs and initiatives as well as offer a comprehensive benefits package for employers to help attract and retain top talent."

Having previously worked for a local hospital system, she understands how complex health benefits programs can be.

She added, "I chose to transition to Houchens Insurance Group to help employers and their employees navigate the health care system."

"I am passionate about helping others in the community," she said. "Being an Ambassador with Commerce Lexington allows me to connect and develop relationships and partnerships with businesses and leaders in the community."

Kelly currently serves on the board for Bluegrass SHRM as Wellness Director and has served in various roles, most recently as president. She is a 2022 graduate of Leadership Central Kentucky and also serves on the board of the National Association of Benefits and Insurance Professionals as the Co-Programs Chair.



KELLY WEBB

Ambassadors volunteer their time to assist with Commerce Lexington's member relations and retention efforts. The individuals on this important committee serve as a mentor to members and to help members make business connections. They also represent Commerce Lexington at community ribbon cutting and grand opening events. Find out more on-line at www.commercelexington.com/ambassador-program.html.

WELCOME NEW MEMBERS

New Commerce Lexington Inc. Members From December 18, 2023 to January 19, 2024

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Lexington, KY 40503
Phone: (859) 268-1030

Bin There Dump That Lexington

Junk Removal
Main Contact: Carly Shaughnessy
3293 Lexington Road
Richmond, KY 40475
Phone: (859) 358-7800
<https://lexington.bintheredumpthatusa.com/home>

Christian Student Fellowship, Inc.

Non-Profit Organizations
Main Contact: Cait LeSaux
502 Columbia Ave.
Lexington, KY 40508
Phone: (859) 273-5433
www.ukcsf.org/

Clean Media, LLC

Advertising-Other
Main Contact: Joe Sweeney
333 West Vine St., Suite 1610
Lexington, KY 40507
Phone: (859) 429-7075
www.cleanmedia.net

Contract Decorating Inc.

Painting Contractors
Main Contact: Yolanda Demaree
640 Bizzell Dr., Lexington, KY 40510
Phone: (589) 254-1314

D & M Haulers LLC

Transportation Services
Main Contact: Dina Parrott
Lexington, KY
Phone: (215) 239-0130

Ed Brown Society

Non-Profit Organizations
Main Contact: Greg Harbut
4101 Tates Creek Centre Dr.,
Ste. 150-144, Lexington, KY 40517
Phone: (859) 429-0611
www.edbrownsociety.org/

Environmental Landscape, LLC

Landscape Contractors
Main Contact: Jennifer Braddock
2723 Muir Station Road
Lexington, KY 40516
Phone: (859) 294-5002

Envy Interactive

Website Developer
Main Contact: Brett Morris
1890 Star Shoot Pkwy., Suite 170-111
Lexington, KY 40509

Phone: (859) 568-3689
<https://envyinteractive.com>

Facility Maintenance & Services Group, LLC

Cleaning Services Commercial & Residential
Main Contact: Frank Hall
2121 Richmond Rd., Suite 227
Lexington, KY 40502
Phone: (859) 554-6584
www.facilitymsg.com

Goldstream Management Group, Inc.

Consultants
Main Contact: Gregory Elam
1048 Griffin Gate Dr.
Lexington, KY 40511
Phone: (859) 312-6896
www.goldstreammanagementgroup.com

GRO Salon

Beauty Salons
Main Contact: Tyler Hensley
210 Old Mount Tabor Road, Suite B
Lexington, KY 40502
Phone: (859) 475-7165
www.grosalonlex.com

Just Stain It

Home Improvement Services
Main Contact: Sheldon Randall
Richmond, KY 40475
Phone: (810) 660-3485

Kentucky Mudworks LLC

Art Supplies
Main Contact: Link Henderson
800 Floyd Drive, Ste. 110
Lexington, KY 40505
Phone: (859) 389-9681
www.kymudworks.com

LW Office Furniture Warehouse

Office Furniture
Main Contact: Mike Sypolt
949 National Ave., Suite 100
Lexington, KY 40502
Phone: (859) 399-7405
www.liquidatorsworld.com

Proliferation Marketing LLC

Marketing Consultants/Services
Main Contact: Glenn Fernandez
600 Perimeter Dr., Suite A
Lexington, KY 40517
Phone: (859) 407-6219
www.proliferationmarketing.com

Realty One Group Bluegrass

Real Estate
Main Contact: Trey McCallie
1010 Monarch Street, Suite 110
Lexington, KY 40513
Phone: (859) 312-7599
<https://bluegrass.myrealtyonegroup.com>

Refuge for Women

Non-Profit Organizations
Main Contact: Deanna Lynn
342 Waller Ave., Suite D
Lexington, KY 40504
Phone: (859) 279-2096
www.refugeforwomen.org/kentucky

SeaCure Advisors LLC

Financial Planning Consultants
Main Contact: Carolyn Howard
3320 Clays Mill Rd., Ste 211
Lexington, KY 40503
Phone: (877) 328-4037
www.seacureadvisors.com

Seterios Wealth Advisors LLC

Financial Services
Main Contact: James Cooper
838 E. High Street, Unit 238
Lexington, KY 40502
Phone: (941) 744-7993
www.seterios.com

SMG Talent Partners

Executive Search Consultants
Main Contact: Stephanie McGregor
649 Mitchell Ave., Lexington, 40504
Phone: (859) 787-3383
www.smgtalentpartners.com

Sutton Homes LLC

Home Builders
Main Contact: Ashley Sutton
20 Paradise Place
Nicholasville, KY 40356
Phone: (859) 619-7624

Synergy Anesthesia Inc.

Physicians & Surgeons, Anesthesiology
Main Contact: Sharon Howard
425 Lewis Hargett Circle
Lexington, KY 40503
Phone: (859) 268-1030

The Pottery Place, LLC

Entertainment
Main Contact: Brianna Goad
3401 Nicholasville Rd., Suite 928
Lexington, KY 40503
Phone: (304) 840-4941
www.thepotteryplaceartspace.com

The Referrals Group

Market Research & Analysis
Main Contact: Bart Giles
120 Cherokee Park
Lexington, KY 40503
Phone: (502) 773-6638
www.TheReferralsGroup.com



THE MEETING MANAGERS

Lexington Event Company is the go-to for meeting management in Kentucky (and beyond). From 20 people to 20,000+, events spanning two hours to two weeks, and a range of budgets and scope - we work with our clients to perfectly execute their meetings, conferences, tradeshows, and events. Our scope can include budget creation & management, event marketing & design (and on-site execution), sponsor & attendee communications, site & vendor selection, travel & transportation management, logistics & on-site management, food & beverage planning, entertainment & decor, ticketing & registration, and so much more! Whether you have an existing meeting in place that you are ready to uplevel, or you're starting from the ground up - we meet you where you are and help you every step of the way. Give us a call to chat through your details and how our project management process can change the game in planning your next event.



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kaelyn@lexingtoneventco.com / 859-230-5365
KAELYN QUERY / FOUNDER, PRESIDENT

PERSONNEL ANNOUNCEMENTS

Corporate Moves, Company Awards and Notable Milestones

The Agency welcomed new agents **Donna Williams, Cecil Williams, Ben Williams,** and **Katie Feola.**

Dr. Paul Hester, owner of Lexington's **Be Medispa,** was among the elite group of 400 physicians from over 50 countries attending the Merz Aesthetics Expert Summit in Barcelona, Spain. This summit provides healthcare professionals and aesthetics experts opportunities to share the latest research findings, foster creativity, stimulate unique thinking, and drive innovation.

Besten & Dieruf, PLLC announced that **Ryan May** has joined the firm in the position of manager, leading the accounting and bookkeeping team.

Community Trust Bancorp announced the promotions of **Jeremy Clark** to the position of senior vice president, loan review manager and **Mark Smith** to executive vice president, chief credit officer. Smith has stepped into the role of **James J. Gartner,** who recently retired after 21 years with the bank.

Community Trust Bank was recently honored for the 15th consecutive year with the "Gold Lender Award" from the U.S. Small Business Administration (SBA) as Kentucky's top volume SBA 7a Community Bank lender in federal fiscal year 2022–2023. Over the last 15 federal fiscal years, Community Trust Bank has funded over 1,200 SBA 7a and 504 loans, providing access to more than \$265 million for small businesses in the bank's markets.

Community Ventures recently received the 2023 'Microlender of the Year' award from the U.S. Small Business Administration, recognizing the organization's dedication to helping entrepreneurs launch and grow small businesses across the Commonwealth. From October 2022 to September 2023, Community Ventures business development specialist teams sourced 151 loans for clients, amounting to \$1,430,266 and creating nearly 400 jobs.

Dickinson Wright announced that two of the firm's Lexington attorneys have been named to the 2024 *Kentucky Super Lawyers* list, including **Brian M. Johnson** and **David A. Owen.** Super Lawyers recognizes outstanding attorneys from more than 70 practice areas who have attained a high degree of peer recognition and professional achievement. Meanwhile, **Logan J. Mayfield** was recognized on the *Kentucky Super Lawyers Rising Stars* list, which highlights the top up-and-coming attorneys in the state. Additionally, **Sloane Carlough** has joined the firm's Lexington office as Of Counsel.

Dinsmore & Shohl LLP welcomed corporate attorney **Alexander Gardner** to its Lexington office.

ExecuTrain: Karrah Pearl was promoted to chief learning officer.

The **Lexington-Fayette County Human Rights Commission** announced its 2024 board officers, including **Janice Wyatt-Ross** (Chair), **Barbara Ellerbrook** (Vice Chair), **David Blake** (Treasurer), and **Christopher Pemberton** (Secretary).

McBrayer PLLC: Attorney **Anne-Tyler Morgan** has been promoted to Equity Member of the firm, taking her place among the firm's ownership as it continues to expand. In addition, attorney **Joseph P. Bowman** recently joined the Frankfort office.

A record number (33) of **McBrayer PLLC** attorneys were named to the 2024 edition of *Kentucky Super Lawyers* and *Kentucky Rising Stars* lists. Attorneys from the Lexington office on the Super Lawyers list included **Stephen G. Amato, Jaron P. Blandford, Keeana Sajadi Boorman, James H. Frazier, III, David J. Guarnieri, Douglas T. Logsdon, Robert E. Maclin, III, Luke A. Wingfield,** and **Jon A. Woodall.** Stephen G. Amato is also listed in the Top 50 2024 Kentucky Super Lawyers list. Meanwhile, Lexington attorneys on the Rising Stars list included **Jonas S. Bastien, Brittany Deskins, Chris Eller, Jason Hollon, Anne-Tyler Morgan, T. Neal Morris, Scott Schuette, Cassidy Sorrells,** and **Preston Clark Worley.**

NAI Isaac recently welcomed **Max Darby** as sales/leasing associate, focusing on office, retail, and investment properties in Lexington and central Kentucky.

Stites & Harbison, PLLC announced that attorney **Elizabeth "Betsy" Johnson** has returned to the firm's Lexington office as a Member (Partner), while area attorneys **Katie M. Glass** and **Drake W. Staples** have been promoted to Member (Partner) in the firm.

Wiser Strategies took top honors in the 2023 Public Relations Society of America's (PRSA) East Central District competition. The firm won 'Best in Show' for its work with LEXPARK's digital marketing program, most notably promoting the use of a parking reservation app. The award-winning campaign, entitled 'LEXPARK: Driving Engagement and Presence', amassed millions of online impressions and supported a whopping 64-percent year-over-year increase in parking transactions for the parking authority. Wiser Strategies was also honored with a 'Diamond Award' for the entry.

SUBMIT PERSONNEL ANNOUNCEMENTS:

Submit company awards, personnel changes, additions, or promotions to mturner@commercelexington.com. Information is published in the order received and as space permits.

Calling All Business Owners! Axis HR Solutions Presents *NextGenM&A: HR's Critical Role in Driving and Enhancing Deal Value*

Gain insights from distinguished speakers in various areas impacting M&A — from financial planning and exit strategies to post-merger leadership development.



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COMMERCE LEXINGTON CALENDAR OF EVENTS

FEBRUARY 2024:

- 5** **Money Smart for Small Business** classes resume each Monday through March 11, beginning at 5:30 p.m. RSVP to fmcfarland@commercelexington.com.
- 8** **Leadership Lexington presented by Community Trust Bank:** Education Day Session.
- 12** **Public Policy Luncheon presented by WealthSouth,** 12 - 1:30 p.m., at Hilton Lexington Downtown (369 W. Vine St.).
- **SEE PAGE 5**
- 13** **Member Mixer,** 10:00 - 11:15 a.m., via Zoom.
- 21** **Leadership Central Kentucky program presented by Kentucky Utilities** at Scott County.
- 22** **Business Link hosted at Battle Axes** (164 Turner Commons Way, Ste. 110), 4:00 - 6:00 p.m. - **SEE PAGE 9**
- 29** **@330 Series presented by 46Solutions,** 3:30 - 5:00 p.m., at 46Solutions (161 Lexington Green Circle, Suite 140).
- **SEE PAGE 2**

MARCH 2024:

- 12** **EMERGE Conference,** 8:30 a.m. - 5:00 p.m. at Central Bank Center in downtown Lexington. - **SEE PAGE 7**
- 14** **Leadership Lexington presented by Community Trust Bank:** Arts Day Session.
- 20** **Leadership Central Kentucky program presented by Kentucky Utilities** at Woodford County.
- 21** **Spring Opportunity Exchange,** 4:30 - 6:30 p.m., at the Lyric Theatre & Cultural Arts Center (300 E. 3rd Street).

JUNE 2024:

- 5-7** **Leadership Visit presented by Central Bank & Trust Co.** to Salt Lake City, Utah. - **SEE PAGE 8**