

Business Focus

OFFICIAL PUBLICATION OF COMMERCE LEXINGTON INC. | MARCH 2023 | VOLUME XXXI, ISSUE III

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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.

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Publisher:

Robert L. Quick, IOM, CCE
President & CEO
Commerce Lexington Inc.

Editor: Mark E. Turner
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.

On The Cover:

Photo of Porto, Portugal old town cityscape on the Douro River with traditional Rabelo boats. (Shutterstock.com)

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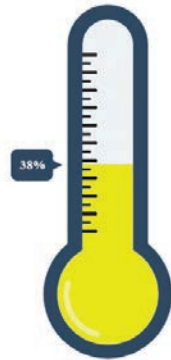
Submitted by Gina Greathouse, Niki Goldey, Cheryl Klever, Falon McFarland & Katie Vandegrift

Economic Development Campaign Update

Full Stride Investors are members of the Greater Lexington business community who have invested in Commerce Lexington's Economic Development Division and the Lexington Partnership for Workforce Development. Their investment allows our economic development division the ability to focus on creating primary jobs to increase the amount of income coming into our community.

This capital campaign takes place every five years and is critically important to help fund economic development initiatives centered around business attraction, retention and expansion, and business creation, in addition to Community and Minority Business Development, and the Business and Education Network. Thank you to the many Full Stride Investors that have already committed to this important fund that supports much of the work of Commerce Lexington's Economic Development department.

CAMPAIGN TRACKER



UK Economic Outlook Conference



Commerce Lexington sponsored and attended the 34th annual Economic Outlook Conference hosted by the University of Kentucky's Gatton College of Business and Economics. Our team listened to guest speakers from the Cleveland Federal Reserve, Gatton College of Business and Economics, the Martin School of Public Policy and Administration, and Commissioner of Finance for the Lexington-Fayette Urban County Government. Attendees received a Kentucky Annual Economic Report courtesy of UK's Center for Business and Economic Research (CBER), whose primary research denotes that systematic and scientific inquiries into economic phenomena yield valuable knowledge to comprehend the formulation of informed public policy.

Bluegrass Alliance

Our team facilitated and hosted the nine-county regional Bluegrass Alliance meeting at Coldstream Research Campus. Guest speaker Katie Smith, Deputy Secretary and Commissioner, Department for Financial Services, provided an update on the Product Development Initiative (PDI). Several communities within the Bluegrass Alliance have proposed a variety of sites to receive funding through the PDI. Deputy Secretary and Commissioner Smith said results would be announced very soon. Commerce Lexington offered to take our Economic Development Simulation to counties in the region to educate newly-elected leaders on the importance of development and how the process unfolds with site selectors. Several communities have expressed interest, and we look forward to taking this simulation to regional partners.

2023 BY THE NUMBERS:

- New Business:** 7 prospects interested in relocating or expanding in the Lexington area.
- Client Visits to the Lexington Area:** 2
- Existing Business Visits:** 6
- Existing Business Attempts:** 16
- Total Active Projects:** 36

Commerce Lexington Collects Data Used in Cost of Living Index

You've probably Googled the cost of living in cities across the United States and perhaps even internationally, but have you ever stopped to think about where that data comes from, or which entities are responsible for collecting it?

Three times a year, Commerce Lexington's Economic Development Research Director gathers the cost of dozens of consumer items and submits the information to the Council for Community and Economic Research (C2ER) which produces the Cost-of-Living Index to provide a comparison measurement of living cost differences among urban areas.

Items on which the index is based have been carefully chosen to

reflect the different categories of consumer expenditures and are priced in each place at a specified time and according to standardized specifications. Items researched include things like the cost of a new pair of women's slacks, the price of a gallon of milk, or the cost of a cheeseburger from McDonald's. Below, you'll see a cost of living comparison that includes our metro area and a variety of other metro regions across the country.

If you'd like to learn more about the Cost of Living Index, please contact our research director, Katie Vandegrift, by e-mail at kvandegrift@commercelexington.com.

COST OF LIVING INDEX - 2022 Annual Average								
STATE	METRO/MICRO	COMPOSITE	GROCERY	HOUSING	UTILITIES	TRANSPORTATION	HEALTH CARE	MISC. GOODS & SERVICES
Texas	Brownsville-Harlingen TX Metro	77.1	78.9	60.4	106.8	87.9	82.6	78.6
Ohio	Columbus OH Metro	89.7	96.8	79.5	93.1	89.7	86.9	94.5
Texas	Austin-Round Rock-Georgetown TX Metro	92.3	85.1	97.7	108.6	89.5	88.8	88.0
Kentucky	Lexington-Fayette KY Metro	93.9	93.4	75.9	107.3	97.2	81.9	106.5
Michigan	Grand Rapids-Kentwood MI Metro	94.7	92.4	84.7	102.3	101.5	95.6	100.3
Tennessee	Nashville-Davidson-Murfreesboro-Franklin TN Metro	95.1	93.7	94.1	97.7	95.0	86.5	97.2
Kentucky	Louisville-Jefferson County KY-IN Metro	95.8	93.6	78.7	104.9	113.3	76.0	106.9
Ohio	Cincinnati OH-KY-IN Metro	96.4	101.0	80.9	92.2	111.1	101.7	103.9
North Carolina	Charlotte-Concord-Gastonia NC-SC Metro	97.9	97.5	88.7	91.2	93.6	113.1	106.5
South Carolina	Charleston-North Charleston SC Metro	98.0	102.7	96.5	116.3	95.2	94.3	93.3
Florida	Tampa-St. Petersburg-Clearwater FL Metro	99.8	108.2	96.5	97.0	100.4	92.6	100.4
Georgia	Atlanta-Sandy Springs-Alpharetta GA Metro	101.6	92.6	107.3	85.5	102.8	107.4	104.3
Wisconsin	Madison WI Metro	102.9	101.8	99.8	108.5	97.5	123.9	102.9
New York	New York-Jersey City-White Plains NY-NJ Metro Div.	227.7	134.9	483.1	102.7	116.0	108.7	137.1

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AT ISSUE: Councilmembers to Consider Comprehensive Plan Over the Next Few Months

After months of gathering public input and participating in community stakeholder meetings, the City of Lexington's Division of Planning recently released a draft of the updated Goals and Objectives for the next Comprehensive Plan. As a reminder, the city's Comprehensive Plan is updated every five years and the document guides the city's development policies over a 20-plus year outlook on planning and development policies.

The Planning Commission held a public hearing on the Goals and Objectives on February 16, during which Commerce Lexington made remarks outlining changes we would like to see in the document. The comments included the following recommendations.

- **In Theme C – Creating Jobs & Prosperity, Goal 2:** We are advocating for more detailed language “encouraging land development that enables Lexington to attract, expand and retain jobs in our growth sectors” and that “prioritizes identifying additional land opportunities for job creation.”
- **In Theme E – Maintaining a Balance between Planning for Urban Uses and Safeguarding Rural Land, Goal 4:** Important data, such as the vacant land inventory and sewerability study are being updated in the months ahead. We recommend adding language expediting the deadline for adoption of a Growth Management Plan by the Planning Commission and Council by the end of 2023.

CALL TO ACTION:

The Urban-County Council will be making decisions about the Comprehensive Plan over the next three months. Please take the time to e-mail or call your councilmember and at-large council members, and let them know that a balanced approach to growth – one that includes new land for homes and jobs – is needed now. Contact your councilmember at www.lexingtonky.gov/departments/urban-county-council.

Central Kentucky Day at the Capitol is Tuesday, March 14th

Commerce Lexington is all about connecting you to our local, state and federal elected leaders. The focus of the Central Kentucky Day at the Capitol event is to provide an opportunity for advocacy, relationship-building and issue education in Frankfort during the 2023 Legislative Session. During the event, business and community leaders from Central Kentucky, local and state elected officials, local chambers and economic development groups will come together in Frankfort to discuss state policy issues of importance to the region. Attendees will interact with state legislators, top-level executive branch officials and other issue experts. Join us on **Tuesday, March 14**, in Frankfort from 8:30 a.m. to noon for the **2023 Central Kentucky Day at the Capitol** presented by Charter Communications. Register on-line at commercelexington.com.

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Since 2017, BGGCF365 has awarded \$125,000 to Lexington nonprofits and is accepting new members year round! Our next event is in April, and you won't want to miss it.

Join BGGCF365 today! Learn more and sign up at bgcf.org/BGGCF365.

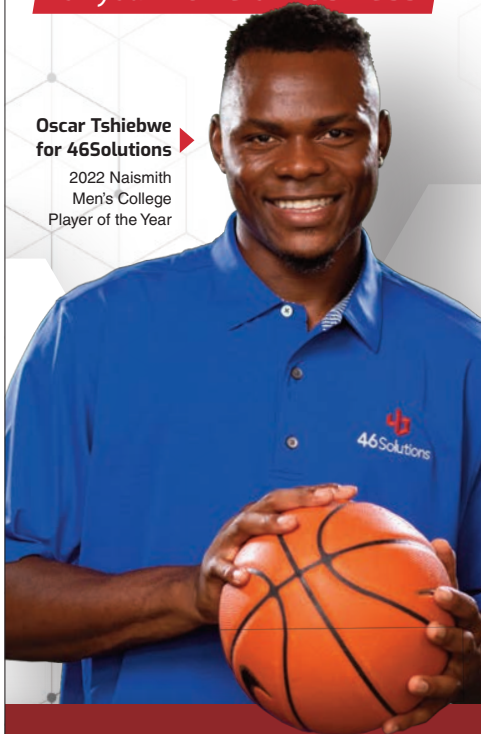
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EVENTS

2023 EMERGE Conference is March 7th

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For the tenth consecutive year, Commerce Lexington's EMERGE Conference will bring together the next generation of Central Kentucky leaders 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 **2023 EMERGE Conference presented by Forcht Bank** will take place on **Tuesday, March 7**, from 8:30 a.m. to 5:00 p.m. at Central Bank Center in the heart of downtown Lexington.

Our luncheon keynote sponsored by UK Online is **David Horning** of Water Cooler Comedy, providing a session titled *"Stand Up & Lead: How 'Thinking Like A Comedian' Creates Standout Cultures."* Employers and employees continue to struggle to engage teams and drive productivity in a post-COVID hybrid, work-from-anywhere world.

To kick off the day, our morning keynote session sponsored by Guide Realty will feature **Cherena Fox** and **Keionna Baker** of The Elephant In The Room, who will present an Implicit Bias and Cultural Awareness and Inclusion workshop entitled *"Check Yourself Before You Wreck Yourself."*

BREAKOUT SESSIONS:

COMMUNITY EDUCATION TOPICS

- The Greatest Untold Story of American Whiskey: The African American Contribution
- The Land that Sustains Us: Getting Young Leaders Engaged with Agriculture
- Wherefore Art, Though? Public Art and its Impact on our Community
- Lex Stick Together: Small Business Collectives
- Violence in Lexington - A PIER Model
- Central Kentucky by the Numbers: A Strategy to Propel the Region Forward

PROFESSIONAL DEVELOPMENT TOPICS

- Don't be a Michael Scott, Excel in Your Career and on Your Team
- Leadership Math
- Leadership and Team Accountability - Think Big and Think Small
- How to Create Your Best Life
- Elevate Your Presentation to the Next Level
- Evolving Your Career
- Optimizing Your Health in 2023

TO REGISTER:

The cost to attend 2023 EMERGE is \$198 per person for Commerce Lexington members, \$225 for non-members, and includes a full-day program, luncheon, keynote speakers, and reception. Registration is now available on-line at emergelexington.com.



Policy Luncheon Features Congressman Andy Barr on March 16th

The next Commerce Lexington **Public Policy Luncheon presented by Kentucky American Water** on **Thursday, March 16**, from noon to 1:30 p.m. at The Campbell House Lexington (1375 S. Broadway) will feature Sixth District Congressman Andy Barr. He will give an update on activities in Washington and key issues impacting Central Kentuckians.

Andy Barr has served as Congressman for Kentucky's Sixth Congressional District since January 2013. Congressman Barr is a senior Member of the House Financial Services Committee and is Ranking Member of the Financial Services Subcommittee on National Security, International Development and Monetary Policy. In the



CONGRESSMAN
ANDY BARR

117th Congress, Congressman Barr also began serving on the House Foreign Affairs Committee, and serves on the Foreign Affairs Subcommittee on Asia, the Pacific, Central Asia and Nonproliferation. Congressman Barr is also focused on strengthening Kentucky's signature bourbon, equine, coal, agriculture and manufacturing industries.

TO REGISTER:

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

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EVENTS



Commerce Lexington Inc. Presents Essence of Portugal Trip

Commerce Lexington is pleased to offer yet another unique international group travel opportunity. Over the last ten years that Commerce Lexington has offered these international experiences, we have attracted a great group of loyal travelers. It has been a true joy to see the world together. Be sure to join us **September 21 - October 1, 2023**, as we taste the **Essence of Portugal**. This custom-built itinerary from our travel partner Collette offers the best of Commerce Lexington group travel - good food and wine, rich cultural experiences, and great fellowship with other participants.

Walk the scenic Ribeira waterfront in Porto, travel to Braga to behold the "Bom Jesus do Monte," and immerse yourself in the Douro wine region, where you'll spend two nights on the grounds of a vineyard with a visit to a picturesque quinta estate. From the Douro River Valley, we'll stop in Portugal's former capital, Coimbra, on the way to the current

capital, Lisbon. You'll also enjoy a private cruise of the Tagus River to see Lisbon by water. Lisbon offers all the delights you'd expect of Portugal's star attraction. Gothic cathedrals, majestic monasteries and quaint museums are all part of the colorful cityscape, but the real delights of discovery lie in wandering the narrow lanes of Lisbon's lovely backstreets.

A visit to the picture-perfect city of Obidos, where white-washed houses sit snug within medieval city walls, will be followed by a stop in Sintra, where you can choose to explore the quaint hilltop village independently, taking some time to wander through the winding streets or join a guided tour of the National Palace of Sintra.

REGISTRATION INFORMATION:

Note that the itinerary, tours and stops are subject to change. The cost to join this 11-day group travel opportunity to Portugal is \$5,299 per person for double, \$6,799 per person for single, and \$5,249 per person for triple. Included in the price is round trip air from Newark International Airport, air taxes and fees/surcharges, hotel transfers, and 16 total meals. A deposit of \$698 per person is due upon reservation, with final payment due by July 24, 2023. Deposits are refundable up until May 25, 2023. Travel insurance is also available at a cost of \$449 per person. To reserve your spot for this unique travel opportunity, visit <https://gateway.gocollette.com/link/1154325>. For questions, contact Lynda Bebrowsky at lbrowsky@commercelexington.com.



Rabelo boats on the Douro River.

@330: 5 Ways to Grow Your Business with Marketing Fundamentals

PRESENTED BY



In 2023, marketing is the most powerful tool to grow your business. But most founders don't have the time or ability to implement marketing effectively. When it comes to marketing, most business owners feel trapped, confused, and overwhelmed. By investing in marketing, however, you set your business up for long-term, sustainable growth.

During the next Commerce Lexington **@330 Series presented and hosted by 46Solutions on Wednesday, March 15**, from 3:30 - 5:00 p.m. at the 46Solutions' showroom (161 Lexington Green Circle, Suite 140), seasoned entrepreneur and business owner, **Chase Fairchild**, will discuss 5 Marketing Tools to Grow Your Business. He will outline a simple collection of tools that leverage strategy, design, and words to help you reach your business goals.

ABOUT THE SPEAKER:

Chase Fairchild is the president and founder of Bolt Marketing. In his life and work, he has a passion for creativity, curiosity, and connection. He has co-



CHASE FAIRCHILD

founded six different ventures, including Manchester Coffee Co., Full Court Social, and Slingshot Video. At Bolt, his primary focus is helping small to medium-sized businesses grow their online presence with marketing fundamentals. Since 2018, his team has helped over 150+ companies enjoy success. With his experience in entrepreneurship and marketing, Chase is committed to helping other entrepreneurs start and grow their businesses. As a Lexington native, Chase is actively involved in the community and has served on advisory boards for the Town Branch Park, BCTC, American Advertising Federation, 5 Across, and the Distillery District Foundation.

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 on-line at commercelexington.com.

@330 SERIES:

IN-PERSON EVENT

WHEN: Wednesday, March 15

TIME: Program 3:30-4:30 p.m.; Networking 4:30-5 p.m.

TOPIC: Marketing fundamentals

WHERE: 46Solutions' showroom (161 Lexington Green Circle, Ste. 140)

REGISTER: Register on-line at commercelexington.com

2023 Leadership Visit Set For Grand Rapids, Michigan, June 5-7

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Commerce Lexington is pleased to announce that the **2023 Leadership Visit presented by Central Bank & Trust Co.** will take us to Grand Rapids, Michigan, June 5 - 7, 2023. This centrally located community is a hub for research, innovation and boasts a thriving regional economy. A combination of outstanding jobs, educational opportunities, health care, and affordable housing are just a few of the reasons why this community attracts young professionals and businesses from around the globe. You'll experience some of this city's world-class attractions, a thriving arts and cultural scene, while enjoying a few nationally-ranked food and craft beverage venues. No wonder this community is consistently ranked as a top visitors and convention destination.

Grand Rapids is one of the cities leading Michi-

gan's population growth, with a 4.0% increase in population over a 5-year period (2015-2020). Year over year, the city has been touted as a 'Millennial Magnet' by more than one independent study. Join us as we learn why professionals, families, businesses and visitors love Grand Rapids. The Leadership Visit delegation will explore the stories that have made Grand Rapids what it is today, while writing Lexington's own story of success.

TO REGISTER:

Registration is available at commercelexington.com for the Leadership Visit to Grand Rapids, Michigan. Full registration includes charter air travel, meals as outlined in the agenda, and two nights' accommodations at the JW Marriott.

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Emerging Leader of BG Passholders Invited to Apply for Leadership Visit Partial Scholarships

Each year a delegation of Central Kentucky's leaders ventures to a great American city to see what has been done to raise the bar for success in these towns. The Emerging Leader Scholarship was created to provide an opportunity for some of Central Kentucky's younger leaders and first-time trip attendees that may not otherwise have the resources to attend the annual Leadership Visit with financial assistance up to half the cost of the tuition. Commerce Lexington wants to cultivate the energy and commitment these young leaders possess to drive initiatives learned about, discovered, and discussed in these cities and regions.

Beginning on March 6th, individuals who are current passholders in Commerce Lexington's Emerging Leaders of the Bluegrass program are encouraged to apply for a **partial** scholarship assisting with the cost of the Leadership Visit. Applicants must be first-time trip attendees and represent a Commerce Lexington member organization. The **application period will close on April 14**, and partial scholarship recipients will be notified by April 26. To access the application, visit commercelexington.com/grandrapids.



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Guide Realty Hosts Next Business Link on Wednesday, May 3rd

In the same way that neighbors often help each other within their neighborhood, Commerce Lexington's Business Link events enable business professionals to help each other by connecting participants to client-building opportunities. Our presenting sponsor and host for the next **Business Link** after hours networking event on **Wednesday, May 3**, from 4:00 - 6:00 p.m. is **Guide Realty** (1591 Winchester Road, Suite 104), which has worked since 2008 to add

value to our community through the promotion of homeownership, wealth-building and economic opportunity for families. Led by principal broker Raquel Carter, Guide Realty was recognized in 2021 with a Salute to Small Business Award in the Minority Business Category.

PRESENTED BY



GUIDE REALTY
"GUIDING YOU HOME"

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Be sure to bring plenty of business cards, and be ready to network your way to success, while enjoying great food

and drink, and exploring Guide Realty's offices, which include a community space called the COMPASS Center.

TO REGISTER:

The cost to attend the Business Link event is \$5 for Commerce Lexington members, \$10 for non-members (payable at the door). You can also pre-register for Business Links on-line at commercelexington.com. **NOTE: NO REFUNDS WILL BE GIVEN FOR ONLINE REGISTRATIONS.**

RESERVE EXHIBIT SPACE:

Limited exhibit space will be available for Commerce Lexington members to showcase their products and services at this event. The cost is \$149 for members or \$99 for nonprofits. Visit commercelexington.com to reserve your space.

BUSINESS LINK:

WHEN: Wednesday, May 3

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

WHERE: Guide Realty (1591 Winchester Road, Suite 104)

REGISTER: Register for the event or reserve your exhibit space on-line at commercelexington.com.

TOPS
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Business Owners Advisory Board Enrolling New Group Members

If you've ever needed advice or guidance as a business owner and didn't know where to turn, Commerce Lexington Inc. has a valuable, no cost solution for you. Various groups called the Business Owners' Advisory Boards (BOAB) meet monthly to assist in problem-solving through discussion with other business owners to help in analyzing current or future direction, and also provide an avenue for personal growth.

If you're interested in the Business Owners' Advisory Board through Commerce Lexington, now is your opportunity to learn more about the program and to become active in one of the groups. In this present business environment, business owners need to know that a support structure exists to help them. An **Enrollment Event** will be held on **Wednesday, April 19**, from 4:00 - 5:30 p.m., at 46Solutions' showroom (161 Lexington Green Circle, Suite 140).

During this Enrollment Event, existing BOAB members will be on hand to interact with potential group members, light refreshments and beverages



DAVID KELLY

will be available, and **David Kelly**, CEO of Growth Solutions Team, will give a short presentation on *Maintaining a growth mindset – Priority Management & Strategic Focus*. Uncover concepts that fast growth CEOs and entrepreneurs leverage to stay focused on high value, high priority initiatives. David will cover time tested strategies to better manage the reactive/responsive nature of small business ownership. Learn how to get out of being in your business and instead work

ON the business to achieve substantial progress. He will also discuss vision, legacy, work/life balance, and short term initiatives or goals, as well as specific actions and activities to keep busy entrepreneurs on track.

RSVP FOR THIS EVENT:

RSVP on-line at www.commercelexington.com. There is no charge to attend this Commerce Lexington Inc. MEMBERS' ONLY informational event.

BOAB ENROLLMENT:

WHEN: Wednesday, April 19

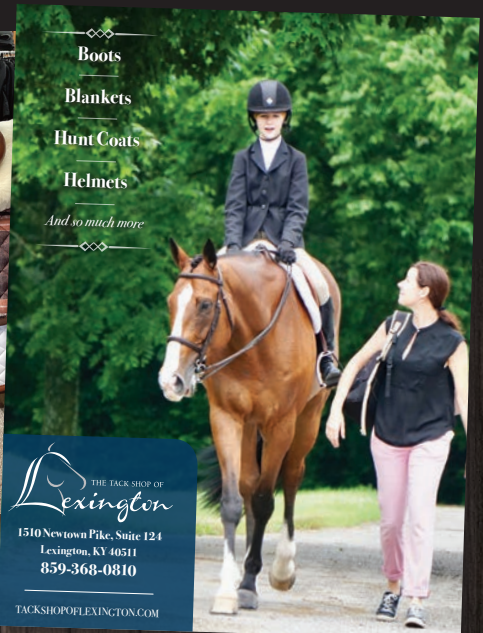
TIME: 4:00 - 5:30 p.m.

WHERE: 46Solutions' showroom (161 Lexington Green Circle, Ste. 140)

REGISTER: Register on-line at commercelexington.com

MORE INFO: commercelexington.com/boab.html

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www.tackshopoflexington.com



Make New Connections at Opportunity Exchange on March 23rd

PRESENTED BY



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Commerce Lexington's Spring **Opportunity Exchange presented by Equity Solutions Group** on **Thursday, March 23**, from 4:30 - 6:30 p.m. at The Campbell House (1375 S. Broadway) will feature great networking, exchange of ideas, and interaction for minority-owned and small businesses in the Lexington region. The event also connects minority business owners with procurement representatives from some of the largest companies in the region.



JOE FRAZIER



MYRON THOMPSON

create meaningful, long-term change. At The Center for Diversity, Equity & Inclusion, Frazier, and his team are working to help Kentuckians, both businesses and individuals, to truly integrate their business utilization portfolio.

Commerce Lexington's Community and Minority Business Development (MBD) program works to promote and sustain

the economic growth, development and self-sufficiency of ethnic minority business owners and entrepreneurs; recruits minority-owned businesses into the seven-county Lexington MSA and Commerce Lexington; and provides business referral services to the appropriate minority business assistance agencies. The program began in 1995, and over the years has expanded to include a financing program for small and minority-owned businesses, procurement initiatives and events, a Minority Business Resource Guide and Directory, and a Minority Business Accelerator.

OPPORTUNITY EXCHANGE:

WHEN: Thursday, March 23

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

WHERE: The Campbell House (1375 S. Broadway)

REGISTER: Register on-line at commercelexington.com

ABOUT THE SPEAKERS:

Myron Thompson is Chief Operating Officer at Fayette County Public Schools. He provides leadership, direction, and service to ensure district operations are effective, efficient, compliant, and supportive of schools and programs and adhere to the district's core values and mission. He and his team plan and maintain schools and other facilities and provide transportation, nutritious meals, and other resources to provide safe and secure learning environments for students.

Joe Frazier spearheads the Kentucky Chamber Foundation's efforts to engage and educate business leaders, transform workplaces across Kentucky, and

TO REGISTER:

The cost to attend is \$5 for Commerce Lexington members, and \$10 for potential members. Please register for the Opportunity Exchange event on-line at commercelexington.com.



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Chiropractic Care of Lexington
LG&E & KU Energy

CONTRIBUTOR:

Transylvania University



Emerging Leaders of the Bluegrass Programming Continues

The Emerging Leaders of the Bluegrass program **presented by Keeneland** is a comprehensive initiative that helps emerging leaders expand their capacity to perform in leadership roles within Central Kentucky through professional development, networking, mentoring and community education opportunities. In February, emerging leaders viewed a live podcast interview with the founder of SpaceTango, Twyman Clements in the planetarium at the Living Arts and Science Center.

The March 23 meeting of Emerging Leaders of the Bluegrass will feature a workshop facilitated by ExecuTrain focusing on *Understanding How Your Body Language Impacts Your Communication*. There are many kinds of non-verbal messages that you can send with your body to help people understand you and want to listen to you. Likewise, are you reading other's body language to that might be telling you more than you think? In this workshop, participants will apply their knowledge of body language to improve communication. We will also explore nuances of body language to help build trust and rapport. Those who would like to attend this

upcoming event must be Emerging Leaders of the Bluegrass passholders.

JOIN EMERGING LEADERS:

Purchase your annual pass today and begin expanding your capacity through professional development, networking and community education opportunities. The cost for a full year of professional development programming is \$100 for Commerce Lexington members, \$125 for non-members, and \$50 for students. The annual pass year runs April through March. To learn more about Emerging Leaders of the Bluegrass, visit www.emergingleadersbg.com.

SCAN TO FIND OUT MORE ABOUT EMERGING LEADERS OF THE BG:



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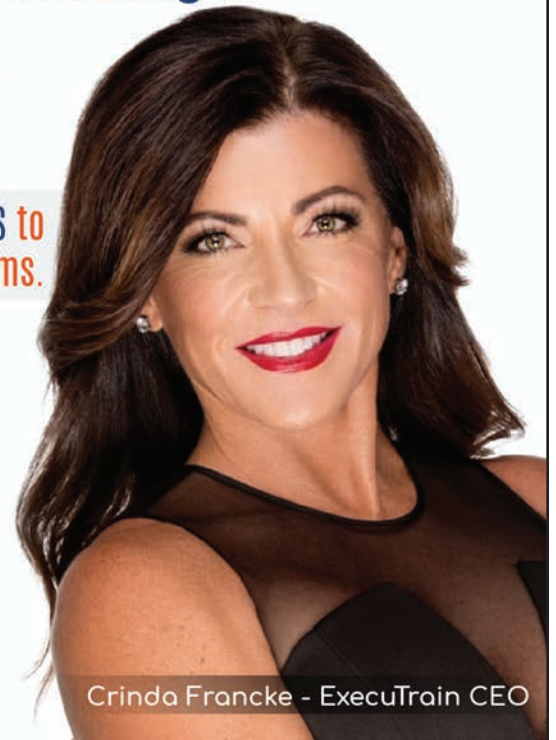
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Leadership Central Kentucky Class Explores Madison County

PRESENTED BY



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By Victoria Bengel, CASA of Madison and Clark Counties

Leadership Central Kentucky started its Madison County Day by learning about mustard agent, GB nerve agent, and VX nerve agent from Siobhan Adkins from the Blue Grass Chemical Stockpile Outreach Office. The class then heard from Kentucky State Trooper Robert Purdy regarding substance use and recovery. The stories he shared were both heartbreaking and encouraging and made us think wider about regionalism and the effects that substances have had on our region.



The Leadership Central Kentucky class participants made a stop at Buc-ee's just off I-75 in Madison County during the day session to learn more about Richmond and Berea from a regional perspective. (Photo by Commerce Lexington Staff)

Then, we travelled down to Berea College and had a tour of the craft area, seeing the crafts that students are designing and creating. We visited the Artisan Center and had lunch amongst crafts from all over the region. We had to stop at Buc-ee's on our way back to Richmond to try on hats, take pictures with the beaver and get some snacks.

We arrived at the ECU Center for the Arts and heard from President Dr. David T. McFaddin about the initiatives ECU is taking to be more accessible to students. Textbooks are free for ALL full-time undergraduate students attending ECU on campus or online. President McFaddin shared insight into how to be an effective leader, not just a good leader or a successful leader, but an effective leader. We then toured the ECU Center for the Arts and learned some interesting requests artists have, such as four black mice or 90 white bath towels. We ended our day at Dreaming Creek Brewery to try a local craft beer and debrief about the day and the program as a whole.

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- Bluegrass Hearing Clinic
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Leadership Lexington Class Experiences Local Education System

By Hallie Hardy, Visit Horse Country

An Education... Walking into the school brought back indelible memories. Double checking my outfit, had I finished all my homework, lining up at the metal detector, wait, that one was new!

While the metal detectors were a bit of a shock, it was one of many examples on the day of how our education system has adapted to a changing world and overall, for the betterment and safety of the students.

Throughout our morning at Tates Creek High School, the feeling of positivity from school administrators, student ambassadors and school staff was palpable. To be fair, I am often a 'drink the Kool-Aid' kind of Leadership Lexington participant, but how can you not be when experiencing the pride from student ambassadors firsthand and learning about vital student services from the student support panel.

While there is no such thing as a 'perfect' public education system, having a passionate staff supported by a system focused on student success is a winning strategy.

The afternoon at the University of Kentucky also spoke to student services and look no further than the student center to see amenities offered to undergrads today! There was a lot of groaning from the class, "we never had this." All whining aside, it was interesting to see repeated themes from high school to the university of the need for student support services.

Every University representative outlined how



Leadership Lexington class members got a firsthand look at the University of Kentucky's Campus Kitchen. (Photo by Mahan Multimedia)

they are cultivating healthier communities on their campuses, with an emphasis on mental health. The UK Campus Kitchen was a perfect illustration of those needs being met. With our hair nets on, we saw the community the kitchen creates for students who in turn provide important food services to the greater Lexington community.

It was a reminiscent day for me, but beyond my memories, I was again greatly impressed by the Lexington community and how our educational system has adapted over these last few tumultuous years. I believe we saw firsthand how both systems are preparing our youth for success in this new world of ours.

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AMBASSADOR SPOTLIGHT: Erin Caudill, Wise Staffing Group

Wise Staffing Group is a family-owned and operated business that started in 1987 in Tupelo, Mississippi. It has grown to be a #1 provider of staffing services due to its excellent customer service and even more impressive rates – with over 70 offices nationwide – and growing!

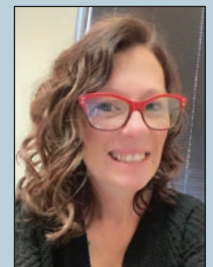
Erin Caudill has been in staffing sales for several years but was given an opportunity to open a new office in Lexington last April with the company. As the Area Sales Manager, she is responsible for overseeing the overall sales growth and daily operations of the local branches.

She said, "I've always enjoyed helping people, but in this industry I'm able to help more than ever. I can help applicants find gainful employment, while helping employers find employees that will last. We are constantly searching

for new employers to partner with because our employee base is growing daily."

A native of Versailles who still lives there, Erin loves being involved and active with Commerce Lexington. "It has allowed me to grow the Wise Staffing name in Central Kentucky. It has also been beneficial to me personally because of the many connections I've made – that have turned into friendships!"

She added, "I have really enjoyed the opportunity to meet local business owners and visit businesses that I didn't even know were in this area. I was recently able to help a newly-hired individual navigate the Commerce Lexington website and inform him of events locally that he wasn't aware of but very excited about."



ERIN CAUDILL

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 January 11 to February 9, 2023

13 Layers

Information Technology

Main Contact: Justin Perron
348 E. Main St., Lexington, KY 40507
Phone: (502) 317-6427
www.13layers.com

APS Communications

Advertising-Specialties

Main Contact: Annabelle Sweetall
3320 Clays Mill Road, Suite 210
Lexington, KY 40503
Phone: (859) 219-2017
www.apscommunications.com

Ascension Funding Group

Financial Services

Main Contact: David Hayes
4401 Tates Creek Centre Dr., Suite 150-313
Lexington, KY 40517
Phone: (866) 778-8078
https://ascensionfunding.com

Axis HR Solutions LLC

Human Resource Services

Main Contact: Matthew Lockaby
476 E. High St., Ste. 201, Lexington, KY 40507
Phone: (859) 963-2331
www.axishrky.com

Bluegrass Haven Construction

Remodeling - Home / Business

Main Contact: Megan Lyman
249 E. Main Street, Suite 150
Lexington, KY 40588
Phone: (859) 339-8443
www.bluegrasshaven.construction

Breakthrough Consulting

Consultants

Main Contact: Debi Powell
3070 Lakecrest Cir, Suite 400-200
Lexington, KY 40513
Phone: (859) 489-0999
www.breakthru4you.com

NEW BRONZE PREMIER PARTNER TOP INVESTOR

C & C Industrial

Manufacturers

Main Contact: Reagan Rainey
2443 Sir Barton Way, Suite 325
Lexington, KY 40509
Phone: (859) 497-3748
http://candcindustrial.com

The Caped Condom Crusader

Health & Wellness

Main Contact: Freida Downey
Phone: (859) 233-3067

NEW BRONZE PREMIER PARTNER TOP INVESTOR

Catalent Pharma Solutions

Manufacturers

Main Contact: Andi Kaplan
1100 Enterprise Dr., Winchester, KY 40391
Phone: (859) 745-2200
www.catalent.com

Celebration Retreat

Personal Care Services

Main Contact: John Mullins
2251 War Admiral Way, Lexington, KY 40509
Phone: (859) 354-2963
www.thespaatmarshall.com/celebration-retreat

CoolLuxe Coolsculpting by Marshall

Aging Services

Main Contact: John Mullins
2251 War Admiral Way, Lexington, KY 40509
Phone: (859) 354-2963
www.coolsculptingbymarshall.com

Cru Food & Wine Bar

Restaurants

Main Contact: Tia Bismonte
107 Summit at Fritz Farm, Suite 120
Lexington, KY 40517
Phone: (859) 971-9463
www.cruwinebar.com

Ellie Mental Health Clinic

Mental Health Services

Main Contact: Chris Meade
1056 Wellington Way, Suite 160
Lexington, KY 40503
Phone: (859) 201-1705
http://elliementalhealth.com

Glean Kentucky

Social Service Organizations

Main Contact: Ben Southworth
628 N. Broadway, Suite 201
Lexington, KY 40508
Phone: (859) 444-4769
www.gleanky.org

Guarantee Pest Control, Inc.

Pest Control

Main Contact: Gary Blankenship
752 E. 7th Street, Lexington, KY 40505
Phone: (859) 254-2076
www.guaranteepestcontrollex.com

High Knoll Wealth Advisors

Financial Planning Consultants

Main Contact: Jonathan Pliska
115 West Short St., Lexington, KY 40507
Phone: (859) 479-3877
www.highknollwealth.com

Integrated Plumbing Services

Plumbing Contractors

Main Contact: Logan Davis
1489 Leestown Rd., Lexington, KY 40511
Phone: (859) 455-9651
www.ihdlex.com

IPE Resources LLC

Coal Brokers

Main Contact: Craig Keller
523 Wellington Way, Suite 345
Lexington, KY 40503
Phone: (513) 257-3235

John's Run/Walk Shop

Retailers

Main Contact: Riley Marshall
316 S Ashland Ave., Lexington, KY 40502
Phone: (859) 269-8313
www.johnsrunwalkshop.com

Kentucky CancerLink Inc.

Non-Profit Organizations

Main Contact: Melissa Karrer
2425 Regency Road, Suite B

Lexington, KY 40503

Phone: (859) 309-1700
www.kycancerlink.org

Kentucky Cannabis Clinic

Medical Services

Main Contact: Darby Cook
249 E Main St, Suite 150, Lexington, KY 40507
Phone: (859) 810-0420
www.kentuckycannabis.clinic

Kimberly Nichols D.M.D. PSC

Dentists

Main Contact: Kimberly Nichols
3228 Summit Square Place, Suite 250
Lexington, KY 40509
Phone: (859) 268-6061
www.kimberlynicholsdmd.com

Leukemia and Lymphoma Society - Ohio River Valley Region

Non-Profit Organizations

Main Contact: April Huff
836 Euclid Ave., Ste 317, Lexington, KY 40502
Phone: (859) 536-0446
www.lls.org

Lexington-Fayette Urban County Human Rights Commission

Government Offices

Main Contact: Raymond Sexton
342 Waller Ave., Suite 1A, Lexington, KY 40504
Phone: (859) 252-4931
www.lexhumanrights.org

Liquidators' World

Office Furniture

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

M Club Fit

Fitness Centers

Main Contact: John Mullins
3197 Beaumont Centre Circle
Lexington, KY 40513
Phone: (859) 523-4003
www.mclubfitlexington.com

Manchester Music Hall

Wedding Supplies & Services

Main Contact: Whitney Johnson
899 Manchester St., Lexington, KY 40508
Phone: (859) 537-7321
www.manchestermusicall.com

Marshall Provider Fellowship

Aging Services

Main Contact: John Mullins
2331 Fortune Dr., Ste. 295, Lexington, KY 40509
Phone: (859) 554-8486
www.marshalllifestylemedicine.com

Moore & Moore, PLLC

Attorneys

Main Contact: Escum L "Trey" Moore III
141 Prosperous Place, Suite 22B
Lexington, KY 40509
Phone: (859) 368-8900

Old School Coffee

Coffee Shop/Restaurant

Main Contact: Rhett Constantine
380 S. Mill Street, Lexington, KY 40508
Phone: (859) 309-1968
www.oldschoolcoffeellex.com

Premier Clean of Lexington

Cleaning Services Commercial & Industrial

Main Contact: John Wright
4019 Winnipeg Way
Lexington, KY 40515
Phone: (270) 776-1888
www.premiercleanlex.com

Preston Greens Senior Living

Nursing Homes

Main Contact: Kristie Peters
1825 Little Herb Way, Lexington, KY 40509
Phone: (859) 309-5185
www.prestongreensseniorliving.com

QC Kinetix - Lexington

Health & Wellness

Main Contact: Joseph Luber
3094 Harrodsburg Road
Lexington, KY 40503
Phone: (859) 592-9060
http://qckinetix.com

Raven Rock Health & Wellness

Health & Wellness

Main Contact: Georgette Greene
101 N. Main St., Stanton, KY 40380
Phone: (606) 775-0515
www.ravenrockhw.com

Six3 Cleaning Solutions

Cleaning Services Commercial & Residential

Main Contact: Pat Pieczynski
6331 Fike Road, Waco, KY 40385
Phone: (859) 376-0866
www.six3cleaningsolutions.com

The Spa at Marshall

Spas

Main Contact: John Mullins
2251 War Admiral Way, Suite 115
Lexington, KY 40509
Phone: (859) 354-2963
www.thespaatmarshall.com

Town Branch Park

Non-Profit Organizations

Main Contact: Allison Lankford
249 East Main St., Suite 201
Lexington, KY 40507
Phone: (859) 281-8420
www.townbranchpark.org

Utility Service Corporation, Inc.

Utilities

Main Contact: Brad Amos
535 Courtney Hodges Blvd., Perry, GA 31069
Phone: (859) 300-1771

Whitt Insurance Agency, Inc.

Insurance

Main Contact: Pruette Whitt
210 W. Maxwell St., Lexington, KY 40508
Phone: (859) 278-0124
www.whittinsuranceagency.com

You've Got Curls and Hair Loss Center

Beauty Salons

Main Contact: Melanie Day
121 Malabu Drive, Suite 4
Lexington, KY 40503
Phone: (859) 552-9201
www.gotcurls.com

PERSONNEL ANNOUNCEMENTS

Corporate Moves, Company Awards and Notable Milestones



Axis HR Solutions welcomed **Michael S. Newman** as chief human resources officer and chief operations officer.

Besten & Dieruf, PLLC recently added **Jaden Hardin** to its growing team as staff auditor.

Big Ass Fans announced the addition of **Amelia Pope** as vice president and general manager of international business

Kelley Nisbet, broker/owner of Coldwell Banker McMahan, was recently installed as the 2023 president of **Bluegrass Realtors®**. Other board officers include president-elect **Randy Newsome** (United Real Estate) and treasurer **Todd Hyatt** (Lois Ann Disponett Real Estate). The rest of the 2023 board includes **Rony Jo Ballou, Jonathan Bronaugh, Matt Coomer, Anne Hart Cornett, Gary Denton, Christina Dudek, Paula Elder, Jeff Green, Mike Inman, Ruby Mason, Hannah Porter, Ron Shaw, Tom Thomas, Rusty Underwood,** and **Kevin Verhoven**.

Community Ventures Corporation was recognized with the 2022 Kentucky Small Business Association's Microlender of the Year award and the Veteran Lender of the Year award. Between October 1, 2021, and September 30, 2022, a total of 163 loans were sourced by Community Ventures.

For the eighth consecutive year, **Dean Dorton** was selected as a member of the Bob Scott's VAR Stars for 2022. The VAR Stars list is a group of 100 organizations across the nation that are honored for their accomplishments in the field of midmarket financial software as Value Added Resellers (VAR). Members of the VAR Stars were selected based on factors such growth, industry leadership and recognition, and innovation.

Downtown Lexington Partnership (DLP) announced that **Allen McDaniel** has been named as its new executive director. He has more than ten years of experience in fundraising and leadership in the Lexington community.

FOX 56 News recently expanded and reorganized its weather team, promoting **Justin Logan** to chief meteorologist to lead a team that includes **Justin Esterly, Payden Hinkle, Chris Johnson,** and **David Aldrich**.

Christine Van Tatenhove, owner of **The Junkluggers of Kentucky**, recently brought home two awards at the company's annual conference, including Mensch of the Year, which recognizes a person of high integrity who exemplifies the Junkluggers' core values, and Brand Ambassador of the Year for living and breathing the mission out in the community.

Several **Landrum & Shouse LLP** attorneys were selected to the 2023 *Kentucky Super Lawyers* list, including **Elizabeth A. Deener, Larry C. Deener, Michael E. Hammond, Bradley C. Hooks, John R. Martin, John G. McNeill, Daniel E. Murner, R. Kent Westberry, Elizabeth J. Winchell,** and **Bennett E. Bayer.** **Pierce W. Hamblin** was recognized among the Top 50 for Kentucky in Mediation and Arbitration, while **Leslie P. Vose** also made the Top 50 in Kentucky and the Top 25 Women of Kentucky. Finally, **Justin Baxter** and **Zachary Hoskins** were recognized on the list of Rising Stars.

Lexington Clinic welcomed **Gary Lake** as its new Chief Operating Officer – Surgical & Technical Services. Additionally, Lexington Clinic recently announced officers for its 2023 board of directors, including **Michael T. Cecil, M.D.** – president, **Kyle J. Childers, M.D.** – vice president, **Robby K. Hutchinson, M.D.** – secretary, and **Tharun Karthikeyan, M.D.** – treasurer. Other members of the board include **An-Yu Chen, M.D., Brandon Devers, M.D., Jamil Farooqui, M.D., Kimberly Hudson M.D., Jordan Prendergast, M.D., Nick Rowe** and **Alan Stein**.

The **Lexington-Fayette Urban County Airport Board** announced that Lexington Councilmember **Dave Sevigny** was appointed to serve a four-year term on the airport's 10-member board.

Edd MacKey was promoted to Local and National Arts Manager at the **Lexington Opera House**. In 2022, the Lexington Opera House broke its record for most events in a year with a total of 166 performances.

McBrayer, PLLC Member **Kathryn A. Eckert** was selected by Meritas, the premier global network of business law firms, to serve on the Meritas U.S. Leadership Committee, which comprises 13 members from Meritas firms who will collaborate to develop strategies and action plans to maximize involvement and engagement of the network's United States member firms.

Mediocre Creative announced the addition of two new team members, including **Olivia Kalinowski** as content manager and **Trevor Holder** in business development.

Ronald McDonald House Charities® (RMHC®) of the Bluegrass is excited to welcome three new members to its board of directors, including **Austen Bloomer** (Dean Dorton), **Scott Downing** (MCF Advisors), and **Abby Tamme** (McDonald's Restaurants).

UK HealthCare was recently named a Gold Class Center of Excellence by the International Cardio-Oncology Society, one of 27 hospitals in the U.S.

and 11 hospitals worldwide, and the only institution in Kentucky to be awarded this designation for its support of cancer patients.

VisitLEX announced several promotions and additions. On the marketing team, **Erin Hilton** was promoted to director of tourism, and **Julie Schickel** was promoted to director of visitors services. On the sales team, **Stephen Barnett, Sandy Johnson, Roseanne Mingo,** and **Becca Rogers** were promoted to directors of destination sales. Recent new additions include **Martina Barksdale** as director of communications, **Jenna Erickson** as destination services manager, **Leslie Miller** as vice president of marketing, **Mary Jane Speer** as marketing content manager, and Sarah Ritter as executive assistant.

SUBMIT PERSONNEL NEWS:

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



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COMMERCE LEXINGTON CALENDAR OF EVENTS

MARCH 2023:

- 7** **EMERGE Conference presented by Forcht Bank**, 8:30 a.m.-5:00 p.m., at Central Bank Center. **- SEE PAGE 8**
- 9** **Leadership Lexington presented by McBrayer PLLC:** Arts Day Session.
- 14** **Central Kentucky Day at the Capitol presented by Charter Communications.** **- SEE PAGE 6**
- 15** **@330 Series presented & hosted by 46Solutions** (161 Lexington Green Circle, Ste. 140), 3:30-5 p.m. **- SEE PAGE 10**
- 15** **Leadership Central Kentucky presented by LG&E & KU Energy:** Woodford County Day.
- 16** **Policy Luncheon presented by Kentucky American Water**, 12 - 1:30 p.m. at The Campbell House Lexington (1375 S. Broadway). **- SEE PAGE 9**
- 23** **Opportunity Exchange presented by Equity Solutions Group**, 4:30-6:30 p.m., at The Campbell House (1375 S. Broadway). **- SEE PAGE 7**

APRIL 2023:

- 13** **Leadership Lexington presented by McBrayer PLLC:** Diversity Day Session.
- 19** **Business Owners Advisory Board Enrollment Event**, 4:00-5:30 p.m., at 46Solutions (161 Lexington Green Circle, Suite 140). **- SEE PAGE 13**
- 19** **Leadership Central Kentucky presented by LG&E & KU Energy:** Clark County Day.

MAY 2023:

- 3** **Business Link presented & hosted by Guide Realty** (1591 Winchester Rd., Suite 104), 4:00-6:00 p.m. **- SEE PAGE 12**

JUNE 2023:

- 5-7** **Leadership Visit presented by Central Bank & Trust Co.** to Grand Rapids, Michigan. **- SEE PAGE 11**