

BUSINESS



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APRIL 2009

FOCUS

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Digital Marketing, Social Media, Blogs are Great Ways to Increase Visibility & Get in the On-line Conversation

See Page 12

Few spots remain for 2009 Leadership Visit to Madison, Wisconsin.

See Page 3



INSIDE THIS ISSUE: *Leadership Lexington 2009-2010 Applications Available Starting April 15th* | Page 17

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UPCOMING EVENTS:

PRESENTED BY:



BUSINESS RESOURCE ROUNDTABLE

presented by Community Trust Bank

Tuesday, April 14, 3:30 - 5:00 p.m.

Location: Commerce Lexington Inc. (330 East Main Street)

- SEE PAGE 8

PRESENTED BY:



PUBLIC POLICY LUNCHEON presented

by Kentucky American Water

Tuesday, April 21, Noon - 1:30 p.m.

Location: Griffin Gate Marriott Resort & Spa (1800 Newtown Pike)

- SEE PAGE 10



BUSINESS FOCUS

Business Focus is published once a month for a total of 12 issues per year by Commerce Lexington Inc., P.O. Box 1968, Lexington, KY 40588-1968.

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DISPLAY RATES

For **DISPLAY RATES** in Business Focus, contact Kelly Bates at (859) 226-1612 or e-mail to kbates@CommerceLexington.com.

PERSONNEL UPDATES

Submit your company's personnel changes or additions to mturner@CommerceLexington.com by April 10th for the May 2009 issue. Personnel news might include promotions, additions, awards and milestones, recognitions and certifications and/or appointments. Information is published *only as space permits*.

CONTACT US

For questions or comments about Business Focus, contact Mark E. Turner at (859) 226-1606 or mturner@CommerceLexington.com or Liz Bennett at (859) 226-1615 or lbennett@CommerceLexington.com.



BUSINESS FOCUS

APRIL 2009: VOLUME XVII, ISSUE IV

INSIDE THIS ISSUE

ECONOMIC DEVELOPMENT:

Economic Development News & Notes 4-5

Seminar to help you manage employee morale 6

Best In Bluegrass Initiative Seeking Internships 6

PUBLIC POLICY:

Regional Cooperation Key to Public Policy Success 7

EVENTS:

Business Resource Roundtables set for April & May 8

Opportunity Exchange presents NEW FORMAT 9

Public Policy Luncheon: Impact of Consent Decree on Your Business, Church or School 10

Women Leading Kentucky Conference is May 5th. 11

GET INVOLVED:

Social Media, Blogs Great for Promoting Your Business 12

New Commerce Lexington Inc. Members 13

2008 Winner's Circle Program Surpasses Goal 14-15

MEMBER SPOTLIGHT: Rubidine. 16

AMBASSADOR SPOTLIGHT: Jim McGary 16

Leadership Lexington Public Safety Day 17

Leadership Youth & Leadership Central Kentucky 18

Climbing the Corporate Ladder 19

Hurry! Few spots remain for 2009 Leadership Visit to Madison

PRESENTED BY:



If you thought you had missed your opportunity to join 250 other local community leaders and elected officials for the 2009 Leadership Visit to Madison, Wisconsin - TODAY IS YOUR LUCKY DAY. You'll have to be quick, but there are a few spots left for the 2009 trip **presented by JPMorgan Chase, May 18-20, 2009.**

To register for the trip, visit <http://leadershipvisit.com-mercelexington.com>, complete the registration form, and return it to Katie Hardwick as soon as possible by fax at (859) 233-3304 or e-mail at khardwick@CommerceLexington.com.

ABOUT MADISON

The industries of agriculture, biotechnology, and healthcare are key strengths of Madison and its region, continuing to

offer the possibility of sustainable growth and contributing to its high quality of life. Agriculture generates \$9 billion in economic activity in the region, while over 160 biotechnology companies are located there, and it is home to five local, provider-owned health plans.

The economy also thrives on several important base sectors, including financial services, insurance, education and government. This city was among the best places to live in America when Commerce Lexington representatives visited it back in 1997, and it has continued to strengthen itself through innovative programs, collaborative regional economic development efforts, and a commitment to climate protection.

- Population:** 443,110
- Median Age:** 33.4
- Per capita income:** \$28,624
- Unemployment rate:** 2.9%
- High school degrees:** 92.4%
- 4-year college degrees:** 24.8%



*Madison Photo by Woodford Webb
President, The Webb Companies
2009 CLX Chairman of the Board*



Amber Philpott - WKYT-TV

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E.D. NEWS TO USE

LEXINGTON VENTURE CLUB:

The next Lexington Venture Club will be Wednesday, May 27 from 11:30 a.m. to 1:30 p.m. at the Doubletree Guest Suites on Richmond Road. The cost to attend is \$30. To RSVP, please contact Stacy Lackey at (859) 225-5005 or slackey@commercelexington.com.

BLUEGRASS BUSINESS DEVELOPMENT PARTNERSHIP:

Remember to visit www.thinkbluegrass.com to learn more about the Bluegrass Business Development Partnership (BBDP). The BBDP, thanks to funding from LFUCG, is a one-stop shop for entrepreneurs. If you are interested in starting or growing a business, give us a call!

BBDP PARTNERS:

Commerce Lexington Inc.
Lexington-Fayette Urban County Government
UK Office of Commercialization and Economic Development
Kentucky Small Business Development Center

BY THE NUMBERS:

In 2009, Commerce Lexington's Economic Development Division has responded to calls from the following:

- **New Business:** 22 new prospects interested in finding a new location or expanding operations.
- **Existing Clients & Local Entrepreneurial Companies:** 13 companies with potential expansions in Lexington.
- **Client Visits:** 3.
- **Existing Business Visits:** 34.

SUBMITTED BY: Gina Greathouse & Kimberly Solsbury
Commerce Lexington Inc. Economic Development Division

A Collaborative Effort of the Bluegrass Business Development Partnership (BBDP):



Entrepreneurial Spotlight: customKYnetics

If you or someone you love has been injured in an accident, or while playing sports, or, if you've suffered a debilitating stroke, keep this company's name in mind:

customKYnetics

No, they're NOT a law firm. Rather, they're the inventors and developers of electronic stimulation devices, which work to re-activate and rehabilitate injured muscles. And, this innovative, entrepreneurial company is headquartered here in Central Kentucky - off the Bypass in Versailles.

Co-founded on the University of Kentucky campus by Eric Hartman (who earned his degree in Biomedical Engineering from the University in 2000), and Dr. Jimmy Abbas (whose PhD from Case Western Reserve University, in Cleveland, is in Biomedical Engineering), the company's core competencies include control and delivery of neuromuscular electrical stimulation instrumentation, and embedded systems. At customKYnetics, there are several prototype devices, which are in various stages of development. Among them: a leg press machine which has been designed to help individuals recovering from spinal cord injuries, by

enabling the individual to lift their body's weight against gravity. Hartman explains: "Human bone mass sustains body weight, and if there is no weight directly applied to the bones, those bones begin to degrade - which is why osteoporosis is a huge problem for individuals following a spinal cord injury. It's our plan to have our leg press device help delay that bone atrophy while assisting each patient's recovery." He added, that a similar prototype device was tested at Cardinal Hill Rehabilitation Hospital, in Lexington, and proved to be very successful for some participants.

Another customKYnetics prototype device is a Recumbent Stepper - to be utilized in a sitting position by individuals who have suffered a stroke. With the addition of the electronic stimulation device capabilities developed by the Company's engineers, the patient's legs are prompted to move the stepper's pedals. Other devices being tested are to be used to accelerate recovery from sports-related injuries and other debilitating accidents.

Behind all of these remarkable devices are 20 years of significant bio-medical engineering beginning with Dr. Abbas' PhD

SEE "customKYnetics" ON PAGE 5

RESEARCH UPDATE: In Lexington, One Horse Equals 16.5 People

SUBMITTED BY: Josh Fenner | Director of Research

Lexington is indeed the Horse Capital of the World, but do you know how many horses Lexington has? It turns out that the USDA counts horses just like the US Census Bureau counts people. Even more conveniently, the last Census of Agriculture was done in 2007, giving us a relatively up-to-date number.

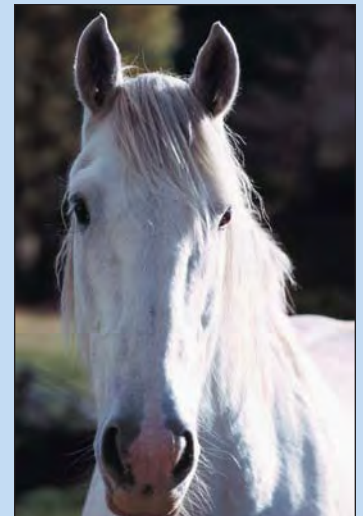
For the record, the USDA only counts horses on "farms." A "farm" (according to the USDA) is any place from which \$1,000 or more of agricultural products were produced and sold, or normally would have been sold, during the Census year. If you total all of the "farms" in Fayette County, there are 14,121 horses (and ponies). To estimate how many horses are out there that aren't on a "farm,"

I turned to the great folks over at the Kentucky Horse Council. They were able to estimate (along with help from the state) that you can add an extra 20% on top of the USDA number for Fayette County. This gives us a grand total of 16,945 horses (and ponies) in Lexington.

With a 2007 population of 279,044 humans, that means that there is a horse or pony for every 16.5 people in Lexington.

WANT MORE RESEARCH INFORMATION?

For more information, visit the **Research Update Blog** at <http://cxresearch.wordpress.com> or you can also follow Commerce Lexington on **Twitter** at <http://twitter.com/commercelex>.





customKYnetics

Continued from Page 4

research, which took a commercial turn in 2000, when customKYnetics was formed at UK's ASTeCC "entrepreneurial incubator" facility. Hartman notes, that when he and Dr. Jimmy Abbas (who now co-owns customKYnetics) were observing rehab work at Cardinal Hill some time ago, they had a mutual "Ah-ha" moment. Both men recognized that their electronic stimulation devices could greatly enhance the progress of rehabilitation from several different kinds of trauma - and the pair immediately initiated a plan to make that happen. Research staff and others were added to the team, and the group moved off the UK Campus to the Versailles facility in 2003. Today, the team continues to expand its R&D, create and test prototype devices, and strive toward commercialization. customKYnetics' funding to date has come from Small Business

Innovation Research (SBIR) grants from the NIH (the National Institutes of Health) and Kentucky SBIR matching funds grants.

Of special interest: Although the Company is not Japanese, its proprietary, signature invention, the "plug and play brain / little black box" which powers each device is named the CK200 with **KaiSTIM™**. ("Kai" is from the Japanese kaizen, meaning continual improvement, and "STIM" for "through stimulation.") According to Hartman, "Kaizen really fits our mission - our commitment is to provide the means for continual improvement for so many individuals who deserve to be able to work toward the resumption of normal activity after an injury or stroke ... and we're continually improving OUR products so that others can benefit."

Manufacturers' Networking Group

The Manufacturers' Networking Group met for the first time this year on March 19 at Square D. The group heard from Lori Collins, with the Workforce Investment Board at the Bluegrass Area Development District, who spoke about the Rapid Response program. In the unfortunate event that a company may need to lay-off workers, the Rapid Response program can help address this issue. The program provides pertinent information to individuals who have been dislocated or receive notice of a forthcoming lay-off.

Information is disseminated on the following topics:

- Re-employment Services
- How to file for Unemployment Insurance
- Training Opportunities
- Services available through Adult Education
- Services available through local health department
- How to apply for K-Chip

This program is not just for manufacturing companies but for any company. If your company may face lay-offs, call Lori Collins with Rapid Response at (859) 269-8021.



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Seminar to help you manage employee morale through difficult times; What can leaders do?

It's a particularly challenging time to be a workplace leader. Bad news is everywhere. Many leaders are being forced to make difficult decisions that negatively affect people they care about. No one likes to lay people off or cut back resources, creating more work and stress. All of this comes at a great emotional cost.

American workers are naturally feeling unsure and anxious during this economic downturn. We look to our workplace leaders for clues about how we should be responding. Silence is a response -- but not an effective one.

Join us and other business leaders on **Thursday, April 30**, for a half-day seminar, which will be facilitated by **ExecuTrain of Lexington**. The meeting is hosted by **Commerce Lexington's Workforce Partnership** and **Bluegrass SHRM**.

Date: Thursday, April 30, 2009

Time: 8:30-11:30 a.m. **OR** 1:00-4:00 p.m.

Location: Commerce Lexington Inc. first floor conference room (330 E. Main St., Lexington)

Cost to attend: \$59 CLX & BGSHRM members, \$75 for potential members.

To register: Contact ExecuTrain of Lexington at (859) 271-0296 or register on-line at www.executrainky.com/managingmoraleereg.html.



Best in the Bluegrass initiative seeking internship opportunities from area companies

Commerce Lexington's Partnership for Workforce Development will present its Best in the Bluegrass initiative for the second consecutive year. This initiative is aimed at high-performing students in Fayette County Schools, who are going to college outside the state of Kentucky.

The premise behind the program is to connect with these students before they leave for college and show them that the Central Kentucky region has a wide variety of companies with high-level, high-tech and interesting career opportunities.

The students who are selected receive a \$1,000 scholarship and a four- to six-week internship/mentoring opportunity. It is our hope that the eyes of these students will be opened to the opportunities available to them upon their return to Lexington after college.

If your company or organization would be interested in providing an internship opportunity to one or more of these bright students, please **contact Pamela Trautner**, executive director of the Workforce Partnership, at (859) 226-1624 or ptrautner@CommerceLexington.com.

For some examples, the following is a list of last year's Best in the Bluegrass recipients and their internships.

Kaitlin Graff, Henry Clay High School
Kenyon College
Internship: [Saint Joseph Sleep Wellness Center](#)

Lei Lei, Lafayette High School
University of North Carolina at Chapel Hill
Internship: [Central Baptist Hospital](#)

John Meikel, Lexington Catholic High School
Washington University, St. Louis
Internship: [Lexington Legends](#)

Ralph Millett, Lexington Catholic High School
University of Notre Dame
Internship: [Central Baptist Hospital](#)

Erik Patchell, Tates Creek High School
Ohio State University
Internship: [Lexington Downtown Development Authority](#)

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Impact of Regional Cooperation Seen in Public Policy Successes

SUBMITTED BY: Chad Harpole | Vice President, Public Policy

When the Central Kentucky Regional Public Policy Group was formed under the direction of **Luther Deaton** (Central Bank & Trust Co.) and **Bob Babbage** (Babbage CoFounder), the group started off with a mission to focus on Central Kentucky's needs in Washington, D.C. This year, for the first time, the group elected to work together on state priorities including continued pension reform for state and local governments, improvements to the Kentucky River Locks and Dams and maintaining our educational investments.

During the Legislative Session, what the group found was some of the Washington Priorities became Kentucky Priorities for the group - particularly transportation projects. When the Legislature began rewriting the state's six-year road plan, members of the Central Kentucky Public Policy group came together and started working together for the good of the region - not just their own community.

For example, **Nancy Stone**, President of the Nicholasville-Jessamine County Chamber of Commerce, immediately went to work on adding the critical I-75 Connector between Nicholasville and Richmond to be included in the six-year plan for the first time. While she was working on adding that, she also supported and advocated for the completion of the Newtown Pike Extension in Lexington and completing the By-Pass in Scott County - projects that she understood would help the region just like her own project.

The same goes for **Kim Menke** with Toyota in Georgetown. The I-75 Connector in Nicholasville is dozens of miles away from the Georgetown plant, but being part of the regional public policy group, Menke understood the importance of "regional" projects that if completed lift the entire region as a whole, not just the city and county they reside in.

Commerce Lexington Inc., while just a part of the Central Kentucky Regional Public Policy Group, also went to work for our partners in the surrounding areas lobbying its State Senators and State Representatives to include these vital regional projects on the state's six-year road plan. Commerce Lexington submitted a list of projects for both House and Senate Leadership that included projects in nearly all of the surrounding counties in addition to Fayette, and lobbied the General Assembly on inclusion of these priorities.

In the end, the region had a very successful lobbying effort when it came to the new six-year road plan for Kentucky. The I-75 Connector, completion of the Georgetown By-Pass, the Newtown Pike Extension, and the completion of a By-Pass around downtown Winchester are all included among dozens of other critical Central Kentucky Road Projects. And for that, the regional leaders deserve all the credit for coming together and working for the greater good of Central Kentucky.



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Upcoming Business Resource Roundtables discuss “The Business Shift” and “Transforming Intangible Assets into Tangible Results”

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THE BIG PICTURE: Over the years, the U.S. economy has shifted from a manufacturing economy to a service economy.....from physical capital to intellectual capital.....and from tangible assets to intangible assets. The businesses that have embraced these shifts are often better positioned than those who haven't, producing more efficient employees, more value to their customers, and a healthier bottom line.

The next two Commerce Lexington Inc. Business Resource Roundtables presented by Community Trust Bank on April 14 and May 12, 2009, will help business owners leverage these economic changes to their advantage. Join us on these dates at Commerce Lexington's first floor conference room from 3:30 - 5:00 p.m.

TUESDAY, APRIL 14th GUEST:

Dr. Charles F. Haywood, former dean of the University of Kentucky's Gatton College of Business & Economics (then the College of Commerce), will lead the discussion during the April 14th Roundtable event. Having retired in 2000, Dr. Haywood's professional career has spanned five decades and included combined teaching, research, administration, and consulting in academic, government and business organizations. He joined the UK faculty in 1965 as Professor of Economics and Dean.



DR. HAYWOOD

TUESDAY, MAY 12th GUEST:

Addressing the final portion of this economic shift series on May 12th, **Randy Lisk** of **Lisk Associates** will help attendees “Transform Intangible Assets into Tangible Results.” He will define what intangible assets are, why they have become so important, and how your business can leverage them to create more value for your company's bottom line.



RANDY LISK

Following a 20-year career with IBM, Lisk founded Lisk Associates in 1991. His current areas of focus are in organizational problem-solving, process improvement, systems thinking and executive coaching. He has also authored a book entitled “The Page - 10 Powerful Ideas to Transform Any Business.”

HOW TO REGISTER:

Held at Commerce Lexington Inc. (330 East Main St.) in its first floor meeting space, these events provide a topical presentation that is relevant to the success of small business owners and business professionals. They also allow members the opportunity to discuss ideas, share best practices, and work through challenges. The Roundtables are open to Commerce Lexington Inc. members at no charge. However, please register prior to the event by contacting Katie Hardwick at (859) 226-1608 or khardwick@Commercelexington.com.

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THURSDAY, APRIL 23, 2009 | 5:00 - 7:00 P.M.

NEW FORMAT: Make 2009 One of Your Best Ever!

Opportunity Exchange to connect you with key procurement people

With this challenging economy, every business owner is looking for a leg-up in 2009. Commerce Lexington Inc. may just have the answer you need. The next **Opportunity Exchange** event is set for Thursday, April 23, from 5:00-7:00 p.m. at the Crowne Plaza Campbell House (Harrodsburg Road).

The aim of this event is to save you time by connecting you with procurement representatives of some of the largest companies and organizations, as well as government entities in the area in a condensed time-frame. You'll be able to do more in two hours than you could in a week.

Be sure to bring plenty of business cards and company materials to hand out to procurement representatives.

FORMAT CHANGE:

We listened to your suggestions, and we're making this event more interactive and more productive for you. The contacts you make during this Opportunity Exchange will be priceless. You'll have the opportunity to spend a few minutes with procurement representatives from Toyota Motor Manufacturing, Kentucky, Lexington-Fayette Urban County Government, University of Kentucky, Kentucky Utilities Co., Commonwealth of Kentucky, Kentucky Community and Technical College System, AND MORE!

HOW TO REGISTER:

The cost to attend this Opportunity Exchange is \$10 for members, \$35 for potential members. To register, contact Stacy Lackey at (859) 225-5005 or slackey@CommerceLexington.com.

OPPORTUNITY EXCHANGE

Thursday, April 23, 5:00 - 7:00 p.m.

Where: Crowne Plaza Campbell House
Harrodsburg Road

Format: Spend a few minutes with procurement representatives from some of the leading companies, organizations, and government entities in the area.

Cost to attend: \$10 members, \$35 non-members; To register, contact Stacy Lackey at (859) 225-5005 or slackey@CommerceLexington.com.

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The first Commerce Lexington Inc. Public Policy Luncheon of 2009 features a topic that **WILL IMPACT EVERY BUSINESS IN LEXINGTON**. During this luncheon presented by **Kentucky American Water**, an expert panel will discuss “The E.P.A. Consent Decree and Your Bottom Line.”

Join us on **Tuesday, April 21**, from noon to 1:30 p.m. at the Griffin Gate Marriott Resort and Spa (Main Ballroom), and find out how the current stormwater ordinance that is in the process of being drafted by the Lexington-Fayette Urban County Council is going to impact **all businesses, non-profits, churches and education groups** across Fayette County.

This event will help guide you through the progress of the ordinance and what you can expect when you start receiving your stormwater bill for the first time. You’ll hear from a panel of experts representing the legal community, environmental consultants, business stakeholders and the Lexington-Fayette Urban County Government. Bring your questions, and be prepared to be informed. It is a can't miss for all Commerce Lexington members no matter how big, or how small your company is.

ABOUT THE LFUCG/E.P.A. CONSENT DECREE:

WHAT IS IT? A legal agreement among the city, state and federal government that requires Lexington to fix problems with its storm and sanitary sewer systems within the next 11-13 years. This resolves a lawsuit filed in 2006 by the U.S. Environmental Protection Agency (U.S. EPA) and the state against Lexington over violations of the Clean Water Act. The agreement requires the study, design and implementation of numerous construction projects to repair sewer pipes and to improve wastewater treatment plants. It also requires Lexington to guard against future problems.



REGISTRATION:

The cost to attend the Public Policy Luncheon is \$35 for Commerce Lexington Inc. members, \$45 for potential members. To register, contact Katie Hardwick at (859) 226-1608 or khardwick@CommerceLexington.com.

PANEL ANNOUNCEMENT:

Watch for information by e-mail soon confirming the outstanding panel of experts for this event.

PUBLIC POLICY LUNCHEON

Tuesday, April 21, Noon - 1:30 p.m.

Where: Griffin Gate Marriott Resort and Spa, Newtown Pike

Topic: E.P.A. Consent Decree & Your Bottom Line

Cost to attend: \$35 members, \$45 Non-Members;

To Register: Contact Katie Hardwick at khardwick@CommerceLexington.com

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Speakers announced for Women Leading Kentucky's Annual Conference

Women Leading Kentucky recently announced the speakers for its 10th annual Women's Business & Leadership Conference, which will be held **Tuesday, May 5th** at the Lexington Downtown Hotel and Conference Center (formerly the Radisson). The program will run from 8:30 a.m. to 2:30 p.m. For registration or exhibit/vendor space information, visit www.womenleadingky.com.

CONFERENCE SPEAKERS:

Keynote speaker **Christie Hefner** will speak about "Leading in Two Worlds: Corporate and Public Sector." Designated by *Forbes* magazine as one of the Top 100 Female CEOs in the country, Hefner also has spent decades mentoring women and serving as a philanthropist. She is a founding member of The Chicago Network, an organization of professional women from the Chicago metropolitan area who have reached the highest echelons of business, the arts, government, the professions and academia; and The Committee of 200, an organization dedicated to improving opportunities for women business leaders and a source for governmental representation and research on issues relevant to women in business. Hefner also helped to raise \$30 million to build the first outpatient facility in the Midwest for people with AIDS. She is poised to reinvent herself after recently leaving her post as CEO of Playboy Enterprises.

Robyn Waters, trendmaster and author, will discuss "Living with Paradox: Focusing on What's Important, Not What's Next." Waters has more than 30 years experience tracking and translating trends into sales and profit. As Target's former vice president of trend, design and product development, she helped a small regional discount chain become a national fashion destination. *Fast Company* magazine has featured her as one of the top 20 creative mavericks in the United States.

Mary Crane, a speaker and consultant for Fortune 500 companies, will talk about "Millennials, X'ers & Boomers in the Workplace: Getting to Collaboration." Crane has been featured on 60 Minutes, Fox Business News and ABC Radio. She also has been quoted extensively in a variety of print and electronic media, including *The New York Times*, *The Wall Street Journal*, *Forbes.com* and *Fortune.com*.

The conference is being sponsored by AT&T, *Business Lexington*, Central Baptist Hospital, Columbia Gas, **Commerce**

Lexington Inc., Dean Dorton & Ford, E-ON.US, Fifth Third Bank, Hardscuffle, KEMI, Kentucky Eagle Beer, Lexington Clinic, Bleu Ribbon Catering, Lexmark, Messer Construction, Mindy Shannon Phelps Mgmt., One Alliance Communications, Stites & Harbison, Sullivan University, *The Lane Report*, Today's Woman, Wall Street Greetings, WEKU, WKYT-TV, WUKY, WVLK and Mix 94.5.



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- Opening of a CNBC News shop
- Taxiway and air carrier ramp pavement rehabilitation

Whether you fly several times a week on business or are taking a well-earned vacation, you'll be impressed by the renovations in progress. It's easy to see why Blue Grass Airport is reaching new altitudes.

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Social media, blogs, and other digital marketing are cost-effective ways to build on-line presence & boost visibility of your business

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Mark E. Turner | Senior Vice President, Communications

Between FaceBook, MySpace, Twitter, LinkedIn, and even blogs, the plethora of digital marketing opportunities, including social media and blogs, can send your head spinning so fast, you'll yearn for the days when "tweets" and "wallpaper" were associated with birds and walls. If you would have told me just a couple of years ago that on-line networking sites and blogs would be nearly a necessity today, I would have said, 'you're crazy!'

However, when you see how these things have literally exploded in recent years, it's difficult to pass on these opportunities as marketing options, especially when most company budgets are shrinking rather than expanding. I still go back and forth on the value of some of these things and the time factor involved, but when you consider that Twitter has gone from one million people with accounts to more than six million in the blink of an eye, and Facebook now boasts over 175 million active users, I'll make time.

For Commerce Lexington Inc. as an organization, utilizing social media and blogs enables us to engage people and business professionals who we may not have reached in the past, while tapping into the millions of users on these sites who are potential members. And, best of all, none of these cost a single penny.

When I attended an industry conference for chamber of commerce executives in August 2008, a large portion of the sessions were focused on social media and how to take advantage of the opportunities that were available. At that time, almost none of the chamber executives in the room were using Twitter, while only some were utilizing other social media sites. No doubt, there are many more chambers of commerce and economic development organizations using them today.

I remember vividly that the person moderating the session said that peo-

ple will certainly question the value of social networking sites and the time it takes to maintain them and make new entries (me included), but at the very least, the person said, "you should explore these options on-line and become familiar with them, so that when the time comes when you HAVE to be involved in them, you will know how they work."

Well, I think that time has come.

Of course, I haven't even mentioned blogs or other advertising opportunities through search engines or any of the numerous on-line options here locally, or even nationally or internationally. If you have relevant, newsworthy content that you'd like to share with the on-line world, a great way to do it is by starting your own blog for your business. Blogs are a great way to get into the on-line conversation about your industry, as well as monitor what people are saying about your business.

MULTIMEDIA ON THIS TOPIC:

To find out more about the opportunities available through social media, as well as blogs and other digital marketing options, you can watch video from one of our recent Business Resource Roundtable events on this topic at <http://multimedia.commercelexington.com>.

OTHER WAYS TO CONNECT WITH CLX:

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Phone: (859) 259-0717
Web: www.bchc.eku.edu

BranDemand

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Lexington, KY 40515
Phone: (859) 273-1118
www.promotions-bandemand.com

BridgePoint Medical, LLC

Health Services
Jim Clifton, Chief Operating Officer
354 Waller Avenue, Suite 150
Lexington, KY 40504
Phone: (859) 260-8576
Web: www.bp-medical.com

Julie A. Butcher Law Office

Attorneys
Julie A. Butcher, Managing Partner
1701 Nicholasville Road, Suite 200
Lexington, KY 40503
Phone: (859) 233-3641
Web: www.juliebutcherlaw.com

Central Kentucky Youth Orchestras

Orchestras & Bands
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Phone: (859) 254-0796
Web: www.ckyo.org

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Denver, CO 80239
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Gess Mattingly & Atchison, PSC Attorneys

C. Timothy Cone, Attorney
201 West Short Street, Suite 102
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CHAIRMAN'S MESSAGE:

Stephen Hillenmeyer | 2008 Winner's Circle Chairman | President, Stephen Hillenmeyer Landscape Services



"So many people and businesses had invested in the Winner's Circle program over the last five years that we wanted to "pay it forward," so to speak, and highlight some of our area non-profit and charitable organizations through our Reward Events. Thus, "Winner's Circle Gives Back" was born through the gracious support of the Commerce Lexington Inc. Board of Directors.

Through this effort, we were able to expose many of our volunteers to organizations that they may not have otherwise known about, and also made donations to a lot of the non-profits, too. We visited Manchester Center, the Lexington Humane Society, Habitat for Humanity, Blue Grass Trust for Historic Preservation at the Hunt-Morgan House, Lexington Art League, God's Pantry, and the Kentucky Blood Center.

Each of these visits was an enlightening experience, and the staffs at these locations were extremely hospitable and thankful for us being there. And, we also had a lot of fun along the way, including everything from a trivia game at Habitat to finding garden fairies at the Hunt-Morgan House to showing off our artistic talent at the Lexington Art League to putting boxes together at God's Pantry to the many wonderful costumes at the Blood Center.

As Chairman of the Winner's Circle this year, I really didn't know what to expect going into it. But, the further along

we got into the program, the more I realized what a special group of volunteers we have. I was so impressed by what I saw - from the way the volunteers and staff helped each other, to how hard everyone worked, to the "never give up" attitude.

Think about it for a minute. In a year in which the economy spiraled downward all year, we were able to not only surpass our \$600,000 goal, but we were able to blow it out of the water by reaching \$640,000. That is simply phenomenal, and I am thankful to all of the volunteers and staff, the team CEO's who have allowed their employees to participate, the Commerce Lexington Inc. Board of Directors, and the past Winner's Circle chairs for their support.

By surpassing our fundraising goal in a year when many non-profit organizations saw investment levels shrink, it is a true indication that member businesses and corporations are finding great value in Commerce Lexington Inc. programs, events, and publications. I am confident that this momentum will continue in the future.

It has been my honor and privilege to serve as Chairman of the Winner's Circle in 2008. I had a blast interacting with the volunteers and staff, and I am grateful for the opportunity to be involved in an initiative that is making a difference in our community."

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David Whitehouse (Public Policy)	\$26,325.00
Keith Preston (Central Bank)	\$22,841.00
Fred White (KAW/Windstream)	\$22,062.25
Susan Lancho (KAW/Windstream)	\$19,043.25
Maxine Lee (JP Morgan Chase)	\$18,595.00
Kelly Johns (Griffin Gate Marriott)	\$16,840.75
Mark Ruddell (JP Morgan Chase)	\$16,746.00
Jeannine Petell (National City)	\$14,668.00
Logan Hillyard (National City)	\$14,501.00
Susan Bunning (JP Morgan Chase)	\$14,411.00
Lisa Smith (Columbia Gas)	\$14,363.25
Teresa Haggard (KAW/Windstream)	\$13,129.00
Lisa Parke (Friends of CLX)	\$11,753.00
Erin Ascione (KAW/Windstream)	\$11,628.00
Barry Mayfield (Public Policy)	\$11,500.00
Ashley Tabb (UK/Adecco)	\$11,169.00
Gwen Hart (Griffin Gate Marriott)	\$10,944.00
Phil McConathy (KAW/Windstream)	\$10,627.65
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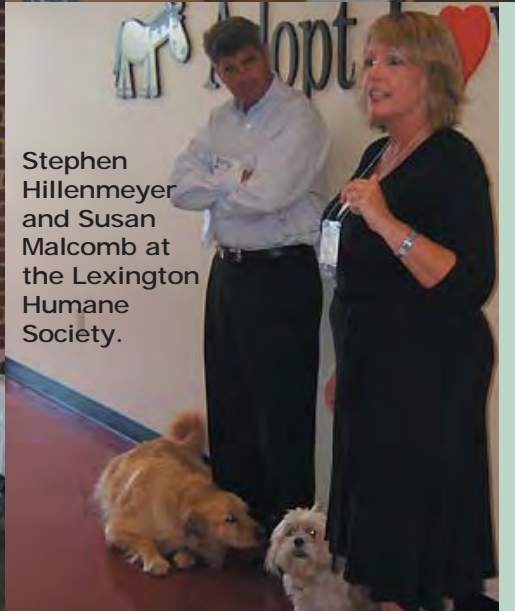
Teresa Haggard at
God's Pantry



Mike Runyon at
Lexington Art League



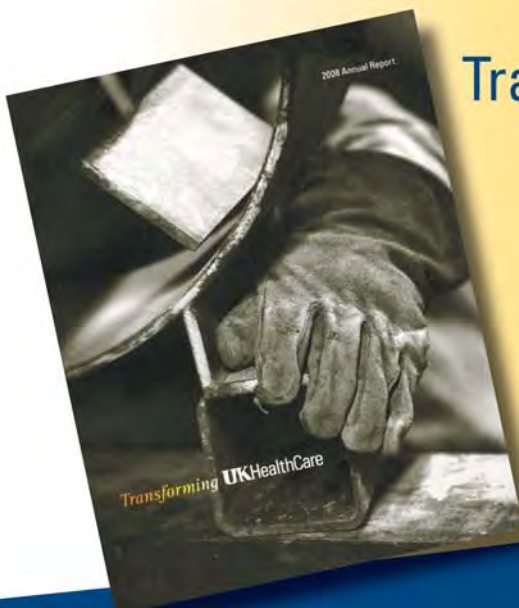
Renee Jackson &
Maxine Lee at Ky.
Blood Center



Stephen
Hillenmeyer
and Susan
Malcomb at
the Lexington
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Society.

2008 TEAM STANDINGS

Ky. American Water/Windstream	\$96,922.40
Ambassadors	\$76,072.67
JPMorgan Chase	\$52,493.25
Central Bank & Trust	\$48,441.25
Univ. of Ky. / Adecco	\$43,453.80
Friends of Commerce Lexington	\$40,418.20
Public Policy team	\$37,825.00
Fifth Third Bank	\$37,025.25
American Founders Bank	\$36,879.94
National City	\$35,568.25
Columbia Gas of Kentucky	\$35,000.00
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Leadership Lex. Alumni	\$20,492.00
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UKHealthCare



Former UK students forge bond to create software development company, Rubidine

Rubidine

Owners: Steven Hayes & Todd Willey
467 Lamont Drive, Lexington, KY 40503
Phone: (859) 539-6692
E-mail: powerup@rubidine.com
Web: <http://rubidine.com>

Because of its many area universities and colleges, the Bluegrass is known as a cultural hub where students from all around the state, the nation, and the world come to learn, generate ideas, and start businesses. A great example of how this diverse knowledge-base is benefitting our economy is the software development company, Rubidine.

Former University of Kentucky students **Steven Hayes** and **Todd Willey** were from different parts of Kentucky, but found a common interest while working on their Bachelor's degrees in Computer Science. As an after-work hobby, the two began to develop mobile applications and video games, incorporating in 2005.

"Yes, we were from different areas of the state, but we stayed around Lexington after college, because it has a good culture for business and technology," said Willey.

While working on a number of projects, Hayes and Willey slowly shifted their focus from mobile applications to web development. By 2008, the duo had enough contacts and work lined up to make the leap into focusing full-time on their clients and products.

So, what is Rubidine exactly?

Rubidine provides custom software development services for businesses. Its specialty is secure, scalable applications built using Internet technologies that leverage large datasets. Rubidine has provided Medical Practice Management, eCommerce, and customer engagement applications to clients in the medical, Internet startup, and real estate fields.

Essentially, "Rubidine will help you bring your business and ideas online," said Willey. "Our development process engages our clients to guarantee they have the control they need to make the

final product something they will be proud of. This allows for a partnership that leverages our clients' market knowledge and our ability to build reliable solutions. We use this partnership to deploy the best products possible."

What do they like about working in Lexington?

Both Hayes and Willey are extremely dedicated to making sure Lexington makes gains as a high-tech center and increasing the visibility of our community globally. Hayes added, "Lexington has an amazingly diverse and prosperous entrepreneurial community.

There are so many ideas and people willing to put the hard work into their ideas here that it's exciting to watch what pops up. In addition, there is a collaborative spirit, where entrepreneurs seem to desire the success of each other. We were lucky to have some excellent businesses support us in the beginning, and owe a great deal of our success to them, and we'd love to help others become successful as well."

In addition to partnering with local businesses to create innovation throughout the Bluegrass, Hayes and Willey are working toward

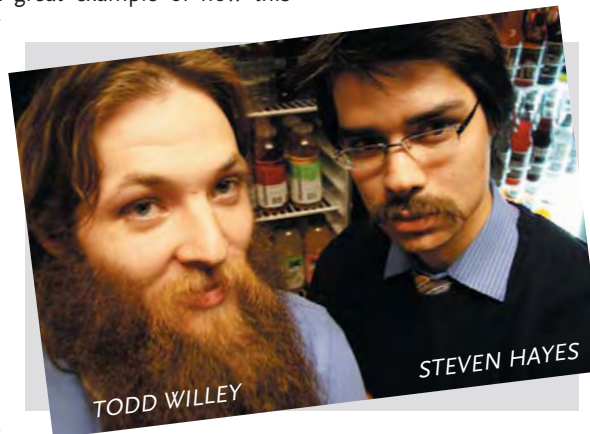
releasing their own suite of products. "We are currently working on project management software for agile teams, and we have more projects lined up," said Hayes.

Geeks Night Out provided introduction to Commerce Lexington

Hayes and Willey have thoroughly enjoyed the Geeks Night Out events, which were created through the Bluegrass Business Development Partnership. That's where they first became aware of Commerce Lexington Inc., and later led them to work with the CLX economic development staff on forming a co-working space for independent programmers.

"Every Geeks Night Out has been a blast," said Hayes. "It's an amazing opportunity to meet and hang out with a vast assortment of geeks in Lexington; from business leaders who've challenged us to impromptu programming competitions, to new business contacts and old friends from UK."

Find out more about Rubidine on-line at <http://rubidine.com>.



TODD WILLEY

STEVEN HAYES

Ambassador Spotlight: Jim McGary, Mass Mutual Financial Group

Jim McGary, Financial Services Professional
Mass Mutual Financial Group
Phone: (859) 221-2192
E-Mail: jmccgary@finsvcs.com

How he came to live in Lexington: "I am originally from the Lexington area. I was born here, graduated from Henry Clay, and then went to Centre College. I moved away in January 1991, and recently returned after 14 moves. This is home, and this is where I will remain.

How he came to work at Mass Mutual:

He was tired of moving throughout 15-plus years in corpo-

rate environments, and decided he wanted more control over his future and his family's future. He started working at Mass Mutual in September 2008.

What he likes about Mass Mutual:

"We are a mutual company. This means we don't have to choose whom we serve between stockholders and clients. Our participating policy-holders are our owners. They participate in dividends and never take a "back seat" to short term financial pressures."

Read more about this Ambassador at
www.CommerceLexington.com > Get Involved >
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JIM MCGARY

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Leadership

Leadership Lexington class gets eye-opening experience during Public Safety

DAY SPONSOR:



Excerpts of Article by Nicole M. Roca, National City, Now a Part of PNC Full Article Available at www.leadershiplexington.com

I am not sure what my classmates in Leadership Lexington expected from Public Safety Day....my impression was that we would see a bit more of the workings of our Public Safety organizations from an exterior perspective and was not prepared for the Total Safety Immersion program that we were dunked into. The experiences of the day gave us a more complete education of our Public Safety offices and their services.

We were mentored throughout the day by Ms. Patty Fenley, current VP of the Citizens Police Academy and Mr. Ray Larson, Fayette County Commonwealth's Attorney. We started the day with a tour at the Juvenile Detention Facility. We sat on the slight bunks, stood in the bare rooms and kitchen. Just the fact that there are 11 to 18 ½-year olds who serve time here was a new idea for us. The fact that some of them had committed violent crimes was a new realization for us.

Sobered and unusually quiet, we boarded our bus and headed to the Fayette County Adult Detention Center. There, we received an overview of the facility and design, then went through the entire process as if we had been brought in by a law enforcement officer to be booked. We toured an empty cell unit, then toured an active, inhabited cell unit.

Our afternoon was spent at the LFUCC Police Department, where we toured several offices and departments, plus got into the SWAT 'Bus,' the Hostage Negotiations Vehicle, met Buck the #1 Drug Dog, and equine police partners as well.

We learned first hand that real detective work has little in common with anything on TV or movies, real fingerprint or DNA research takes much longer than the 15 minutes between commercials on CSI. Some of our class had done 'Ride Alongs' with Police Officers previous to the day and they confirmed the impression that our officers are nothing like what you see on COPS. Some of us had interviewed Chief Bob Hendricks of the Lexington Fire Department and marveled at the fact that he views his daily responsibility as no differ-

ent than those of us who do not put our lives in danger.

All throughout the day we echoed this theme, "This is not what we thought it would be like. This is nothing like what you see on TV." The law enforcement officers, the judge, the attorneys, the support staff. It was obvious that everyone involved with Public Safety and Law Enforcement held in high regard the qualities of professionalism, compassion, sincerity and honesty. All of these people make it their personal and professional responsibilities to protect us, our communities and also to help manage, penalize and rehabilitate those who have broken laws. This day changed our perception and increased our appreciation for those people who serve us Public Safety roles and we are grateful for their dedication.

2008-09 CLASS
PRESENTED BY:



Members of the Lexington Police Department spoke to the 2008-09 Leadership Lexington class during Public Safety Day.

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Leadership Central Ky. visits Woodford Co.

Excerpts of Article by Sarah J. Wilson, Midway College

The 2008-2009 Leadership Central Kentucky class spent a fabulous day in Woodford County on March 18. The day opened at Midway College with the introduction of day chairs Ann Daugherty, Marnie Walters, and Karen Kasacavage, and the announcement of the Woodford County Influential Leaders. Past and present leaders were chosen, with the late Ruth Slack Roach selected as the past leader, and Patsy Shryock being named the present leader.

Di Boyer, Director of Development for Midway College and LCK graduate, spoke to the class about the future of the College. Tim Burcham, Vice President for Advancement from KCTCS, followed and discussed the history of the system. He told the class about the variety of programs the system offers, and of plans to provide needed educational offerings for all Kentucky citizens.

Day Chair Ann Daugherty gave a presentation on the areas in Woodford County that could not be included on the day's schedule of events, and then introduced Marcie Christensen, LCK graduate and event coordinator for Francisco's Farm Arts Festival at Midway College.

Following a driving tour of Midway College and the city of Midway, the class reconvened on the patio of The Black Tulip in beautiful down-

town Midway. There, the class heard from Judge Executive John Coyle, Chamber of Commerce Director Tami Vater, Economic Development Authority member Michael Duckworth, Planning Commission Director Patricia Wilson, and Midway City Council member Charlann Wombles.

After lunch, the class traveled to Versailles for a driving tour of downtown and a trip to the Life Adventure Center, where the class participated in a number of fun and energizing team-building exercises. Traveling back toward Versailles, the bus stopped at Falling Springs, where the class toured the Woodford County Senior Center, the Woodford County Theater and the Falling Springs facility.

The final stop of the day was the CastlePost on US 60 (Versailles Road). The newly renovated landmark showcases lovely furnishings, décor, and ambiance. Woodford County provided knowledge, entertainment, fun, and a wonderful atmosphere for an outing. The class looks forward to April's visit to beautiful Bourbon County and May's trip to fabulous Fayette County to close out the year!

PRESENTED BY:



Leadership Youth Higher Education Day

2008-09 PLATINUM SPONSOR:



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Article by Kate Gardiner (P.L. Dunbar HS) and Nash Laungani (P.L. Dunbar HS)

The first half of Leadership Lexington Youth Higher Education and Career Day, started off at Spencerian College. Buddy Hoskins, the Executive Director of Spencerian College, discussed with us the importance of higher education. At Spencerian, we also had a chance to conduct short meetings with regional college representatives. After our meetings, we took a personality test and then learned how our personalities matched up with majors and careers in the future.

After our personality test, we left Spencerian for Transylvania University where we began our time with a networking exercise and discussion led by Susan Rayer. After that, three Transy students led us in small groups on a tour of the campus. We then ate lunch in the Presidents room once going through the cafeteria lines. Dr. Charles Shearer stopped in to welcome us and say a few words about the University. We ended lunch and our time at Transy with a question and answer session about college life with our student tour guides.

During the second half of our day, we had an outstanding opportunity to tour the Men and Women's UK Basketball practice facility (Joe Craft Center), locker rooms and training rooms. This was an experience that few get to enjoy. These events were made possible by Mark Coyle, the senior associate athletic director for external affairs. Furthermore, we traveled throughout UK's campus where we ended at the career center. There we were taught how to correctly write a resume, by Robin Fleischer. The new skill we learned will be valuable to our future career.



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Climbing the Corporate Ladder

Accessible Home Health Care of the Bluegrass recently opened a branch office in Frankfort, naming **Amanda Justice** as branch manager.

Eric J. Frankl, A.A.E., recently joined **Blue Grass Airport** as its new interim executive director. With more than 20 years of experience in the airport industry, Frankl will oversee the day-to-day management of the airport, including airport operations, administration, development and community relations.

CDP Engineers announced that **Jason Hale**, RLA recently passed the U.S. Green Building Council's Leadership in Energy and Environmental Design examination for Accredited Professional (LEED AP®). CDP also welcomed **Krista Citron** to its team in the Water/Wastewater Group.

Central Bank & Trust Co. announced the promotion of **Chris Thomason** and **Lisa Will** to vice president, private banking officer. Meanwhile, **Ranee Leland** has been promoted to corporate secretary for Central Bancshares, Inc.

Bank Investment Consultant magazine has announced its annual ranking of the Top 50 Bank Reps. The prestigious list featured **Peter McFarland** of **Central Bank** in Lexington. Peter was one seven financial advisors affiliated with Raymond James Financial Services Financial Institution Division to be included.

First Mortgage Company, a subsidiary of **First Federal Bank**, announced that **Cindy Vaughn** has been named as a mortgage loan originator. Vaughn has over eight years of mortgage banking experience and is located at the First Mortgage Company office in Hamburg.

Georgetown Community Hospital appointed **Dr. Thomas E. Sonnanstine IV, M.D.**, as Medical Director for The Bariatric Center. Dr. Sonnanstine comes to Georgetown from the northern Kentucky area, where he was the first board-certified surgeon fellowship-trained in minimally invasive advanced laparoscopic bariatric surgery.

Greenebaum Doll & McDonald PLLC announced that **Jennifer S. Smart**, a member in the firm's Lexington office, has been named to the Board of Directors for the Fayette County Bar Foundation. Smart has also been named to the editorial board as a Regional Editor for the 2009 American Bar Association's *The Property Tax Deskbook*. Additionally, **Job D. Turner III**, a member in

the firm's Lexington office, has been named as the Lexington Best Lawyers Real Estate Lawyer of the Year for 2009 Best Lawyers.

Greenebaum Doll & McDonald PLLC: Steven A. Brehm, Kimberly H. Bryant, James M. "Jay" Dickerson, Carrie A. Shufflebarger, and J. Casner Wheelock have been elected as Members of the firm.

Helmets Gatterdam LLC: Jeanne Fisher has joined the Lexington firm as a registered financial consultant, concentrating in the area of financial planning and coordinating corporate retirement programs throughout Kentucky.

Hospice of the Bluegrass announced new board members for 2009: **Sandy Adams**, Zaxby's; **Betsy Clemons**, Hazard-Perry County Chamber of Commerce; **Melba S. Bjornson**, Villa Hills; **Croswell Chambers**, Lexmark International; **Paul Chartier**, Fifth Third Bank; **Jack R. Cunningham**, Frost Brown Todd; **Terri Fryman**, TEMA/Outreach-K; and **Robert M. Hardy, Jr.**, Investors Heritage.

Extra Care Private Duty Nursing Service, owned by **Hospice of the Bluegrass**, announced that **Elaine Rutherford** has joined the organization as HR assistant/scheduler. Also, the agency recently recognized **Maricel Dunigan** as outstanding employee of 2008. Maricel has worked as a CNA with Extra Care since 2006.

NAI Global has named **Bruce R. Isaac, SIOR, CCIM**, Senior Vice President at **NAI Isaac Commercial Properties** in Lexington, to the Elite Top Producer Hall of Fame. The Hall of Fame is a group comprised of the organization's top performers and top producers. Induction was based on Mr. Isaac's sales and leasing volume for five consecutive years.

Candice B. Rogers, MBA, LEAP AP® and President of **Paladin, Inc.**, has been recognized as Certified Commissioning Authority by the AABC Commissioning Group. **John Goodin**, a mechanical and commissioning specialist with the company, has been certified as a Certified Commissioning Technician by the AABC Commissioning Group and as a Leadership in Energy and Environmental Design Accredited Professional (LEED AP®) by the U.S. Green Building Council.

Michael and Letha Drury with **South Hill Gallery, Ltd.** of Lexington recently attended a meeting of industry leaders at the Professional Picture Framers Association, PPFA®, Annual Convention in Las Vegas.

Mike and Letha, representing the Kentucky-Tennessee PPFA, met with other chapter leaders from around the country to address concerns specific to the picture framer industry and to review the growth of the Association and the industry during the past year.

Karen A. Condi has joined **Sperry Van Ness Commercial Real Estate Advisors** as an associate advisor in the Lexington branch.

Benchmark: Litigation Magazine, a comprehensive guide to America's top business litigation firms and attorneys, has ranked four attorneys at **Stites & Harbison PLLC** as "Star Litigators." From the firm's Lexington office, **Stephanie Renner** was named as a "Future Star Litigator," a litigator who is likely to appear as a litigation star in coming editions.

Kentucky Governor Steve Beshear recently named **Stites and Harbison** attorney **Oliver H. "Scott" Barber III** to the Kentucky Oil and Gas Conservation Commission. Barber is a member of the firm's Business Litigation Group and White-Collar Crime Practice Section.

Stoll Keenon Ogden PLLC announced that attorneys **Shannon Arvin, Justin Clark, Mark Hurst** and **David Sullivan** are now members of the firm.

Whitaker Bank announced the appointment of **Connie Campbell** to loan operations officer and **Donna M. Amburgey** to marketing officer and assistant security officer for the Mt. Sterling Region.

The **YMCA of Central Kentucky** welcomed the following newcomers to its 2009 Board of Directors: **Chris Aldridge**, General Manager, WTVQ-TV; **Chief Ronnie J. Bastin**, Chief of Police, Lexington Division of Police; **Derrick Hord**, Physician Recruiter, Central Baptist Hospital; **Robert L. Quick**, President & CEO, Commerce Lexington Inc.; and **Timothy E.N. Terry**, Partner, Milestone Partners, LLC.

SUBMIT PERSONNEL NEWS:

Submit your company's personnel changes, additions, or promotions for Business Focus magazine to mturner@CommerceLexington.com by the 10th of the month prior to the upcoming issue (i.e. April 10th for the May 2009 issue). Information is published only as space permits.



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COMMERCE LEXINGTON INC. UPCOMING EVENTS

APRIL 2009

- 1** Business Link co-sponsored by Hilton Suites Lexington Green and Local Insight Yellow Pages, representing Windstream Directories, 5-7 p.m., at Hilton Suites Lexington Green.
- 8** Leadership Lexington Youth Program Arts and Media Day.
- 9** Leadership Lexington Arts and Quality of Life Day presented by W. Rogers Company.
- 14** Business Resource Roundtable presented by Community Trust Bank, 3:30-5:00 p.m., at Commerce Lexington (1st Floor conference room). - SEE PAGE 8
- 15** Leadership Central Kentucky at Bourbon County.
- 21** Public Policy Luncheon presented by Kentucky American Water, Noon-1:30 p.m., at Griffin Gate Marriott Resort and Spa (Newtown Pike) - SEE PAGE 10
- 23** Opportunity Exchange Reception, 5:00-7:00 p.m., at Crowne Plaza Campbell House. - SEE PAGE 9

MAY 2009

- 8** Leadership Lexington Youth Program Graduation.
- 12** Business Resource Roundtable presented by Community Trust Bank, 3:30-5:00 p.m., at Commerce Lexington (1st Floor conference room). - SEE PAGE 8
- 13** Leadership Central Kentucky class at Fayette County.
- 14** Leadership Lexington Economic & Workforce Development Day presented by W. Rogers Company.
- 18-20** Leadership Visit presented by JPMorgan Chase to Madison, Wisconsin; FEW SPOTS REMAIN - SEE PAGE 3
- 21** Leadership Central Kentucky Graduation.
- 25** Commerce Lexington Inc. offices Closed in observance of Memorial Day holiday.

