Photo Courtesy of KC Chamber

AGENDA

WEDNESDAY, MAY 13, 2015

6:30 a.m.
Arrive Blue Grass Airport for Check-In & Breakfast Courtesy of Blue Grass Airport.

8:00 a.m.
Flight Departs Blue Grass Airport for Kansas City via Charter.

8:40 a.m. (CST)
Flight Arrives in Kansas City (MKC – Charles Wheeler Downtown Airport).

9:30 a.m. - 3:00 p.m.
OPENING DAY LOCATION
Kauffman Foundation Conference Center, Town Square
(4801 Rockhill Road, Kansas City, MO 64110)
The Kauffman Foundation Conference Center is a nationally-recognized convening site located adjacent to the Ewing Marion Kauffman Foundation offices. "The facility welcomes thought leaders to an atmosphere of candor and purpose, where innovative thinking and dialogue lead to action."

Photo from www.kauffman.org

9:30 - 10:00 a.m. WELCOME SESSION / CALL TO ORDER
***Speakers: Herb Miller**, 2015 Commerce Lexington Inc. Board Chairman & President, Columbia Gas of Kentucky; **Jim Frazier**, Managing Member, McBrayer, McGinnis, Leslie & Kirkland, PLLC; **Wendy Guillies**, Acting President & CEO, Ewing Marion Kauffman Foundation; and **Jim Heeter**, President & CEO, Kansas City Chamber of Commerce.*

WEDNESDAY, MAY 13, 2015

10:00 - 10:30 a.m. **KANSAS CITY: MORE THAN JAZZ, BBQ & FOUNTAINS**
***Speaker: George Guastello**, CEO, Union Station.*

10:30 - 11:15 a.m. **EMERGING TRENDS FOR AMERICA'S CITIES**
***Speaker: Marita Wesely**, Futurist, Hallmark Cards, Inc..*

11:15 - 11:30 a.m. **MAKING THE MOST OF YOUR LEADERSHIP VISIT**
***Speaker: Jason Cummins**, Director, Impact Leadership Program - University of Kentucky Athletics.*

11:30 a.m. - 12:30 p.m. **LUNCH**

12:30 - 1:30 p.m. **KANSAS CITY *de • fined***

BREAKOUT SESSIONS (CHOOSE ONE)

BRANDING FOR A PURPOSE: ATTRACTING BUSINESS & TALENT

Location: Brookside Room
***Speaker: Bob Marcusse**, President & CEO, Kansas City Area Development Council.*

It is often said that talent management is the science of using strategic human resource planning to improve business value and make it possible for companies and organizations to reach their goals. The Kansas City Area Development Council is charged with representing the economic interests of the entire two-state, 18-county region of Greater Kansas City. Branding campaigns of the mid-2000's have created a unified sense of place for the region. Its "OneKC" campaign brought a renewed sense of regional cooperation at a time when companies across the nation shifted their focus to successful regions, rather than just cities. Today, some 140 companies use the KCADC's assistance in finding the talent that they need.

THE BUILT ENVIRONMENT

Location: Troost Room
***Speakers: Bill Dietrich**, President & CEO, Downtown Council of Kansas City; **Jon Copaken**, Copaken & Brooks; and **Kay Barnes**, Former Mayor, Kansas City, Missouri.*

The built environment is a material, spatial and cultural product of human labor that combines physical elements and energy in forms for living, working and playing. It has been defined as "the human-made space in which people live, work, and recreate on a day-to-day basis."

ARTS & CULTURE

Location: Paseo Room
***Speakers: Harlan Brownlee**, President & CEO, ARTSKC; **Peter Witte**, Dean, UMKC Conservatory of Music & Dance. Moderated by **Nan Plummer**, President & CEO, LexArts.*

Arts and culture within a community not only include the transformation and collaboration of different art forms, but also embody creative thinking. Cultural arts help to explain the world in which we live, worldview, and often challenge current ideas, thoughts and practice. Arts and culture are also important aspects of business recruitment and retention within a community and region.

WEDNESDAY, MAY 13, 2015

1:45 - 2:45 p.m.
THE INTERSECTION OF ENTREPRENEURISM & EDUCATION

***Speakers:* Matthew Condon**, *CEO, Bardavon Health Innovations LLC; and* **Leo Morton**, *Chancellor, UMKC. Q&A session moderated by University of Kentucky President,* **Dr. Eli Capilouto**.

2:45 - 3:00 p.m.
CLOSING REMARKS

3:00 p.m.
ADJOURN

Buses Depart for InterContinental Kansas City at the Plaza (401 Ward Pkwy, Kansas City, MO 64112).

3:30 p.m.

CHECK-IN at InterContinental Kansas City at the Plaza.

Did You Know?

In 1910, Joyce Hall began selling postcards out of a shoebox in Kansas City. Today, his company has grown to the world's largest greeting-cards maker, Hallmark Cards.

National WWI Museum Photo from https://theworldwar.org

5:30 - 7:00 p.m.
OPENING NIGHT RECEPTION

National World War I Museum at Liberty Memorial
(100 West 26th Street, Kansas City, MO 64108)

The National World War I Museum at Liberty Memorial is the only American museum solely dedicated to World War I. The museum holds the most diverse collection of World War I objects and documents in the world and is the second oldest public museum dedicated to preserving the history and personal experiences of the war.

PRESENTED BY:

KentuckyOne Health®

7:30 p.m.

OPTIONAL GROUP NETWORKING DINNERS

Reservations required in advance. Contact Katie Hardwick to reserve your spot for a group dinner.

THURSDAY, MAY 14, 2015

6:00 - 7:00 a.m. **HUMANA RUN/WALK**
Meet Andi Johnson in the lobby next to the Concierge Desk.

7:30 - 8:30 a.m. **BUFFET BREAKFAST**
Foyer, InterContinental Ballroom

8:00 a.m. **CALL TO ORDER**
InterContinental Ballroom

8:15 - 9:30 a.m. **THE BIG 5: INSPIRING A GREATER KANSAS CITY**
***Speakers: Greg Graves**, President/ CEO, Burns & McDonnell, 2011 Chairman of Kansas City Chamber of Commerce; and **Jim Heeter**, President & CEO, Kansas City Chamber of Commerce.*

9:45 - 10:45 a.m. **REGIONALISM MATTERS**
***Speaker: David Warm**, Executive Director, Mid-American Regional Council.*

10:45 - 11:45 a.m. **A CASE FOR DIVERSITY**
***Speakers: Terry Bassham**, Chairman, President & CEO, KCP&L and Great Plains Energy; **Gwendolyn Grant**, President & CEO, Urban League of Greater Kansas City; and **Mi-Ai Parrish**, President & Publisher, The Kansas City Star Media Company. **Discussion facilitator: Daniel Silva**, Director of Diversity & Inclusion, Kansas City Chamber. **Q&A facilitator: Rufus Friday**, President & Publisher, The Lexington Herald-Leader.*

Noon **LUNCH ON OWN**

Kansas City's Country Club Plaza

THURSDAY, MAY 14, 2015

Noon - 4:00 p.m. **KANSAS CITY *Discovered***

A variety of opportunities to discover what's great about Kansas City. See Lynda Bebrowsky or Katie Hardwick for more information or to sign-up.

ELECTIVE SESSIONS:

12:00 - 3:00 p.m.: KC Royals Kauffman Stadium Visit
12:15 - 1:30 p.m.: GenKC - Emerging Leader Lunch
1:30 - 3:00 p.m.: Tour of Power & Light District
1:30 - 3:30 p.m.: Arts and Philanthropy Tour
2:00 - 4:00 p.m.: Urban Neighborhood Revitalization Tour

More Details on Elective Sessions on Next Page --->

6:30 - 9:00 p.m. **BANK RECEPTION & DINNER**

National Collegiate Basketball Hall of Fame
(1401 Grand Blvd., Kansas City, MO 64106)
Experience the history of the collegiate game, brought to life. The vision for The College Basketball Experience and National Collegiate Basketball Hall of Fame in Kansas City sprung from the idea that college basketball needed a full-time national, iconic home, where the game could be celebrated year-round.

SPONSORED BY:

American Founders Bank · BB&T · Central Bank · CHASE J.P.Morgan · Community Trust Bank · CVNB · Fifth Third Bank · Forcht Bank · Kentucky Bank Call It Home! · PNC BANK · REPUBLIC BANK · Traditional Bank · usbank · Your Community Bank

THURSDAY, MAY 14, 2015

KANSAS CITY *Discovered*

Noon - 3:00 p.m.
K.C. ROYALS KAUFFMAN STADIUM VISIT

TOUR NOTES: Meet your host and co-sponsor, **Andy Shea**, President & CEO of the Lexington Legends in lower level ballroom lobby at 12:00 p.m. to board bus for tour.

Lunch and tour sponsored by the Lexington Legends, Single-A affiliate of the Kansas City Royals. Visit one of the finest baseball stadiums in the country, enjoy a BBQ lunch, and meet Kansas City Royals executives to learn what this franchise and other professional sports mean to the Kansas City region. Kauffman has always been one of the crown jewel ballparks of Major League Baseball, having hosted over 74 million fans since 1973. Nicknamed the "K," visitors enjoy an improved stadium experience with unsurpassed amenities and state-of-the-art technology since an exciting $250 million renovation in 2009 of this Kansas City landmark.

12:15 - 1:30 p.m.
GenKC EMERGING LEADER LUNCH

NOTES: Meet **Mike Hilton**, Senior Manager, Customer Engagement, Associations International and Commerce Lexington Emerging Leader, in main lobby at noon. **Location:** Zócalo (620 West 48th St.); **Cost:** Lunch to be paid by individual.

Join some of Kansas City's emerging leaders for an informal lunch discussion of ideas and initiatives that are connecting young professionals to their communities. Representatives will be present from GenKC, an organization that aims to attract and retain young professionals in the Kansas City region by providing them with opportunities to enhance their personal and professional skill set through a variety of networking, community involvement and professional development opportunities. GenKC participants have the common goal of creating the most progressive Kansas City and they look forward to meeting with our delegation to share best practices related to engaging the demographic. Kansas City participants include **Daniel Silva**, Director of Diversity & Inclusion, Kansas City Chamber; **Katie Gillespie**, Blue Cross Blue Shield of Kansas City, GenKC Leadership Council Chair; and **Kerri Troyer**, Sprint Center, GenKC Leadership Council Vice Chair.

1:30 - 3:30 p.m.
KC RISING: HIGHLIGHTS OF ARTS, CULTURE & PHILANTHROPY

TOUR NOTES: Meet **Lisa Adkins** in lower level ballroom lobby at 1:15 p.m. to board bus for tour.

Kansas City is driven by creativity and supported by an outstanding philanthropic community. Sparked by energy and ingenuity that spans multiple generations, sectors and industries, Kansas City is "America's Creative Crossroads." You'll see why as the tour takes you by The Nelson Atkins Museum of Art, the thriving Crossroads Arts District, the amazing Kauffman Center for the Performing Arts, and more. The tour will be led by **Margaret Keough**, Director of the Mid America Art Alliance and Lisa Adkins, President/CEO of the Bluegrass Community Foundation in Lexington, formerly with the Greater Kansas City Community Foundation, one of the largest community foundations in the nation. Margaret and Lisa will help participants understand the power of a vibrant arts community and the philanthropy that nurtures it with considerable ongoing investment.

KANSAS CITY *Discovered*

1:30 - 3:00 p.m. TOUR OF POWER & LIGHT DISTRICT

TOUR NOTES: Meet **Renee Jackson**, President, Downtown Lexington Corporation, in lower level ballroom lobby at 1:15 p.m. to board bus for tour.

Tour guides will lead Commerce Lexington participants on a walking tour of the Kansas City Power & Light District, the heart of the renaissance of Downtown Kansas City. The 7-year-old entertainment and soon-to-be urban residential district is the region's #1 attraction for visitors and locals. Located in the heart of Downtown KC, this vibrant, nine-block neighborhood links the neighboring Sprint Center Arena to the Convention Center and all of greater Downtown. World-class attractions include the Arvest Bank Theatre at the Midland, the Alamo Drafthouse Cinema and the KC Live! Entertainment District. Your tour will begin with a breath-taking view from the 30th floor offices of The Cordish Company - overlooking the Power and Light District, its new One Light Luxury Apartment Tower and the skyline of Downtown. Power & Light District Tour hosts include **Mike Hurd**, Marketing Director of the Downtown Council, **Nick Benjamin**, Executive Director of the Power & Light District, and **Rachel Waller**, Marketing Director of the Power & Light District.

2:00 - 4:00 p.m. URBAN NEIGHBORHOOD REVITALIZATION TOUR

TOUR NOTES: Meet **Tyrone Tyra**, VP, Community & Minority Business Develoment, Commerce Lexington Inc., in lower level ballroom lobby at 1:45 p.m. to board bus for tour.

With nearly 250 neighborhoods across 315 square miles, the City of Kansas City, Missouri, is one of the most sprawled cities in the country. Local Initiatives Support Corporation (LISC) Executive Director Stephen Samuels will provide you a glimpse of some of the innovative practices that have gone into stabilizing and improving the low and moderate income areas of the Kansas City's urban core. See what local entrepreneur Ollie Gates of Gates BBQ has developed along Emanuel Cleaver Blvd. to foster commercial retail growth and improve demand for housing. Visit the recently completed LEED Platinum Bancroft School, now providing affordable housing for 150 residents thanks to the Make it Right Foundation and local partners. Gain an understanding for the impact of historical redlining in Kansas City and why Troost Ave., the dividing racial line, is on the rebound. Get a glimpse of how a private developer is blending tax credits and multiple sources of capital to transform the abandoned Faxon School into affordable senior housing and learn about the City's innovative approach to violent crime reduction through its No Violence Alliance (NoVA) program and its $70 million investment in a new crime lab on the East side.

FRIDAY, MAY 15, 2015

LUGGAGE DROP-OFF / AIRPORT SHUTTLE

Early luggage storage is available, but is not required. For those who would like to store their bags in the morning, we have reserved Salon A next to the General Session Ballroom. You are responsible for retrieving your bag from storage or from your room and bringing it to the shuttle bus as you board. Shuttles to the airport begin at 12:30 p.m. There are no pre-assigned buses. Shuttles will depart from the hotel every 20 minutes, until the last shuttle leaves at 1:15 p.m.

6:00 - 7:00 a.m. **HUMANA RUN/WALK**
Meet Andi Johnson in the lobby next to the Concierge Desk.

7:30 - 8:30 a.m. **BUFFET BREAKFAST**
Foyer, InterContinental Ballroom

8:00 a.m. **CALL TO ORDER**
InterContinental Ballroom

8:05 - 8:30 a.m. **KANSAS CITY *Deconstructed***
***Speakers: Herb Miller**, Chairman, Commerce Lexington Inc. and President, Columbia Gas of Kentucky; **Jim Frazier**, Managing Member, McBrayer, McGinnis, Leslie & Kirkland, PLLC; and **Reed Polk**, Crossroads Consultant.*

8:30 - 10:00 a.m. **TAKEAWAY SESSION: THINKING FROM *INSIDE A NEW BOX***
***Facilitator: Jason Cummins**, Director, Impact Leadership Program - University of Kentucky Athletics.*

10:00 - 10:15 a.m. **BREAK**

10:15 - 10:30 a.m. **TAKEAWAY SESSION SUMMARY**

Tear out this page and place in any table box.

FRIDAY, MAY 15, 2015

TAKEAWAY SESSION: THINKING FROM *INSIDE A NEW BOX*

Different from many past Leadership Visit takeaway sessions, where participants have been asked to look at specific projects/initiatives to see if opportunities existed for replication in Lexington, this exercise will ask you to reflect on the content within our four core topics of the trip, paying special attention to the 'process' used by Kansas City leaders in each area. **Use these two pages to organize and present your thoughts for discussion. At the end of this session, simply tear out this page from your booklet and place in any box on the tables.**

EDUCATION & ENTREPRENEURISM SESSION:

What did you discover from Wednesday's session entitled the "Intersection of Entrepreneurism & Education" that could assist Lexington and Central Kentucky's effort to support its entrepreneurial environment? What would it mean for Lexington to become the most "Entrepreneurial City" in the nation? What are the barriers? What are some strategies that could help realize this vision? How can the business community work collaboratively with education to help prepare Lexington's workforce to meet current and future demands? Who are the key community stakeholders?

THE BIG 5 SESSION:

From Thursday's session on The Big 5, we know what goals were ultimately chosen and how they have evolved, but why did the process work in Kansas City? What was different about KC's process compared to what you've seen done in Lexington? How can it be applied to Lexington projects/initiatives? The Big 5 concept in KC was about aligning goals for the community and establishing a focus. What would be a good first step to aligning community goals for Lexington, and who must be at the table?

Tear out this page and place in any table box.

FRIDAY, MAY 15, 2015

TAKEAWAY SESSION: THINKING FROM *INSIDE A NEW BOX*

REGIONALISM MATTERS SESSION:

With a city that spans two states, what did you learn from Thursday's Regionalism session that has enabled Kansas City to work together on projects like the renovation of Union Station? How has the region attempted to overcome competitive challenges in economic development? The Bluegrass Region has made great strides in recent years collaborating more in areas such as economic development and public policy. What are the most significant challenges impeding the creation of regional alliances, and what could be done to further strengthen ties between Lexington and its surrounding counties?

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A CASE FOR DIVERSITY SESSION:

In Thursday's "A Case for Diversity" session, what did you discover about how Kansas City works to create a culture of inclusion in workplaces, schools, and the community? How can those strategies/processes be applied to help Lexington become a benchmark city in valuing diversity? What would the resulting impact have on our local economy and workforce? Where do opportunities exist to collaborate and lift up segments of our community that are struggling? Who or what organizations are best positioned to achieve positive results?

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FOCUS AREAS FOR 2016:

With any time leftover during your table discussions, **write down 2 things** that you feel are important focus areas for our community in the coming year.

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10:30 - 11:15 a.m. KANSAS CITY *Summarized*

Speaker: Kansas City Mayor Sly James

Mayor Sly James was elected on March 22, 2011, and sworn into office on May 1, 2011. He was born and raised in Kansas City. Mayor James focuses his efforts to make Kansas City best in four areas: Education, Employment, Efficiency, and Enforcement. In addition, he has worked to raise Kansas City's statewide and national profile by highlighting the myriad cultural and human capital resources.

11:15 a.m. ADJOURN

12:30 - 1:15 p.m.

Airport shuttle to MCI - Kansas City International Airport.

NOTE: *Remember to get your bag(s) from your room or the luggage storage area, and take with you to the shuttle bus. Shuttle buses to the airport will begin at 12:30 p.m., departing the hotel every 20 minutes until the last shuttle leaves at 1:15 p.m.*

3:00 p.m.

Flight departs MCI - Kansas City International Airport.

5:30 p.m.

Flight arrives Blue Grass Airport, Lexington.

"There's No Place Like Home!"

NOTES