

# BUSINESS



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MARCH 2009

# FOCUS

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**Commerce Lexington Inc.  
Annual Dinner Photos... See Page 3**

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## UPCOMING EVENTS:

PRESENTED BY:



**BREAKFAST CLUB** presented by  
Greenebaum, Doll & McDonald, PLLC  
Wednesday, March 25, 8:00-9:30 a.m.  
Location: Doubletree Guest Suites (2601  
Richmond Road) - **SEE PAGE 9**

PRESENTED BY:



**BUSINESS LINK** co-sponsored by Hilton  
Suites & Local Insight Yellow Pages,  
Representing Windstream Communications  
Wednesday, April 1, 5:00-7:00 p.m., at  
Hilton Suites (245 Lexington Green Circle)  
- **SEE PAGE 11**

# BUSINESS FOCUS

MARCH 2009: VOLUME XVII, ISSUE III

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## 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.

### 2009 Chair of the Board:

Woodford Webb, *President*  
The Webb Companies

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

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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](mailto:kbates@CommerceLexington.com).

## PERSONNEL UPDATES

Submit your company's personnel changes or additions to [mturner@CommerceLexington.com](mailto:mturner@CommerceLexington.com) by March 10th for the April 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](mailto:mturner@CommerceLexington.com) or Liz Bennett at (859) 226-1615 or [lbennett@CommerceLexington.com](mailto:lbennett@CommerceLexington.com).



# Business community, regional leaders gather for Annual Dinner

About 900 business professionals, community and regional leaders, and elected officials attended the 2009 Commerce Lexington Inc. Annual Dinner presented by Humana Health Plans at Lexington Center on Thursday, Feb. 5. This event gave a look back at the accomplishments of 2008, highlighted some of the key goals of the organization, and recognized Commerce Lexington's most involved members and community leaders.

Outgoing Board Chair Ann McBrayer, president of Kentucky Eagle Beer, said, "It has been such an honor to serve as Chair in 2008 and follow in the footsteps of my father and husband. I feel very strongly about this organization

and its impact on the regional business community and our quality of life."

Woodford Webb, president of The Webb Companies, is Commerce Lexington's 2009 Board Chair, and the youngest to serve in the position in its history. He talked about the evening's theme of "Tradition In Motion," emphasizing the traditional aspects of the Bluegrass, their global reach, and their impact on future generations.

Webb said, "In thinking about 2009 and the interesting year that we have ahead of us, I looked around and I noticed that this very traditional town that I grew up in is changing. I realized that we have many great things going on in our

community right now. Some of our new traditions include a renewed focus on regionalism, a new commitment to infill and redevelopment, an expanding downtown nightlife, green initiatives, and more."

"We have a terrific product, and people want to live here," added Webb. "However, we also need to ask ourselves, 'How can we make it even better?' How can we continue to grow, prosper, and be ever-changing? And, how can we manage that change? It starts with leadership, is strengthened by collaboration, and then our past and present traditions become new traditions that we can embrace for generations."

PRESENTED BY:



Annual Dinner photos by Dan Smith, The PhotoSmith, LLC.

More photos on Page 6, and on-line at [www.CommerceLexington.com](http://www.CommerceLexington.com) > Events, and on our Facebook page.



Luke Morgan (left) of McBrayer, McGinnis, Leslie & Kirkland, received the 2008 Leadership Lexington Distinguished Leader Award from CLX 2008 Board Chair Ann McBrayer and Keith Cartier of Ky. American Water.

Cyrus Saffari (right) received his Leadership Lexington Youth Distinguished Leader award from Commerce Lexington Inc. president & CEO Bob Quick. (Photo by Mark Turner)

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

## E.D. NEWS TO USE

### BLUEGRASS BUSINESS DEVELOPMENT PARTNERSHIP:

Remember to visit [www.thinkbluegrass.com](http://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:** 12 new prospects interested in finding a new location or expanding operations.
- **Existing Clients & Local Entrepreneurial Companies:** 6 companies with potential expansions in Lexington.
- **Client Visits:** 1.
- **Existing Business Visits:** 18.

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



## Lexington Venture Club celebrates those "Who Got the Money" during 2008

This year's annual "Who Got the Money" reception, "Where Ideas Take Flight," was a great success! On January 29, the Lexington Venture Club recognized early-stage companies that received funding in 2008. Venture funding, including angel and venture capital investments and mergers and acquisitions, totaled a record \$69 million!

The 68 celebrated companies created 230 new jobs in the Lexington-Bluegrass region for a total of 532 full and part time employees with an average full-time salary of \$65,000. The companies reported total annual revenue of \$37.8 million, an 18% increase over 2007. The majority of the companies are in the biotech & healthcare, IT & software, and advanced manufacturing industry sectors.

"Record investments of \$69 million in the current economic climate are an indicator of the resilience of Lexington's economy," said Bob Quick, President & CEO of Commerce Lexington Inc.. "Initiatives like the Bluegrass Business Development Partnership, that include local government, the University of Kentucky, and Commerce Lexington, have helped strengthen Lexington's position in the marketplace."



Last year, Forbes ranked Lexington the 5th Best Place for Business and Careers, and Business Facilities named Lexington the 2nd Most Educated Workforce.

"We're pleased that 39 of the 68 companies were associated with the University of Kentucky either through licensing UK technologies or collaborative projects with UK," said UK President Lee T. Todd, Jr. "This illustrates the value of a top research university to both local and state economic development initiatives."

Mersive Technologies, producers of large, high resolution digital displays, was recognized with the "Most Money Raised" award. Recently, Mersive closed a \$4.6 million Series B round of venture capital financing lead by Hopewell Ventures and including existing investors Adena Ventures, the Kentucky Science &

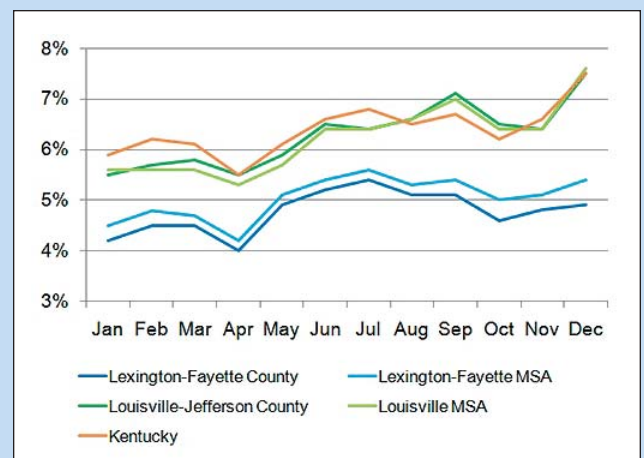
SEE "VENTURE CLUB" ON PAGE 5

## RESEARCH UPDATE: Lexington Unemployment Remains Flat in December

SUBMITTED BY: Josh Fenner | Director of Research

With the release of unemployment rates for December, I expected a spike in the non-adjusted rate due to both the expected loss of many holiday retail jobs, as well as the current recession. What I saw truly surprised me. As you can see, the unemployment rates for both Louisville (up 1.1%) and the state of Kentucky (up .9%) showed a rapid rise from November to December. In contrast, Lexington unemployment (up .1%) remained relatively flat. Although Lexington is certainly not immune to the current recession, it is largely avoiding the chaos that state and national governments are confronting every day. Our highly educated workforce and diverse economy deserve a round of thanks for helping to maintain Lexington's economic health.

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





Venture Club photos by Dan Smith, The PhotoSmith, LLC | [www.kyphotosmith.com](http://www.kyphotosmith.com)

Technology Corporation and the Bluegrass Angels Venture Fund. Bill Sutter with Hopewell Ventures, and Jeff Doose, Adena Ventures, were keynote speakers for the event.

Other awards went to UK alumnus Davis Marksbury for his recent \$6 million donation to develop UK's Digital Village, LevTech for its \$27 million acquisition by ATMI Inc., and Coldstream Laboratories Inc. for the most new jobs created.

"Where Ideas Take Flight" was hosted by Woodford Webb, Chairman of Commerce Lexington Inc., and included remarks from Lee T. Todd Jr., Mayor Jim Newberry, and Bob Quick. Survey results, as well as videos for each recognized company, can be seen at [www.thinkbluegrass.com](http://www.thinkbluegrass.com).

## NEXT LVC EVENT:

The next Lexington Venture Club will be **Wednesday, March 25**, 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, contact Stacy Lackey at 859-225-5005 or [slackey@commercelexington.com](mailto:slackey@commercelexington.com).



Lexington Mayor Jim Newberry spoke to participants at the Lexington Venture Club's "Who Got the Money" Reception on January 29. (Photo by The PhotoSmith, LLC)

## WORKFORCE DEVELOPMENT

# National award for workplace flexibility now open to Kentucky Employers | *Deadline is April 6*

Does your business offer any type of flexible work arrangements for its employees or does your workplace support a culture of workplace flexibility? All Kentucky employers are now eligible to apply for the **Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility**. The Awards are part of When Work Works, a national, community-based initiative that highlights the importance of workplace flexibility as a strategy to enhance businesses' competitive advantage in the global economy and to help both employers and employees succeed. Kentucky has been selected as one of three states nationwide to participate on a state-wide level in the When Work Works initiative.

The Institute for Workplace Innovation (iwin) at the University of Kentucky has been chosen to lead the state-wide When Work Works initiative alongside

Greater Louisville Inc., which will lead the Louisville area efforts. When Work Works in Kentucky is guided by a coalition of public and private partners who are interested in helping Kentucky employers thrive in the global economy. **Commerce Lexington Inc.** is part of this coalition.

To apply for the Alfred P. Sloan Awards, employers must complete a short online survey that takes about 20 minutes to complete. Applicants are benchmarked against national employer data, and the top 20% will go on to participate in a survey designed for their employees. There is no cost to apply, but the deadline is April 6th.

For more information about When Work Works in Kentucky, the Sloan Awards, or iwin visit [www.iwin.uky.edu](http://www.iwin.uky.edu).

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MARCH 26 OR APRIL 30 | TWO-HOUR SEMINAR

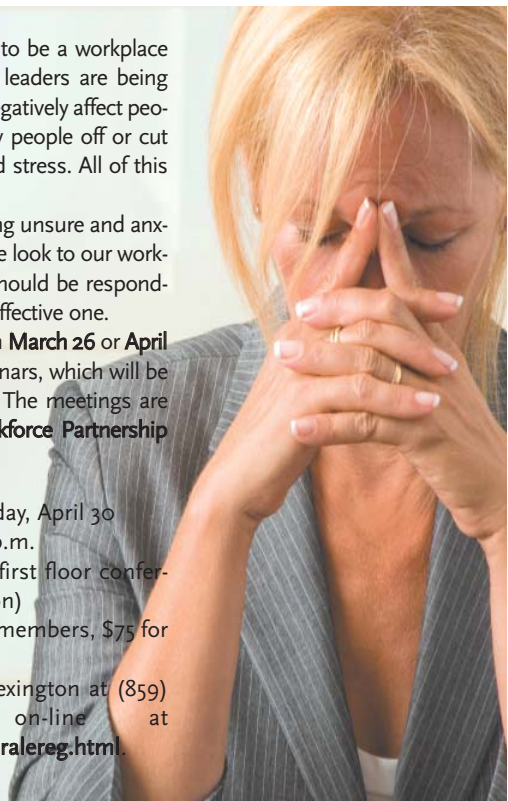
## Seminar to help you manage employee moral through difficult times; What can leaders do?

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 **March 26** or **April 30, 2009**, for one of these half-day seminars, which will be facilitated by **ExecuTrain of Lexington**. The meetings are hosted by **Commerce Lexington's Workforce Partnership** and **Bluegrass SHRM**.

**Date:** Thursday, March 26 OR Thursday, April 30  
**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.executraining.com/managingmoraleg.html](http://www.executraining.com/managingmoraleg.html).



## More Annual Dinner photos by The PhotoSmith



Sue Miller (left) of Al Torstrick Insurance Agency received the 2008 Ambassador of the Year Award from CLX 2008 Board Chair Ann McBrayer and Robert Sartin of Frost Brown Todd LLC.



Nancy Wiser (left) of Wiser, Hemlepp & Associates, received the 2008 Volunteer of the Year Award from CLX 2008 Board Chair Ann McBrayer and Robert Sartin of Frost Brown Todd LLC.



Judy Taylor (left), lobbyist for Keeneland and Lexington Center, received a Public Policy Award from CLX 2008 Board Chair Ann McBrayer and Daniel Murphy of Wyatt, Tarrant & Combs, LLP.



Bob Babbage (left) of Babbage Cofounder also received a Public Policy Award from CLX 2008 Board Chair Ann McBrayer and Daniel Murphy of Wyatt, Tarrant & Combs, LLP.

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# Volunteer leaders are so important to CLX Public Policy efforts

SUBMITTED BY: Chad Harpole | Vice President, Public Policy

As the session continues on for the next couple of weeks, Commerce Lexington continues to lobby on behalf of our members every day of session and even after the session. To make our effort more successful, we rely on our group of Public Policy Volunteers to help us represent the Central Kentucky Business Community at a local, state and federal level.

This year, Commerce Lexington honored two of its Public Policy volunteers for their outstanding work advocating and lobbying on behalf of Commerce Lexington in Frankfort and Washington. This award was created to honor those who have given many years of service volunteering on behalf of the Central Kentucky business community. The award isn't about a year of services, but rather a lifetime of dedicated work on behalf of Central Kentucky. Our first annual "Public Policy Advocate of the Year Award" was presented by Wyatt, Tarrant and Combs at our Annual Dinner to **Bob Babbage** with **Babbage CoFounder** and **Judy Taylor** with the **Keeneland Association**.

*See photos of both Judy Taylor & Bob Babbage accepting their awards at the bottom of Page 6.*

Bob Babbage has long volunteered his lobbying services for Commerce Lexington and was instrumental in leading Commerce Lexington's advocacy effort during Tax Modernization several years ago in Frankfort. Babbage's biggest signature however was his vision and grassroots work, along with Central Bank President and CEO Luther Deaton, to create Commerce Lexington's modern day "Washington Fly-In."

The trip, which takes place each July, takes a host of regional business and government leaders to Washington to advocate on behalf of Central Kentucky. Successes from this trip include funding for the University of Kentucky, funding for the I-75 Connector in Jessamine County, funding for the Bluegrass Airport and the Newtown Pike Extension. None of this would have been possible without the vision and hard work by Babbage and his regional perspective approach that has allowed business leaders throughout Central

Kentucky to work together in an unprecedented way.

Judy Taylor is long considered a pioneer by being the considered the first female lobbyist in Frankfort. Taylor has lobbied in Frankfort for nearly four decades for a half of dozen clients and associations. For years, Taylor has volunteered her time to Commerce Lexington's Public Policy Council, which establishes the priorities for Commerce Lexington every session and published in our annual "Legislative Focus." Recently, Taylor has volunteered her lobbying time to help Commerce Lexington's Public Policy Agenda related to Economic Development and taxation issues. She has been an active participant in guiding Commerce Lexington's policies related to the E.P.A. Consent Decree and continues to serve on the Public Policy Council.

Once again, Commerce Lexington is pleased to honor our first two recipients of the "Public Policy Advocate of the Year Award," and we look forward to recognizing more advocates in the area of public policy in years to come.

# Evening in the Bluegrass brings good crowd to Buffalo Trace Distillery

PRESENTED BY:



*State legislators, lobbyists, other state and local officials, as well as Commerce Lexington Inc. Diamond and Trustees Investors enjoyed An Evening in the Bluegrass reception at Buffalo Trace Distillery on February 11. (Photos by Mark E. Turner | Commerce Lexington Inc.)*

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City of Winchester | Frankfort Chamber of Commerce | Georgetown/Scott Co. Chamber of Commerce | Jessamine Co. Chamber of Commerce

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*Winchester Mayor Ed Burtner (left) talked with Barry Mayfield of East Kentucky Power during An Evening in the Bluegrass on February 11th at Buffalo Trace Distillery in Frankfort.*



*Jimmy Keaton (left) of AEP Kentucky Power shared a laugh with State Rep. Brent Yonts (D-15) during An Evening in the Bluegrass reception on Feb. 11th.*

PRESENTED BY:



TUESDAY, MARCH 10, 2009 | 3:30 - 5:00 P.M.

## Business Resource Roundtable features Cornett: Integrated Marketing in The Digital Age

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The bewildering variety of modern consumers' communication tools has left many advertisers scratching their heads. How can you communicate effectively in the new digital world? What role do social networks like Facebook and LinkedIn play? And why should you care about Twitter? Before you throw your iPhone against a wall, plan to attend our next Business Resource Roundtable presented by Community Trust Bank on Tuesday, March 10, from 3:30 to 5 p.m., at Commerce Lexington's first floor conference space. The roundtable will be moderated by three employees of Cornett Integrated Marketing Solutions, one of Lexington's largest, most award-winning advertising agencies.

### These issues will be discussed, along with:

- Integrated marketing definition and strategy
- Effective e-mail marketing
- Interactive web advertising, static vs. Flash
- Search engine optimization and marketing
- Social media & blogs
- Measuring campaign effectiveness

### ABOUT THE MODERATORS:

**Christy Hiler**, Principal Account Planner, has led the charge for the integration of emerging media on behalf of her clients and the entire agency.

**Lee Boone**, Communication Design Director, combines his considerable multimedia programming experience with an artist's eye, merging function with style.

**Bill Rice**, Interactive Art Director, brings a marketing and strategy savvy to his extensive knowledge of cutting-edge internet technologies to create sites that put up big numbers.

In addition, Commerce Lexington's Research Director **Josh Fenner** will illustrate how CLX is utilizing Twitter, Facebook, and various Blogs in its communications efforts.

### 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](mailto:khardwick@CommerceLexington.com).

**CAN'T MAKE IT TO THIS EVENT?** Watch for our Twitter updates as the event unfolds at [www.twitter.com/CommerceLex](http://www.twitter.com/CommerceLex).



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WEDNESDAY, MARCH 25, 2009 | 8:00 - 9:30 A.M.

## Next Breakfast Club event focuses on “Developing Your Inner Circle”

Aligning yourself with the right people both personally and professionally can make all the difference between success and failure. If you don't have the right people around you in your job, you are almost certain to fail. Likewise, your personal life can become a quagmire if filled with negativity or bad influences.



GRACE GORRELL

During the next Commerce Lexington Inc. **BREAKFAST CLUB** event presented by **Greenebaum, Doll & McDonald, PLLC**, on **Wednesday, March 25**, **Grace Gorrell**, owner of the leadership consulting firm, Lead With Grace, will help YOU develop your inner circle. Join us from 8:00-9:30 a.m. at the Doubletree Guest Suites Hotel (2601 Richmond Road).

At this mini-workshop, participants will learn why it is important to have a strong inner circle of individuals to help them become more successful personally and professionally. Ultimately, each individual will walk away with a better understanding of the current value of the people to whom they are connected and the voids that they need to fill. Participants will also develop their own set of inner circle cards. Strategies will also be shared on how to strengthen and broaden their inner circle.

### ABOUT THE SPEAKER:

Grace Gorrell has worked in various roles at the University of Kentucky for more than 29 years. She helped the university establish the UK Center for Leadership Development and is currently teaching a Leadership Studies class to undergraduates. In 2008, she started her own leadership consulting business, which she named Lead With Grace. She has a tremendous passion for helping others discover that they “do” have leadership abilities and understand how they can use those skills to improve their professional and personal lives.

### HOW TO REGISTER:

The cost to attend this CLX MEMBERS ONLY event is \$25 per person. To register, contact Katie Hardwick at (859) 226-1608 or [khardwick@CommerceLexington.com](mailto:khardwick@CommerceLexington.com).

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## BREAKFAST CLUB

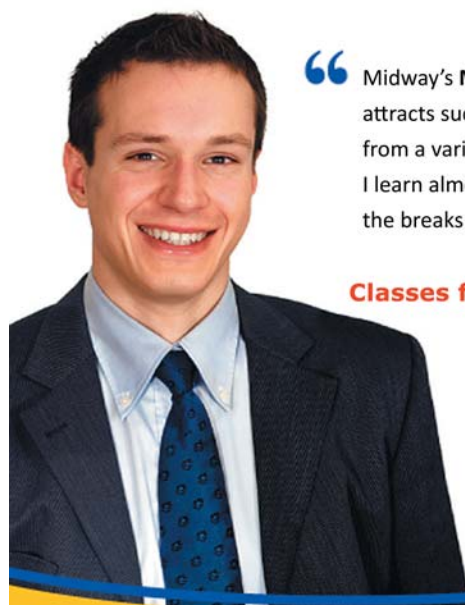
Wednesday, March 25, 8-9:30 a.m.

Where: Doubletree Guest Suites Hotel, 2601 Richmond Road

Speaker: Grace Gorrell from Lead With Grace, a leadership consulting business

Cost to attend: \$25 per person, Members Only; Contact Katie Hardwick at [khardwick@CommerceLexington.com](mailto:khardwick@CommerceLexington.com)

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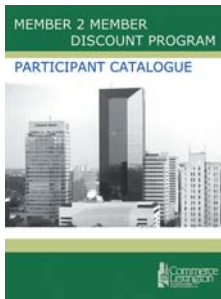
☐ Watch for Commerce Lexington's **TWITTER** updates at [www.twitter.com/CommerceLex](http://www.twitter.com/CommerceLex) and you'll always be in the know when new economic rankings are announced or new events are upcoming.

☐ Check out the Commerce Lexington **FACEBOOK** page and view event photos and video footage, as well as connect with other business professionals and colleagues.

# Member-2-Member Discount Program provides visibility, special discounts to members, and potentially more business

BUSINESS BLOGS AT: [www.Kentucky.com/bizblogs](http://www.Kentucky.com/bizblogs) | Posted by Mark E. Turner, Commerce Lexington Inc.

We mentioned in one of our previous Blog entries at [www.Kentucky.com/bizblogs](http://www.Kentucky.com/bizblogs) some ways to gain great visibility with little or no cost. Among the list was a program available through Commerce Lexington Inc. called the **Member-2-Member Discount (M2M) Program**. This program is designed to benefit our members in several ways, by first encouraging our members to buy from one another, to boost sales for our members, and also to create more visibility through our website, E-Newsletter, and other avenues for those participating in the program.



It is often said that, "A rising tide lifts all boats," meaning that by sticking together, patronizing area chamber of commerce member businesses, and recommending those businesses that you enjoy to your friends, family, and colleagues, we can weather the current economic storm and emerge even stronger on the other side. By harnessing the collective purchasing power of nearly 2,000 Commerce Lexington member companies with their more than 100,000 employees through the M2M Discount Program, member businesses can realize a huge impact.

Businesses and individuals alike are actively seeking special offers, deals, and discounts, and will make a special trip to your store, restaurant or business to get a great product or service for less. Believe me, I've done it, and the deals are out there.

Also with this program, Commerce Lexington Inc. members can save money on health insurance for small businesses through our partnership

with Humana, as well as office supplies through another partnership with Office Depot and the Kentucky Chamber of Commerce. Depending on your situation and order, the savings can be significant.

## GETTING STARTED:

(1) First, you have to be a member of Commerce Lexington Inc. in order to either offer a discount to the membership or to take advantage of the many discounts available through the M2M Discount Program. If you're not yet a member, contact Dana Zinger at (859) 226-1607 or [dzinger@CommerceLexington.com](mailto:dzinger@CommerceLexington.com).

(2) Members may visit [www.CommerceLexington.com](http://www.CommerceLexington.com), click on the **Become A Member** link, and then the **M2M Discount Program link** on the left-side navigation.

(3) Read the rules and regulations for the program, and complete the **M2M Discount Application**, which will detail the discount your business/company would like to offer to the membership, and return it to Dana Zinger at [dzinger@CommerceLexington.com](mailto:dzinger@CommerceLexington.com) or fax it to (859) 233-3304.

(4) If you are an employee of a Commerce Lexington Inc. member company, and you'd like to shop for available discounts and special offers, you can view our current M2M Discount Catalog at the Become A Member link listed above, or you can access special offers through our on-line business directory. Go to [www.CommerceLexington.com](http://www.CommerceLexington.com), click on **Business Directory**, and then find the **Special Offers link** at the bottom of the screen.

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## Women Leading Ky. Networking Roundtable Series continues Mar. 19

Women Leading Kentucky will kick off its Winter Roundtable Series on Wednesday, January 14, 2009, with more "Challenges & Leadership Lessons Learned," this time through conversations with leading area couples. Kentucky State Senator **Kathy Stein** and her husband **Alan**, CEO of Ivy Walls Management and The Lexington Legends, will be the featured guests on **March 19**, from 11:45 a.m. to 1:30 p.m., at Sal's Chophouse in the Lansdowne Shoppes. To register for the roundtable events, visit [www.womenleadingky.com](http://www.womenleadingky.com). The cost is \$35 per Roundtable. Pre-registration is required, and you'll want to register early, as these events often sell out fast.

## 2009 BUSINESS & LEADERSHIP CONFERENCE IS MAY 5th

The 10th annual Women's Business & Leadership Conference has been scheduled for Tuesday, May 5, 2009, at the Lexington Downtown Hotel & Conference Center (formerly Radisson Plaza). To find out more about sponsorship opportunities or become a vendor/exhibitor at this conference, contact Janet Holloway at [jhollow@womenleadingky.com](mailto:jhollow@womenleadingky.com).

## Next New Member Reception is March 4

PRESENTED BY:



Join Commerce Lexington Inc. staff, ambassadors, board and trustees members, and fellow new members during the next Commerce Lexington New Member Reception **presented by AT&T Real Yellow Pages** on **Wednesday, March 4**, from 4:30-6:00 p.m. at the Commerce Lexington offices (330 East Main Street).

During this quarterly event, new members will be able to learn about Commerce Lexington programs and services, while networking with potential clients. RSVP to Dana Zinger at (859) 226-1607 or [dzinger@CommerceLexington.com](mailto:dzinger@CommerceLexington.com).

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WEDNESDAY, APRIL 1, 2009 | 5:00 - 7:00 P.M.

## Next Business Link is April Fools Day

The next Commerce Lexington Inc. event has been scheduled for **Wednesday, April 1**, from 5-7 p.m., at the Hilton Suites Lexington Green (245 Lexington Green Circle - off Nicholasville Road). Yes, we know this is APRIL FOOLS DAY, but you'd be a FOOL to miss this great networking and client-building event.

The **Hilton Suites Lexington Green** and **Local Insight Yellow Pages, Representing Windstream Directories** always put on a great show with phenomenal food, music and prizes. Remember, it's not always who you meet at the Business Link that turns out to be a client, but someone the person knows who could be recommended to you.

### TO ATTEND:

As always, the cost to attend the Business Link is \$5 for Commerce Lexington Inc. members, \$10 for potential members (payable at the door). There is no need to pre-register to attend Business Link events.

### EXHIBIT SPACE:

Limited exhibit space is available to Commerce Lexington Inc. members at a cost of \$125. If interested, contact Katie Hardwick at (859) 226-1608 or [khardwick@CommerceLexington.com](mailto:khardwick@CommerceLexington.com).

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# Welcome New Commerce Lexington Inc. Members

New Commerce Lexington Inc. members for the period of January 21, through February 18, 2009

## **An Eye For Detail**

*Cleaning Services Commercial & Industrial*

Susan Hatch, Director of Sales & Operations  
1124 Shagbark Lane  
Lexington, KY 40515  
Phone: (859) 221-0019  
[www.aneyefordetailcleaning.com](http://www.aneyefordetailcleaning.com)

## **Axis, Inc.**

*Event Production*

Chuck Schmidt, Producer  
845 S. 9th Street  
Louisville, KY 40203  
Phone: (502) 568-6030  
[www.axisinc.com](http://www.axisinc.com)

## **Bluegrass Sotheby's International Realty**

*Real Estate*

Riley Kim  
800 East High Street, Suite 200  
Lexington, KY 40502  
Phone: (859) 268-0099  
[www.bgsir.com](http://www.bgsir.com)

## **FlyCreative Solutions, LLC**

*Graphic Designers*

Todd Morris, Director of Creative Development  
2824 Majestic View Walk  
Lexington, KY 40511  
Phone: (866) 249-1955  
[www.flycreative.net](http://www.flycreative.net)

## **Hamburg GNC**

*Health & Nutrition*

Cedric Jenkins, Franchise Owner  
2160 Sir Barton Way, Suite 120  
Lexington, KY 40509  
Phone: (859) 543-1670

## **Kentucky Farm Bureau Insurance / Craig Simpson**

*Insurance*

Craig Simpson, Agency Manager  
2358 Nicholasville Road, Suite 125  
Lexington, KY 40503  
Phone: (859) 313-5400  
[www.kyfbins.com](http://www.kyfbins.com)

## **Lighthouse Ministries Inc., The**

*Non-Profit Organizations*

Tay Henderson, Executive Director  
185 Elm Tree Lane  
Lexington, KY 40507  
Phone: (859) 259-3434  
[www.thelighthouseministries.org](http://www.thelighthouseministries.org)

## **Logan's Uniform Rental**

*Uniform Supply Service*

Brad Napier, Account Manager  
P.O. Box 729,  
Shelbyville, KY 40066  
Phone: (502) 633-3616  
[www.logansuniformrental.com](http://www.logansuniformrental.com)

## **Lovers Leap Vineyards**

*Wineries*

Logan Leet, Owner  
1180 Lanes Mill Road  
Lawrenceburg, KY 40342  
Phone: (502) 839-1299  
[www.loversleapwine.com](http://www.loversleapwine.com)

## **Manning Law Office**

*Attorneys*

Steve Manning, Attorney at Law  
1019 Majestic Drive, Suite 370  
Lexington, KY 40513  
Phone: (859) 351-0091  
[www.manninglawoffice.vpweb.com](http://www.manninglawoffice.vpweb.com)

## **ParaTechs Corporation**

*Biomedical Technology*

Shannon Bass, CEO  
A205 ASTeCC Building, University of Kentucky, Lexington, KY 40546  
Phone: (859) 218-6541  
[www.paratechs.com](http://www.paratechs.com)

## **Parkette Drive-In**

*Restaurants*

Randy Kaplan, Co-Owner  
1230 East New Circle Road  
Lexington, KY 40505-4213  
Phone: (859) 254-8723  
<http://theparkette.com>

## **The Piatt Group**

*Training & Development*

Nancy Piatt, President  
P.O. Box 143  
Williamstown, KY 41097  
Phone: (859) 824-4555  
[www.piattgroup.com](http://www.piattgroup.com)

## **United States Army Cadet Corps**

*Headquarters*

*Youth Services & Programs*

Joseph M. Land Sr., Chief of Staff  
1122 Main Street  
Millersburg, KY 40348  
Phone: (859) 484-2100  
[www.goarmycadets.com](http://www.goarmycadets.com)

## **Vetix, Inc.**

*Equine Health Products*

Scott W. Pierce, DVM, President  
961 Beasley Street, Suite 270  
Lexington, KY 40509  
Phone: (859) 258-9160

## **Web Solutions**

*Website Developer*

Tom Nickell, President  
3090 Helmsdale Place, Suite 220,  
PMB 703, Lexington, KY 40509  
Phone: (859) 492-1532

## **Whole Foods Market**

*Grocers-Retail*

Rick Ver Woert, Store Team Leader  
161 Lexington Green Circle, Suite A2  
Lexington, KY 40503  
Phone: (859) 971-8600  
[www.wholefoods.com](http://www.wholefoods.com)

## **World Pet Travel**

*Pet Travel*

Angela Passman, President/Owner  
4712 Firebrook Blvd.  
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# Leadership Lexington explores area health & human services opportunities

DAY SPONSOR: Central Baptist Hospital

HOST/BREAKFAST SPONSOR: Shriner's Hospital

Excerpts of Article by Brad Oakley, Jackson Kelly PLLC  
Full Article Available at [www.leadershiplexington.com](http://www.leadershiplexington.com)

On February 12, 2008, our class gained invaluable exposure to several organizations and agencies that provide health and human services to the citizens of Fayette County and the central Kentucky region. The day's objective was to emphasize the individual, humanistic, and medical concerns characteristic to Lexington and the value of our community's investment in its people. The day chairs, Terry Deluca and Bob Skaggs, planned an agenda for the day that included presentations by individuals who are at the forefront of ensuring that the social and medical needs of the region's citizens are being met.

The class began its day at Shriner's Hospital, where Julane Mullins introduced the day's Influential Leader, Kathy Tabb. Kathy is a fifteen-year survivor of ovarian cancer and has served on the board of directors of the Lexington Chapter of the American Cancer Society for fourteen years. In addition to participating in the ACS's largest and most well-known fundraiser, Relay for Life, Kathy has also been heavily involved in legislative advocacy efforts through the advocacy group Cancer Action Network.

After learning about the day's Influential Leader, we next heard from Wanda Rice, who is the Community Relations Director for Shriner's Hospital. The Shriner's Hospital provides comprehensive and advanced healthcare to its patients free of charge, with a total of 22 hospitals nationwide. It operates solely on donations and through contributions made by the Shriner's Temples throughout the Commonwealth and the rest of the country. The Shriner's Hospital in Lexington specializes in pediatric orthopedic care and also fabricates custom prosthetics for those in need.

Next on the agenda were presentations from Bob Skaggs, David Kabakoff, and Melinda Willis. Mr. Skaggs, CEO of Skaggs Associates, spoke to the class about the status of healthcare in Kentucky. Mr. Kabakoff then spoke about ClubMD, which is an entity that offers a more personalized and intimate approach to personal healthcare. Ms. Willis next discussed the services provided the Little Clinic, which is a clinic located in several Kroger grocery stores throughout Lexington.

The class then traveled to Central Baptist Hospital, where Todd Jones, CBH's Vice President of Cardiac Services, spoke to the class about the cutting-edge technology used in surgical procedures performed by CBH. Dr. Preston Nunneley, Chief Medical Officer of CBH, also discussed the past, present, and future.

The class next met with Ty Sturdivant of the Community Action Council. The CAC provides critical services to the community's needy citizens through four different neighborhood centers in Lexington. The CAC's efforts focus on advocacy, outreach, family and youth development, and child development for those who live below or slightly above the poverty line. David Cozart of the Urban League also guided the class through his "This is Your Life" group exercise, which exposed the class to the social services that are needed to help families cope with difficult personal and financial situations.

The class concluded the day by dividing into smaller groups and travelling to several different community agencies that focus on meeting the community's health and human services needs. The class gained intimate knowledge of the services being provided by the Lexington Hearing and Speech Center, the Hope Center for Men, God's Pantry, the Chrysalis House, the Florence Crittenden Home, the Bluegrass Technology Center, the Manchester Center, Bluegrass Domestic Violence, and the Center for Women, Children, and Families. All of these agencies exemplify the value of our community's investments in its citizens.

# leadership

2008-09 CLASS  
PRESENTED BY:



David Cozart (Urban League of Lexington-Fayette Co.) and past Leadership Lexington class member spoke to the 2008-09 class. (Photo by Liz Bennett, Commerce Lexington Inc. Staff)

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# Leadership Youth class explores career options through job shadowing

On Feb. 4th, the Leadership Lexington youth class members explored career options during their Job Shadowing session. Prior to meeting with a business professional inside their place of work, students completed a written assignment that helped them develop a personal action plan to improve education and skills needed for a specific career.

It was impressed upon them that holding a job requires a lot of independent thought and decision-making. Without a doubt, they were exposed to a wide variety of experiences and information during their shadowing day. They were able to see how the knowledge they are gaining in school is used on the job; what people do all day at work; what employees receive in terms of benefits, fulfillment, and teamwork, besides a paycheck; how technology is used on the job; how much education they need to get the job they want; and to understand how learning and earning are connected.

Thank you to the following businesses, organizations and individuals that provided our students with a true "day in the life experience" into the real world of work! It helps prepare the future workforce and demonstrates a tangible commitment to supporting and improving our community.

Bluegrass Orthopedics  
Hagyard Equine Medical Institute  
Central Baptist Hospital  
University of Kentucky Environmental Sciences  
Lexmark  
Kentucky American Water  
Trane  
University of Kentucky Emergency Room  
UK Sports Medicine Center  
Cardinal Hill Rehabilitation Hospital  
Fowler, Measle and Bell, PLLC  
Wyatt Tarrant & Combs, LLP  
Stites & Harbison  
Preston-Osborne  
Meridian-Chiles  
Lexington Traditional Magnet School  
Center for Women, Children & Families  
Actor's Guild of Lexington  
Lexington Children's Theater  
Fayette Family Court Judge  
National City  
UK College of Medicine  
Neurosurgical Associates  
Lange, Ryder, & Reynolds D.M.D.

2008-09 PLATINUM SPONSOR:



## Leadership Central Kentucky class explores Franklin County

The Leadership Central Kentucky class spent its February day session in Franklin County hearing from a variety of local and state officials. Carmen Inman, executive director of the Frankfort Area Chamber of Commerce, welcome the group, while the day's Influential Leader, Laura Sudduth of the Kentucky Housing Corporation, addressed the class.

Sylvia Lovely of the Kentucky League of Cities then talked about grassroots lobbying, while George Burgess, Commissioner of the Department for Existing Business Development in the Kentucky Cabinet for Economic Development, discussed economic development and retention and growth of small businesses within the state.

Later that morning, the class travelled to the Transportation Operations Center, where Director Jeff Bibb talked about the TOC's 511 Center, and Duane Thomas, director of traffic operations, spoke about regional traffic con-

PRESENTED BY:



trol.

During lunch at Meeting House B&B, class members heard from owners Rose and Gary Burke, followed by an overview of city and county government's planning and zoning from various local officials.

At Kentucky State University, Dr. Mary Evan Sias, president of KSU, gave an overview and tour, while Linda Sudkamp, director of the university's Central Lab, also gave a tour.

The Leadership Central Kentucky class will meet again in Woodford County on March 18, 2009.

## Ambassador Spotlight

**Kristie Woodrum**  
Holiday Inn Lexington North  
1950 Newtown Pike  
Lexington, KY 40511  
Phone: (859) 233-0512  
Web: [www.hilexingtonnorth.com](http://www.hilexingtonnorth.com)



KRISTIE WOODRUM

**Years in Industry:** 5.

**Years at the Holiday Inn Lexington North:** 5.

### **How she got started at the hotel:**

Kristie was actually recruited by a friend already working for the hotel and decided to give it a shot. "Obviously, once you get in the hospitality industry, you never want to leave," she said. She has enjoyed being a sales manager for the hotel and has learned so much.

### **About Her Involvement with the Ambassadors Program:**

"Only going on my second month, I have already met so many new people and am already building relationships with the other ambassadors. I enjoy meeting and talking with members to inform them of how they may benefit more through Commerce Lexington."

Read more about this Ambassador at  
[www.CommerceLexington.com](http://www.CommerceLexington.com) > Get Involved >  
Volunteer Opportunities

## ADDITIONS, PROMOTIONS, RECOGNITIONS &amp; MILESTONES

## Climbing the Corporate Ladder

**Ameri-Lingua Group, LLC**, recently appointed **Monica Fig** as the Leader Associate for the Lexington area. Monica is on her first-year career with the group.

**Dottie Nolte & Whitney Gibson** from **BaK 4 More Studio** sharpened their professional edge with the latest techniques, skills and tips at the 2009 Redken Symposium in Las Vegas. For three days, Dottie and Whitney were taught and inspired by renowned educators in the industry. They attended classes on the latest hair trends, creative color techniques, and design and finishing.

**Barr, Anderson & Roberts, PSC**, announced that **Harvey Thompson** recently graduated from The Leadership Academy program in Nashville, Tennessee. **Matthew Smith** and **Rebecca Rogers** have completed the KyCPA 2008 Leadership Academy, while Smith has also received his Certified Fraud Examiners (CFE) designation.

**CDP Engineers: Jonathan Nieman, PE, Michelle Howlett, PE, and Scott Southall, RLA, AICP**, recently passed the U.S. Green Building Council's Leadership in Energy and Environmental Design examination for Accredited Professional (LEED AP).

**Central Bank** announced the appointment of **Danny Abner** to vice president, loan review officer.

**ELLIOT**, an electrical contracting company, named **David Haskins** as president and chief executive officer. **Eric Minton** also joined the company as senior vice president and chief operating officer.

**Greenebaum Doll & McDonald PLLC: Joseph A. Tarantelli** joined the firm as an associate in its Lexington office.

**Gretchen Brown**, president and CEO of **Hospice of the Bluegrass**, has been elected as the 2009 Board Chair for the National Hospice and Palliative Care Organization (NHPCO). Brown has served as president and CEO of Hospice of the Bluegrass since 1982.

**Hyatt Place Lexington** announced the appointments of general manager **Brian Pearce**, assistant general manager **Jason Hadley**, and director of sales **Windy Lane**.

**Elizabeth J. Leppman, Ph.D.**, writer and map and book editor, has been named to the Curriculum and Academic Policies Committee of Walden University's Center for Undergraduate Studies. Walden University is an online institution that offers an undergraduate degree in Interdisciplinary Studies, as well as degrees in psychology, education, business, technology, and health care.

**LexHome Real Estate** welcomed **Julie Goodin** to its team. She will be working actively with both buyers and sellers in residential real estate and especially enjoys working with members of the medical community, first time buyers and family relocations.

**Ivan "Z" Newell, CRS**, Lexington's only Alan Hainge CyberStar™, recently attended the CyberStar 2009 Summit in Scottsdale, Arizona. This group of top-producing agents from around the country gathered to share ideas on the latest high-tech tools of the real estate industry being used for clients and agents. Newell is the Broker/Owner of **LexHome Real Estate**.

The **Lexington-Bluegrass Association of REALTORS** (LBAR) announced **Melissa Poynter** as the 2008 REALTOR of the Year, **Billy Smith** as the 2008 Commercial REALTOR of the Year, and **Gerry Whalen** as the 2008 Good Neighbor Award recipient.

**Midway College** business and law professor **Teresa Ann Isaac** was presented with the Kentucky Athena Award, which is presented to an individual who demonstrates wisdom,

leadership, collaboration, courage, fierce advocacy, and inclusiveness. Isaac is a former Mayor of Lexington.

**Transylvania University** announced that **Marc A. Mathews** joined the university as vice president for finance and business. Mathews brings 28 years of experience in accounting and financial management, most recently at the University of Kentucky, where he has been treasurer since January 2008.

Lexington-based design firm, **The Williams McBride Group**, has been purchased by two top-level employees. **Tim Smith**, account supervisor, and creative director **Melissa Weber** have taken the reins, leading the firm's team of creative professionals. The duo will continue to provide WMC's signature strategic planning, design and management of visual communications for print and electronic media for its roster of corporate institutional clients.

The law firm of **Woodward, Hobson & Fulton, LLP**, announced that **Michael J. Henry** has joined the firm as an associate in its Louisville office in the Labor & Employment Practice Group.

## PERSONNEL NEWS:

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



Kristin Clark  
Agency Manager



Micah Campbell  
Agent

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## COMMERCE LEXINGTON INC. UPCOMING EVENTS

### MARCH 2009

- 4** Commerce Lexington Inc. **New Member Reception presented by AT&T Real Yellow Pages** at Commerce Lexington Inc. offices (330 E. Main St.), 4:30-6:00 p.m. - **SEE PAGE 11**
- 4** **Leadership Lexington Youth** Program Higher Education and Career Development Day.
- 10** **Business Resource Roundtable presented by Community Trust Bank**, 3:30-5:00 p.m. - **SEE PAGE 8**
- 12** **Leadership Lexington Public Safety Day presented by W. Rogers Company.**
- 18** **Leadership Central Kentucky** at Woodford County.
- 19** **Women Leading Kentucky Networking Roundtable** at Sal's Chophouse (Lansdowne Shoppes). - **SEE PAGE 11**
- 25** **Breakfast Club presented by Greenebaum, Doll & McDonald, PLLC**, at Doubletree Guest Suites Hotel (2601 Richmond Road), 8:00-9:30 a.m. - **SEE PAGE 9**
- 25** **Lexington Venture Club** meets at Doubletree Guest Suites Hotel, 11:30 a.m. - 1:30 p.m. - **SEE PAGE 5**

### 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. - **SEE PAGE 11**
- 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.
- 15** **Leadership Central Kentucky** at Bourbon County.
- 23** **Opportunity Exchange Reception**, 5:00-7:00 p.m., Location to be determined.

