

with a variety of music permeating downtown establishments.

**THURSDAY, JUNE 5, 2008**

Janet Hill, Education Marketing Senior Manager for Apple Inc., began the day's sessions with an informative presentation on Creating 21st Century Learning Environments for students. She stressed that both educators and employers needed to adjust to changing learning environments to ensure that students remain engaged and would eventually stay and work locally.

Hill said, "Schools are the foundation of economic development within a community. You have to grow your own good employees through the school system." She mentioned the use of things like texting, digital content, multimedia, and encouraging students to work in team environments to solve problems.

Later, LFUCG Director of Economic Development Anthony Wright, led a panel discussion on the creative industries in Austin. The panel included Ed Bailey from the successful PBS show Austin City Limits, Rodney Gibbs from the video game industry, and Jim Butler, the city's Creative Industries Development Manager. The city of Austin works hard to assist businesses in the creative realm, whether it's through city ordinances or its theme "Keep Austin Weird."

Finally, Lexington Vice Mayor Jim Gray gave an overview of the Downtown Entertainment Development Task Force, which has been examining Lexington's current nighttime economy in an effort to make recommendations on improving and fostering positive growth in local entertainment. A subsequent panel discussion during the June 18 Good Morning Bluegrass event back in Lexington focused on more details on the overall findings of the task force.

On Thursday afternoon, trip participants had the opportunity to tour Austin places of interest. Some of the tours included Austin City Hall, the Mueller Austin airport redevelopment project, South Austin (Barton Springs and South Congress), a downtown walking tour, a DUCK Tour, and East Austin, which included the Eleventh Street Corridor and George Washington Carver Museum & Cultural Center.

Thanks to the sponsorship of 12 Bluegrass



AUSTIN DUCK TOUR

Photo by Mark Turner

**Madison, Wisconsin, announced as site of 2009 Leadership Visit - Dates to be determined**

During the final day of the Austin Leadership Visit, Commerce Lexington Inc. Chair-Elect Woodford Webb announced that the 2009 Leadership Visit would be to **Madison, Wisconsin**. Dates are still to be confirmed, and the registration period won't begin until the fall, but already the anticipation is building.



Bill Straus Photography

WEBB

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.

banks, the group enjoyed a wonderful reception and dinner at The Mansion at Judges' Hill, a historic home built in 1900 that was transformed into a luxury boutique hotel and fine dining restaurant.

**FRIDAY, JUNE 6, 2008**

Pike Powers, a former Austin Chamber of Commerce chairman, kicked off the Friday morning sessions by giving his perspectives on economic development. Powers, who has been involved in the transformation of Austin from the start, emphasized working together and the importance of the private sector driving economic development.



Bill Straus Photography

POWERS

Then, Lexington Mayor Newberry talked about the Destination 2040 initiative during a session entitled "Where Does Lexington Go

from Here?" Newberry said, "It's time to seize our future." To that end, Mayor Newberry stressed the importance of focusing on students in the fields of science, technology, engineering, and math. The idea is that by creating more high-paying jobs, Lexington can improve its economy, since it receives a large majority of its revenue from payroll taxes.

Going forward, Mayor Newberry also encouraged the crowd to support the area's educational entities like UK, Transylvania, and Bluegrass Community and Technical College, to continue to increase amenities in the area to attract and retain young professionals, to improve the downtown where possible, while preserving the city's farmland and history, and to promote diversity and tolerance. "It's all about taking the risk to make things happen," he added.

Finally, Reed Polk gave his annual reflections and observations to conclude the trip and send folks home ready to work on making Lexington everything that we know it can be.

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# Today's e-mail communication more of a challenge than ever before

## Tips for receiving the e-mail messages that you need most

WRITTEN BY: Mark E. Turner | Senior Vice President, Communications | Commerce Lexington Inc.

*Editor's Note: Portions of this article appeared in the March 2005 issue of Business Focus. When it comes to communicating by e-mail, much of it is still as relevant now as it was then.*

There was a day not too long ago when getting an e-mail message to a person was nearly automatic. Today, chronic "spammers," or those who abuse e-mail marketing, have pretty much ruined that forever. Because of filters that companies have set up on their systems, e-mail is no longer a guaranteed form of communication.

The impact of people who fill your Inbox daily with messages about Rolex watches, Viagra, and financial items have made e-mail communication an extreme challenge for those who need it most - non-profit and community organizations, including Commerce Lexington Inc. and other chambers and economic development entities across the country.

### IT'S A FACT

E-mail communication is a necessary component of an organization's efforts to reach its members, its investors, or the community at-large. People in the business world are constantly on the move, and many have the ability to check e-mail from almost anywhere, thanks to a

number of gadgets on the market.

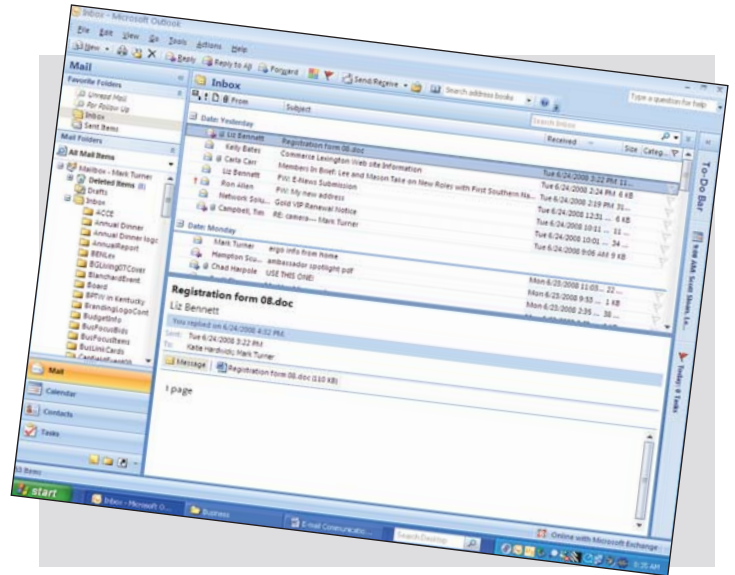
That's why Commerce Lexington invested in a Web-based e-mail marketing system by ExactTarget several years ago, and that's why you see so many community organizations developing and utilizing E-Newsletters to get the word out about events, programs and services. According to past Commerce Lexington member surveys, about three-fourths of the membership prefers e-mail as its primary means of receiving information.

Commerce Lexington not only e-mails an E-newsletter to 3,400 people each Tuesday, but also keeps the membership informed about events and programs, marketing opportunities, and public policy decisions. And, since the ExactTarget system is Web-based, Commerce Lexington is able to get timely information to you even if our internal e-mail system is not functioning.

### IT'S A HUGE CHALLENGE

As I mentioned earlier, SPAM has literally changed our lives and how we communicate electronically. With the explosion of SPAM came the creation

**SEE "E-MAIL COMMUNICATION" ON PAGE 17**



“Members can easily modify their e-mail address or unsubscribe from any of our e-mail distribution lists simply by scrolling to the very bottom of any of our Web-based messages.”

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CEC, CCA



# Welcome New Commerce Lexington Inc. Members

New Commerce Lexington Inc. members for the period of May 19, 2008, through June 19, 2008

## **Appalachian Regional Healthcare, Inc.** *Hospitals*

Joy Freeman, Director of  
Healthcare & Govt. Relations  
2285 Executive Dr., Suite 400  
Lexington, KY 40509  
Phone: (859) 226-2675  
Web: [www.arh.org](http://www.arh.org)

## **Bluegrass Dentistry** *Dentists*

Nardos Benton DMD, Owner  
3475 Richmond Road, Suite 100  
Lexington, KY 40509  
Phone: (859) 543-0505  
Web: [www.bluegrassdentistry.com](http://www.bluegrassdentistry.com)

## **Essence**

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Mayra Rijos, Sales Manager  
2301 River Road, Suite 102  
Louisville, KY 40206  
Phone: (502) 896-0333  
[www.essencehealthcare.com](http://www.essencehealthcare.com)

## **Friends & Company Sports Bar & Grill** *Restaurants*

Mike Logan, General Manager  
3130 Maple Leaf Drive, Suite 109  
Lexington, KY 40509  
Phone: (859) 543-0122  
Web: [www.friendsportsbar.com](http://www.friendsportsbar.com)

## **Hayden Company, Inc.** *Construction*

John Feck, Mgr.-Bus. Development  
208 South Main Street  
Nicholasville, KY 40356  
Phone: (859) 885-3338  
Web: [www.haydencompany.net](http://www.haydencompany.net)

## **Leestown Host, LLC** *Hotels/Motels*

Manesh Patel, General Manager  
1780 Sharkey Way  
Lexington, KY 40511  
Phone: (859) 231-0656  
[www.hiexpress.com/lexingtonky](http://www.hiexpress.com/lexingtonky)

## **Howard Doyle Florist** *Florists*

Liz Doyle, President/Owner  
1591 Winchester Road, Suite 112  
Lexington, KY 40505  
Phone: (859) 299-9492

## **Howard Technology Solutions** *Computer Networking*

James deBoxtel, Reg. Sales Mgr.  
2306 Cripple Oak Lane  
Powell, TN 37849  
Phone: (865) 385-0022  
Web: [www.howard.com](http://www.howard.com)

## **Insurance Care, Inc.** *Insurance-Life*

Jan A. Nieman, President & CEO  
501 Darby Creek Road, Suite 26  
Lexington, KY 40509  
Phone: (859) 263-4478

## **Interstate Equipment Sales & Rentals, Inc.** *Construction Equipment*

Kevin Lewis, Staff Attorney  
901 Four Mile Road  
Richmond, KY 40475  
Phone: (859) 626-5647  
[www.interstateequipment.com](http://www.interstateequipment.com)

## **Kentucky Distillers Association** *Non-Profit Organizations*

Eric Gregory, President  
302 Shelby Street  
Frankfort, KY 40601  
Phone: (502) 875-9351  
Web: [www.kybourbon.com](http://www.kybourbon.com);  
[www.kybourbontrail.com](http://www.kybourbontrail.com)

## **Kinzelman Kline Gossman** *Landscape Architects*

Clete Benken, Principal  
27 W. 7th Street  
Covington, KY 41011  
Phone: (859) 957-0957  
Web: [www.kkgstudios.com](http://www.kkgstudios.com)

## **Konica Minolta Business Solutions** *Copying Machines & Supplies*

Kelly Anne Beile, MBA, Acct. Mgr.,  
Lexington & Surrounding Areas  
521 Claymont Drive  
Lexington, KY 40503  
Phone: (859) 559-0088  
Web: [kmb.konicaminolta.us](http://kmb.konicaminolta.us)

## **Ms. Diane Lawless** *Individuals*

Diane Lawless, Member  
315 Hanover Court  
Lexington, KY 40502  
Phone: (859) 559-8736  
Web: [www.dianelawless.com](http://www.dianelawless.com)

## **Matt Matthews Builder, Inc.** *Real Estate Developers*

Matt Matthews, President  
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## **Turbocharged Leadership** *Training & Development*

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## **WTV III, Inc.**

*Information Technology*  
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Development  
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Web: [www.xmllegal.com](http://www.xmllegal.com)



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# What you'll find on [www.CommerceLexington.com](http://www.CommerceLexington.com) this month

☐ View photos and videos of the sessions from the Austin Leadership Visit at <http://leadershipvisit.commercelexington.com>.

☐ Download a 2008 Commerce Lexington Inc. Golf Classic Registration Form by clicking on the **EVENTS** tab, and selecting **UPCOMING EVENTS**.

☐ Download a 2008 Small Business Celebration Awards application or check out the 2007 SBC winners and finalists at <http://sbc.commercelexington.com>. **HURRY! Deadline to apply is Wednesday, August 6, 2008.**

☐ Did you know that you could read current and past issues of Commerce Lexington's **Business Focus** magazine in their original format by clicking on **BUSINESS RESOURCES** and then **BUSINESS TOOLBOX**?

☐ View area economic rankings on Commerce Lexington's **BLUEGRASS RANKINGS** page at <http://bgrankings.commercelexington.com>.

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## MEMBERS IN-BRIEF

### Arete Ventures' Harold Dennis subject of "Phoenix" film

The Life of Harold Dennis, President of Arete Ventures and victim of the worst alcohol-related accident in the nation's history, will be examined in an upcoming film entitled *The Phoenix*. The *Phoenix* is a dramatic feature film in pre-production that explores the remarkable true story of Dennis, a young man who pulled himself away from a tragic, transforming moment, and revived his life with moving courage and vigor. The film brings to life the fascinating story of how one young man's near-death catastrophe turns into a courageous life-sustaining quest. The film is written by screenwriter and UK history professor, Daniel Blake Smith. Dennis serves, along with Smith, as executive producer of the project. The production company is currently seeking financing for the independent film, hoping to begin production this fall.

### Big Ass Fans lends itself to Iowa flood victims

As people and businesses in Iowa City continue to dry out from recent flooding, relief efforts and assistance have poured in from around the globe, including Lexington's own Big Ass Fans, which donated a mobile eight-foot vertical fan to help expedite the drying process of the 35,000-square foot Parkview Church. Tim was of the essence in the race to dry the church building, and company president Carey Smith was eager to help. He said, "This was a no-brainer. Big Ass Fans is accustomed to helping where we can, and if successful, we want them to share the fan with as many people as possible."

### Griffin Gate Marriott's Golf Club achieves Audubon Certification

Griffin Gate Golf Club has enhanced an already stellar 18-hole championship golf experience with recent certification by the *Audubon Cooperative Sanctuary Program for Golf Courses*. In order to achieve this certification, the golf course was required to demonstrate that it maintains the highest degree of environmental quality in several areas such as environmental planning, wildlife and habitat management, outreach and education, chemical use reduction and safety, water conservation and water quality management. Situated among the 250-acre Griffin Gate Marriott Resort, the Griffin Gate Golf Club is the seventh Marriott golf-operated facility to achieve Audubon Certification. Visit [www.griffingatemarriott.com](http://www.griffingatemarriott.com) for more information.

### Kentucky Horse Council

First grade students at the Seton Catholic School are fundraising to help the Kentucky Horse Council SoHo (Save Our Horses) fund. At a recent kickoff event, the students met Kentucky Horse Council Executive Director, Ginny Grulke and her horse Mandy to learn about the problem of starving horses in Kentucky. This is one of many service-learning project that students have been involved with throughout the year at the Lexington-based Catholic school. The SoHo fund continues to provide feed and veterinary care for abused and neglected horses throughout Kentucky. For more information about SoHo or to make a contribution, visit [www.kentuckyhorse.org](http://www.kentuckyhorse.org).

### LCM Company is design/build firm for Quest Church addition

LCM Company has been chosen as the design/build firm to design and construct the new addition to Quest Community Church in Lexington. The addition will include a new worship center of approximately 45,000 square feet. It will be connected to the existing structure located off Reynolds Road and is greatly needed to accommodate the average attendance of 3,100 each weekend.

### Lexington Catholic High School recognizes 2008 senior class

Lexington Catholic High School, a 2007 No Child Left Behind Blue Ribbon School, graduated 212 seniors on May 18th, at its 2008 Baccalaureate Mass and Commencement Ceremony. This year's LCHS senior class boasted some outstanding academic statistics: 98% college bound; 84% admitted to college of first-choice; 8,265 service hours to the community; 6 Governor's Scholars; 5 National Merit Finalists; 5 Commended Scholars; and \$11,892,345 in scholarship monies earned. The faculty and staff of Lexington Catholic wish to congratulate the students of the Class of 2008 and their families.

### SpeedBeam achieves SMB Specialization from Cisco

SpeedBeam announced that it has achieved SMB Specialization from Cisco®, which recognizes Cisco resale channel partners whose primary focus is on the small and medium-sized business (SMB) market with fewer than 250 employees. To earn SMB Specialization, SpeedBeam fulfilled training and exam requirements. The Cisco Resale Channel Program provides partners with the training required to build sales, technical and Cisco Lifecycle Services skills. Cisco resale partner certifications, including Gold, Silver, Premier and Select, represent an increasing breadth of skills across key technologies and a partner's ability to deliver integrated networking solutions. Cisco resale partner specializations, including SMB, Express, Advanced, and Master, reflect an increasing depth of sales, technical and service expertise in particular technologies. Find out more at [www.SpeedBeam.com](http://www.SpeedBeam.com).

## MEMBER NEWS

*Business Focus* magazine accepts **NEWS** in the form of promotions, awards and recognitions, expansions, new locations and/or appointments, mergers. Submit news by July 10th for the August 2008 issue to [mtturner@CommerceLexington.com](mailto:mtturner@CommerceLexington.com). News is published in the order received and only as space permits.

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## AMBASSADOR SPOTLIGHT

## Sue Miller, Al Torstrick Insurance Agency

**Sue Miller****Al Torstrick Insurance Agency****343 Waller Avenue, Suite 101****Lexington, KY 40504-2980****Phone: (859) 233-1461****E-Mail: [smiller@altorstrick.com](mailto:smiller@altorstrick.com)**

This month's Ambassador Spotlight is **Sue Miller** of Al Torstrick Insurance Agency, a family-owned, Lexington business for over 45 years. The agency features all types of insurance - home, auto, business insurance, group life and health, and individual life and health.

Miller said, "Because we are an independent agency, we represent many different companies, which gives us the opportunity to find the best coverage and the best prices for our clients." As an outside sales representative, Miller's primary objective is writing new business. She concentrates mainly on commercial business, such as general liability, business auto, worker's compensation, etc., but she also writes personal insurance including home, auto, boats, motorcycles and recreational vehicles.

Miller grew up in Lawrenceburg, Ky. (Anderson County), where her family had a dairy farm and also raised some tobacco. After college, she moved to Western Kentucky for about 18 years, before relocating back to the Bluegrass in the mid-1980's. Most of her family lives in the Central Kentucky area.

Miller said, "I began working in insurance while living in Western Kentucky, and when we decided to move back to Central Kentucky, I ended up with the Al Torstrick Insurance Agency. I have been back in this area for over 20 years."

According to Miller, serving as a Commerce Lexington Inc. ambassador helps her leverage her contacts within her daily work. "In my business, the more people you get to know, the better it is for your business. It is all about networking, and Commerce Lexington offers

many opportunities for meeting other people. When I learned about the Ambassador Committee, I knew it was something I wanted to do, because it gives me more opportunities to meet people."

"I have really enjoyed being an ambassador for Commerce Lexington," added Miller. "I have some great friendships with the other ambassadors and enjoy making calls on current Commerce Lexington members. I like to meet new people and get to know them, and being an ambassador gives me a great opportunity to do just that."

During most of her contact with member businesses, Miller said that most times she educates people about the different programs and events that are going on and encourages them to participate as much as they can. "Some of the clients don't always have time to attend events, but I like to think they enjoy the visits by the ambassadors," concluded Miller.



*Sue Miller from Al Torstrick Insurance Agency is this month's Ambassador Spotlight feature.*

## AMBASSADORS

The Commerce Lexington Inc. Ambassador Committee consists of volunteers that represent the organization by helping to educate its members on membership benefits, and to serve as a liaison between Commerce Lexington and its members. Ambassadors also represent Commerce Lexington at community functions such as ribbon cuttings, grand openings, and groundbreakings. For more information about the committee, contact Dana Zinger at [dzinger@CommerceLexington.com](mailto:dzinger@CommerceLexington.com).

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## Display sales period now underway for 2009 Guide to Bluegrass, Business Directory & Map

Several great marketing opportunities are available to ONLY Commerce Lexington Inc. members in our 2009 publications, such as our 2009 Guide to the Bluegrass, 2009 Business Directory, and 2009 Lexington Street Map Book. Don't miss these great opportunities to market your business to people who are new to Lexington. Remember, our population grows by about 1-percent annually, and these people are starting their lives completely from scratch here, so they'll be looking for new **dry cleaners, restaurants, dentists, fitness centers, salons, pharmacies** -- YOU NAME IT... they'll need it.

### 2009 GUIDE TO THE BLUEGRASS:

A comprehensive source of area information, the Guide to the Bluegrass publication allows you to get in the door first with visitors and newcomers. The full-color piece is distributed through Commerce Lexington newcomer relocation packages, realtor relocation packets, business recruiting packets, and at Commerce Lexington events. It is a snapshot of what it's like to live in the Bluegrass. **Distribution:** 9,000 annually.

### 2009 LEXINGTON STREET MAP BOOK:

Commerce Lexington Inc. recently brought its Fayette Co. Street Map in-house. This project is produced entirely local. The new reader- and advertiser-friendly format is a full-color, spiral bound magazine with businesses able to have their logos placed directly on the map at their location or purchase display spots throughout. Made available to and sent to newcomers and visitors to the area. Great for companies to target new residents as they seek to find new products and services here. **Distribution:** 9,000 annually.

### 2009 BUSINESS DIRECTORY:

Commerce Lexington's printed Business Directory features member listings divided by alphabetical and categorical listings, as well as a full-color Economic Report, Guide to Commerce Lexington Inc. member services, and business profiles of several member companies. Many people use this book exclusively when shopping for products and services. Display space and listing enhancement options are available. **Distribution:** 3,500 annually.

*The display sales period is now underway for these three publications.*

*Contact Kelly Bates at (859) 226-1612 or [kbates@CommerceLexington.com](mailto:kbates@CommerceLexington.com) to reserve your spot or learn more about these opportunities.*

## New Web site helps individuals develop leadership potential

Fifteen Central Kentucky organizations have partnered to offer a new Web site for youth and adults who want to develop their community leadership potential.

The site, called "Let's Lead," is hosted by the University of Kentucky College of Agriculture's Center for Leadership Development. The site focuses on community-based leadership development opportunities in Lexington and the Bluegrass region.

The site offers opportunities for fostering individual, organizational and collective leadership abilities. The site takes visitors through a virtual mountain-climbing experience, beginning with a base camp of community leadership opportunities and then leading visitors through specific skills needed to make a full ascent. It culminates in a summit of training opportunities where visitors are provided direct links to partner Web sites for more extensive information on each program.

"The idea of a one-stop leadership development resource is appealing," said Stephanie Hong, executive director of Partners for Youth, one of the participating organizations. "Previously, if a person wanted to locate training programs to build their leadership skills, they were on their own to search for these kinds of opportunities."

The concept began a year ago as a conversation between Wanda Bertram, executive director of LexLinc, and Laura Williams, Lexington program director of the Knight Foundation. The two recruited other participants and began meeting monthly. Within months, the UK College of Agriculture's Center for Leadership Development offered to develop and host the Web site.

Partners in the Let's Lead portal include: **Commerce Lexington Inc.**, Hugh O'Brian Youth Leadership Seminar (HOBY), LexLinc, Partners for Youth, Prichard Committee for Academic Excellence, Fayette County Cooperative Extension office and 4-H, Non-Profit Leadership Initiative, Center for Leadership Development, The Kentucky Chapter of the United States Green Building Council, United Way of the Bluegrass, Urban League of Lexington, Girl Scouts, Lexington Fayette Urban County Government, and the YMCA of Central Kentucky.

Lissa Pohl, program and outreach associate for UK's Center for Leadership Development, said the partnership can expand. "Let's Lead partners invite other community organizations that provide leadership development opportunities to also have a presence on the site," she said.

Interested organizations can apply by checking out the "partners" page on the site, which provides criteria and an application. Visit the site at [www.letsleadlex.com](http://www.letsleadlex.com).

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## Leadership Lexington: Leadership Development Day & Graduation

### Commerce Lexington Inc. Staff Report

The Leadership Lexington program presented by W. Rogers Company closed out its 2007-08 class with a Day Session centered on leadership development, including a self analysis of things that they learned about Lexington during the year, as well as a reflection of their specific class projects.

Lissa Pohl from the University of Kentucky Center for Leadership Development also discussed effective ways to approach service to the community, including how to identify organizations or causes that match an individual's ideals and how to get involved.

A graduation ceremony was held in the evening featuring Commerce Lexington Inc. Chair Ann McBrayer, CLX President & CEO Bob Quick, and Warren Rogers, CEO of W. Rogers Company and presenting sponsor for the 2007-08 program.

### INFLUENTIAL LEADERS:

During the 2007-08 program, class members were asked to select and report on influential Lexington leaders in coordination with the Leadership Lexington program's day session topics. This recognition was not only educational in nature for class members, but was also created to honor the achievements of men and women who actively worked in the highest ranks of their organizations helping to shape Lexington's future.

Lexington influential leaders stand out not only as individuals, but share an ability to think ahead of the curve to find dynamic solutions that better, not just their area of expertise, but Lexington as a whole. They are individuals who have given back to the community and also enhanced the lives of others.

Influential leaders during the 2007-08 program included the following individuals, with each recognized at the graduation dinner.

Health and Human Services: **Marlene Helm**

Growth & Preservation: **Bill Lear**

Education: **Stu Silberman**

Diversity: **P. G. Peebles**

Government: **Bob Babbage**

Public Safety: **Ray Larson**

Arts and Quality of Life: **Everett McCorvey**

Economic & Workforce Development:

**Daryl Smith**

### Luke Morgan named 2007-08 program's Distinguished Leader

The Leadership Lexington Distinguished Leader Award, which was first presented in 1998, was created to recognize the class member who demonstrated strong principles and dedication to the concept of community service.



MORGAN

Selected annually by that year's class members, the individual embodies the spirit of Leadership Lexington and has a keen understanding of community dynamics and public issues. The award recipient is selected through the voting of class members.

The Distinguished Leader for the class ending in 2008 is **Luke Morgan**, an attorney with McBrayer, McGinnis, Leslie and Kirkland, PLLC.

2007-08 PROGRAM PRESENTED BY:



Lissa Pohl from the University of Kentucky Center for Leadership Development led the class through the day's activities.

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## Air Source Technology's Fergusson speaks at AIHce

Air Source Technology, Inc., an environmental health and safety company in Lexington, announced that **Bruce N. Fergusson**, PE, president of Air Source Technology Inc., was a guest speaker at the 2008 American Industrial Hygiene Conference and Expo (AIHce) held May 31 - June 4, 2008, in Minneapolis, Minnesota. Mr. Fergusson presented a case study regarding the environmental testing of newly constructed large hospitals. The AIHce premier conference and exposition is host to thousands of occupational and environmental health and safety professionals nationwide.

## DMD Data Systems to service Oracle technology to state agencies

DMD Data Systems, Inc. was recently contracted by the Commonwealth of Kentucky to implement, service and support Oracle technology products to Commonwealth agencies, local governments, and public and higher education for up to five years. Oracle is the world's leading supplier of software for information management. DMD solves business problems with reliable, best-of-breed technology solutions.

## GRW among Top 500 Design Firms

GRW, a local engineering, architecture and planning firm, was recently listed among the Top 500 Design Firms for 2008 in the industry trade journal *Engineering-News Record*, the official publication of the American Council of Engineering Companies. Ranked according to revenue for design services, GRW moved up nearly 50 positions from last year to be ranked 406th in 2008.

## LexArts' Campaign for the Arts exceeds goal ahead of schedule

LexArts announced that its 2008 Campaign for the Arts raised \$1,153,522 to date, exceeding its goal of \$1,125,000. This amount is pending the Urban County Council's approval of LexArts' \$350,000 allocation and \$100,000 challenge grant, in Mayor Jim Newberry's proposed budget for next fiscal year. Thanks to volunteer efforts of the Campaign Cabinet under the leadership of Chair **Julie Young**, LexArts has met the Campaign goal earlier than ever before. Proceeds from the campaign go towards broadening the base of support for the arts, promoting excellence in the arts and arts management, and ensuring that arts organizations are financially stable.



## Magic Money Marketing, Inc. presents check to Make-A-Wish Foundation for "Walk for Wishes"

Lexington-based business Magic Money Marketing, Inc. (MMM) held a press conference on May 20 at Commerce Lexington Inc. to present a \$10,000 Sponsorship check to the local office of the Make-A-Wish Foundation for its Third Annual "Walk for Wishes," which was held in June at Keeneland Race Course. The sponsorship made Magic Money the title sponsor for this year's walk.

## Matrix Integration among Best Places to Work in Indiana

Matrix Integration has been named among the Top "Best Places to Work" in Indiana again for 2008. "The Best Places to Work" in Indiana program has two missions: to honor those exemplary employers and to encourage other Hoosier businesses to evaluate their workplace environments to see how they affect their employees," states Indiana Chamber President Kevin Brinegar. In addition, the "Best Places to Work" program honors the top companies in the state, as determined through employer reports and comprehensive employee surveys.

## NAI Isaac completes industrial sale

**Bruce R. Isaac**, SIOR, CCIM, Senior Vice President and **Chad Voelkert**, Associate, NAI Isaac Commercial Properties, represented the seller, a family trust, in the sale of 1124 Russell Cave Road. This +/-50,000 square foot, fully leased industrial facility, was sold to Southgate Development, LLC. The referring consultant was Joel Schneider of Atlas Partners, LLC.

## Signs Now consolidates New Circle graphic center into Southland site

The Signs Now graphics center located at 1066 East New Circle Road is being consolidated into the expanded Signs Now Graphics and Design SuperCenter at 365 Southland Drive. Signs Now has long been a leader in the graphics industry and continues to be at the forefront in graphics production technology, including vehicle wraps and large format graphics, as well as traditional sign products. Contact Signs Now at (859) 260-1048.

## Stites & Harbison among Top Trademark Firms

Stites & Harbison is listed among the Top Trademark Firms in the May issue of *Intellectual Property Today*, appearing higher than any other firm in Kentucky. The firm also ranks among the top trademark firms in the Southeast. *Intellectual Property Today*, a national monthly magazine focusing on legal issues in patent trademark and copyright law, ranked the firms according to the number of trademark registrations issued in 2007. Stites & Harbison's Intellectual Property and Technology Group includes more than 30 attorneys - 16 of whom are registered U.S. Patent Attorneys.



## Transylvania University awards record 259 degrees

Transylvania University awarded Bachelor of Arts degrees to 259 seniors, the largest graduating class in the school's 228 year history. Transylvania President **Charles L. Shearer** confirmed diplomas on the steps of historic Old Morrison and was recognized by **William T. Young Jr.**, chairman of the Board of Trustees, as the president holding the longest tenure in the history of the University. **John Churchill**, secretary of the Phi Beta Kappa Society gave the commencement address and urged graduates to look on their learning as a lifelong endeavor. Retiring professors **James E. Miller** (mathematics and computer science) and **J. Richard Thompson** (sociology) were awarded faculty emeritus status.

## Wiser, Hemlepp & Associates recognized on behalf of 4 clients

Wiser, Hemlepp & Associates received honors for work performed on behalf of four clients. At the Kentucky Society for Hospital Public Relations and Marketing luncheon, the firm received a perfect score and the first place award for a campaign for Rockcastle Hospital and Respiratory Care Center and a second place award for a television ad campaign conducted on behalf of Pikeville Medical Center. Wiser, Hemlepp recently received recognition from the Thoroughbred Chapter of the Public Relations Society of America, including a perfect score and first place award for an external campaign for Kentucky American Water and a first place award for a 50-year anniversary book for Rockcastle Hospital and Respiratory Care Center. Finally, the firm received second place awards for on-line video games developed for ECU's College of Justice and Safety and for a Kentucky American Water publication.

## YMCA of Central Kentucky honors volunteers of the year

The YMCA of Central Kentucky held its annual celebration honoring its volunteers of the year in May at the Aviation Museum of Kentucky. The Red Triangle Award, the YMCA of Central Kentucky's top recognition for a volunteer whose actions exemplify the YMCA triangle of spirit, mind and body, was presented to **Judge William Neal Cassity**. Judge Cassity has been involved with the YMCA for more than 15 years and has been instrumental to its growth in Jessamine County. The YMCA also awarded its Spirit, Mind, Body Award to **Dave McLean**, a professional musician and a YMCA guitar instructor who has helped build the YMCA of Central Kentucky's guitar program into the largest in the country. Branch Volunteer of the Year Awards were presented to the following individuals: Beaumont - **Gordon Garrett**; High Street - **Kyle Whalen**; Jessamine County - **Chris Harris**; North Lexington - **Kathy Hillyard**; Scott County - **Eric Ward**; Black Achievers - **Barbara Meniffee**; and YMCA Child Development - **Amber Cronen**.



## MEMBER NEWS

*Business Focus magazine accepts NEWS in the form of promotions, awards and recognitions, expansions, new locations and/or appointments, mergers. Submit news by July 10th for the August 2008 issue to [mturner@CommerceLexington.com](mailto:mturner@CommerceLexington.com). News is published in the order received and only as space permits.*

## ADDITIONS, PROMOTIONS, RECOGNITIONS &amp; MILESTONES

## Climbing the Corporate Ladder

The **Alzheimer's Association** recently promoted **Debbie Lacy Goodman** to vice president of public awareness & community relations. The Greater Kentucky and Southern Indiana Chapter covers 125 counties and is dedicated to conquering Alzheimer's disease and provides care and support for individuals, their families and caregivers.

**AMR Management Services:** CEO and President, **John A. Ruffin, CAE**, a certified association executive, has been invited to join the American Society of Association Executives Key Association Management Company (AMC) Committee. Ruffin was an honorary member of this committee during his presidential tenure at the AMC Institute from 2005-2007 and has now been invited to join as a regular member. The AMC membership is composed of owners of key association management companies.

**Rob Rumpke** was recently named president and CEO for **Bluegrass Tomorrow**.

**eSquared Communications LLC** welcomed **Sharon Humphrey** as its director of operations. In addition, three new communications consultants have been added to cover the Central Kentucky area, including **Ginger Klesk-Huffman**, **Candace Combs** and **Bert Sparrow**.

**Explorium of Lexington**, the only children's museum in the Bluegrass, has appointed **Michael Gilmore** as its new executive director. Gilmore has many years of management experience in not-for-profit organizations. Most recently, he worked for the Frazier International History Museum in Louisville.

**Fowler Measle & Bell PLLC:** **Ellen Arvin Kennedy**, a member of the firm, has been named the 2008 Outstanding Young Lawyer by the Fayette County Bar Association. This award is given to the attorney who best demonstrates promise in learning the practical application of law to human problems and admirably fulfills the duties owed by an attorney to the Court, clients and the community. Additionally, **Guy R. Colson**, **Taft A. McKinstry**, and **Robert S. Ryan** have been named as Kentucky Super Lawyers. Super Lawyers is a listing of outstanding lawyers from more than 70 practice areas who have attained a high degree of peer recognition and professional achievement.

**Georgetown College:** **Amy Carrington** has been named executive director of the new Global Scholars Program at Georgetown College. **Ken Holden** has been named executive director of the Marshall Center for Christian Ministry.

**National City** announced the appointment of **Kurt Meibeyer** as senior vice president- commercial lending at its main office location in downtown Lexington.

**Omni Architects** announced that **Donald L. Adams, AIA**, has been accepted as a member of the American Institute of Architects East Kentucky Chapter. Mr. Adams was also recently promoted to senior associate in the firm.

**Potter & Company, LLP:** **Greg Jackson** has been named a partner in the firm's Louisville office, and **Richard Shields** has been named a partner in the firm's Lexington office.

**Sayre School** announces new board members who take office July 1, 2008: **Jane Scott Hodges**, **Steven L. MacNeil** and **L. Pope McLean**. Meanwhile, on May 18, Board Member, Sayre alumna, and Sayre parent **Lucy B. VanMeter** was presented the David A. Sayre Medallion, the highest award the school bestows for support of the school.

Chambers USA selected 27 **Stites & Harbison** attorneys firm wide for inclusion in its 2008 guide, which ranks the top law firms and leading attorneys in the nation. The following attorneys are included for Kentucky: **Robert M. Beck, Jr.**, **C. Craig Bradley, Jr.**, **Brian A. Cromer**, **T. Kennedy Helm III**, **James C. Seiffert**, **Ralston W. Steenrod**, **T. Gregory Ehrhard**, **William H. Haden, Jr.**, **Barry A. Hines**, **Alfred S. Joseph III**, **David E. Saffer**, **David C. Brown**, **Bruce F. Clark**, **William T. Gorton III**, **Mark R. Overstreet**, **W. Patrick Stallard**, **Philip W. Collier**, **Robert M.**

**Connolly**, **Charles J. Cronan IV**, **Robert W. Griffith**, **Joseph L. Hamilton**, **Marc S. Murphy**, **Shannon Antle Hamilton**, **Joel T. Beres** and **Jack A. Wheat**.

**Transylvania University** recently elected its Alumni Executive Board president, president-elect, and new board members, including **Wandaleed Poynter Cole** (President), a 1965 graduate from Baltimore, and **Clay Stinnett** (President-Elect), a 1995 graduate from Louisville. New board members included **Sally Francisco Billings**, **William Bodine**, **Bruce Davis**, **Barbara Oney Garvey**, **David Johnson**, **Keith Johnson**, **Gwen Williamson Matthews** and **Rebecca Moran**.

**Woodward, Hobson & Fulton, L.L.P.:** **Guy E. Hughes** and **Amy C. Eason**, associates in the Lexington office, have been elected to the board of directors of the Fayette County Bar Association. Hughes, a 1994 graduate of the UK College of Law, joined the firm in 2001, while Eason joined the firm in 2004 after also graduating from the UK College of Law.

After nearly 14 years, the last seven as President/CEO, **Jan Brucato** has resigned from the **YMCA of Central Kentucky**, and accepted the position of Mid-Majors YMCA Resource Director with YMCA of the USA.



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## COMMERCE LEXINGTON INC. UPCOMING EVENTS

### JULY 2008

- 4** Commerce Lexington Inc. offices CLOSED for Fourth of July holiday.
- 9-10** Washington Fly-In presented by Columbia Gas of Kentucky  
- SEE PAGE 3
- 23** Business Link at the Fifth Third Tennis Championships, University of Kentucky Hilary J. Boone Tennis Complex, 5:00-7:00 p.m.  
- SEE PAGE 12
- 24** Commerce Lexington OPEN HOUSE for non-members who want to learn more about benefits and services, CLX offices (330 East Main St.), 2:30-4:30 p.m.  
- SEE PAGE 8

### AUGUST 2008

- 11** 2008 Golf Classic presented by Stoll Keenon Ogden PLLC, at University Club of Kentucky (4850 Leestown Road), lunch begins at 11:30 a.m., 12:30 p.m. tee time. - SEE PAGE 9
- 21** Breakfast Club presented by Greenebaum, Doll & McDonald, PLLC, at Double Tree Guest Suites (2601 Richmond Road), Topic: From Fear to Forte - Mastering the Art of Impromptu Speaking led by Doug Petch of Toastmasters and Arc Performance Group, 8:00-9:30 a.m. - SEE PAGE 8

### SEPTEMBER 2008

- 3** Commerce Lexington Inc. New Member Reception presented by AT&T Real Yellow Pages, CLX Offices (330 East Main St.), 4:30-6:00 p.m.
- 25** Small Business Celebration Awards Dinner presented by idearc MEDIA - The Official Publisher of Verizon Print Directories, at the Griffin Gate Marriott Resort, 6:00-9:00 p.m.; More information on applying for an award located on Pages 10-11 of this issue.

### WHAT TO WATCH FOR:

**NOVEMBER 18:** Unbridling the Spirit of Leadership in Kentucky Communities Conference presented by W. Rogers Company, featuring Jack Canfield, author of The Success Principles; Held at Lexington Center's Bluegrass Ballroom.

