

2023 LEADERSHIP VISIT

GRAND RAPIDS

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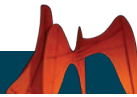


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Central Bank



Message from the Board Chair

On behalf of Commerce Lexington and its Board of Directors, I am pleased to welcome you to the 2023 Leadership Visit to Grand Rapids, Michigan, presented by Central Bank & Trust Co. I would like to personally thank all of you – participants and sponsors – for your commitment to this fantastic community-building trip. It says a lot about your love for our community and region that you are spending three days away from your job and family.

For more than 80 years, this annual intercity visit has helped Central Kentucky leaders study the best ideas from communities throughout the country. Commerce Lexington's successful Community & Minority Business Development Program, EMERGE Conference, and Access Loan Program were direct impacts from past Leadership Visits, while community initiatives like Courageous Conversations, Thursday Night Live, the FCPS facilities tax, and more were created from discussions that occurred during past trips.

Grand Rapids' job growth, combined with great educational opportunities, quality health care, and housing affordability, are just a few of the reasons why its region has attracted so many people and businesses from around the world. While Grand Rapids is consistently ranked among the top cities in which to live and work, its success has been no accident. Community leaders have been very intentional about improving the city in areas like the medical field, the tech industry, housing, tourism, the arts, and much more.

During the trip, we'll visit the Steelcase headquarters, which features a Learning & Innovation Center where people from around the world gather to create the future of work. We'll hear how Grand Rapids has expanded its health care industry through the growth of the Medical Mile, and plans to become a major tech hub in the Midwest by growing 20,000 new tech jobs over the next 10 years. In addition, representatives from Grand Action 2.0 will discuss how they are convening key business leaders to foster public-private collaborations to create transformational projects in Grand Rapids.

As you listen to the sessions, participate in elective tours, and experience Grand Rapids this week, be sure to think about the stories that have made it what it is today, while we work on writing Lexington's own story of success for the future. Thank you again for participating in this trip, and I look forward to experiencing Grand Rapids with you.

Sincerely,



CASSIDY ROSENTHAL
Stites & Harbison, PLLC

**2023 COMMERCE
LEXINGTON
BOARD CHAIR**



2022 Tampa-St. Pete photo
by Bill Straus Photography



LEADERSHIP VISIT MISSION:

Discovery and collaboration are the focus of Commerce Lexington Leadership Visits. Our charge is to capitalize on the opportunity to unite energized Central Kentucky leaders, both elected and volunteer, and inspire bold and systemic improvements to our city and region.

2023Grand Rapids, MI
2022Tampa-St. Petersburg, FL
2021Austin, TX
2020NONE
2019Raleigh, NC
2018Boise, ID
2017Minneapolis-Saint Paul, MN
2016Charleston, SC
2015Kansas City, MO
2014Charlotte, NC (with GLI)
2013Omaha, NE
2012San Antonio, TX
2011Greenville, SC
2010Pittsburgh, PA (with GLI)
2009Madison, WI
2008Austin, TX
2007Boulder, CO
2006Oklahoma City, OK
2005Providence, RI
2004Charleston, SC
2003Baltimore, MD/Washington, DC
2002Raleigh, NC

2001Ann Arbor, MI
2000Nashville, TN
1999Portland, OR
1998Mobile, AL
1997Madison, WI
1996Richmond, VA
1995Greenville, SC
1994Tampa, FL
1993Charlotte, NC
1992Austin, TX
1991Annapolis, MD/Washington, DC
1990Boca Raton, FL
1989Tucson, AZ
1988New Orleans, LA
1987Charleston, SC
1986Nashville, TN
1985Tulsa, OK
1984Chapel Hill, NC
1983San Antonio, TX
1982Minneapolis, MN
1981Scottsdale, AZ
1980Orlando, FL



Commerce Lexington Inc. Leadership Visits contain a heavy dose of brainstorming combined with informational sessions, networking receptions, and elective tours. Below you'll find a number of ways that you can add to the conversation and share your experiences and ideas during the trip. If you have any questions about any of these communication methods, contact Mark Turner at mturner@CommerceLexington.com. These methods not only help connect those on the trip, but they also engage those back home who want to know what you are experiencing in Grand Rapids.

Digital version of this Briefing Book available for viewing or download at
www.commercelexington.com/grandrapids.html



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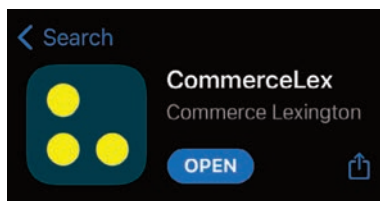
Sign up to receive
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Download the Commerce Lexington Mobile App

We have streamlined the Leadership Visit briefing book to make it easier for you to carry while travelling. Information from the briefing book will also be available on Commerce Lexington's **MOBILE APP**, along with additional information, such as speakers' bios/photos and data on the Grand Rapids region.



Search:
commerce lexington



HOTEL ACCOMMODATIONS:

JW Marriott Grand Rapids
235 Louis Street NW, Grand Rapids, MI 49503
Phone: (616) 242-1500

DRESS CODE:

Weather is predicted to be in the upper 70's during the day and mid-50's at night. Dress casually and comfortably on the first day as we are traveling and taking part in various tours. Our Opening Reception on Monday evening will be at the Grand Rapids Art Museum. We will go straight from there to optional dinners, so dress accordingly. Tuesday will be another casual and comfortable day with lunches and tours. The Bank Dinner on Tuesday evening will be at the Bissell Tree House with a reception area outside and dinner indoors. Guys might want a button down and sport coat, and ladies might

want dresses and wraps. Suits and ties and dressy attire are not necessary anywhere. Please remember to wear your nametag to all sessions and events.

TIME ZONE:

Grand Rapids, Michigan is on Eastern Time.

MEALS & REFRESHMENTS:

Meals and refreshment breaks included are indicated in the agenda. If you have any food allergies that you did not submit on your attendee form, see Angela Carlos.

KEY CONTACTS:

If you have a question or concern that comes up during the trip & you need assistance, contact **Angela Carlos** at 859-351-2925 or **Lynda Bebrowsky** at 859-333-5558.

OPENING NIGHT RECEPTION SPONSOR

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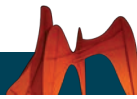
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Ask Questions, Provide Feedback on Your Device



During the sessions, we'll be utilizing a mobile audience engagement tool called **SLIDO**, which will enable you to ask questions, vote for your favorite questions, and provide immediate feedback right from your mobile device.

STEP #1:

Go to **www.slido.com** on your mobile device.

STEP #2:

In the Joining as a Participant box, type keyword **GrandRapids** & tap the arrow.

STEP #3:

Once you've entered the event, select the appropriate session & begin asking questions.

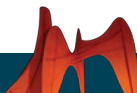
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Monday, June 5:

7:00 – 8:00 a.m. Arrive Blue Grass Airport for Check-In / BREAKFAST PROVIDED
(NOTE: Check-in at Allegiant counter closes at 8:00 a.m.)

8:00 a.m. ****All passengers must be checked in at Allegiant counter.****

8:30 a.m. Depart Blue Grass Airport via Allegiant Charter

9:45 a.m. Arrive at Gerald R. Ford International Airport (GRR)

10:00 a.m. Bus transportation to Steelcase Learning & Innovation Center

10:15 a.m. Estimated arrival at Steelcase Learning & Innovation Center
(901 44th Street SE, Grand Rapids, MI 49508)



Steelcase was founded in Grand Rapids in 1912 and maintains its global headquarters there today. It is the leading manufacturer of furniture for offices, hospitals, and classrooms, inspired by innovative research in workspace design. Find out more at www.steelcase.com.

10:30 a.m. **WELCOME TO STEELCASE**

Speaker: Beth O'Shaughnessy, Senior Vice President, Chief Administrative Officer, General Counsel & Secretary, Steelcase.

**Host Sponsor
Opening Session**



10:45 – 11:30 a.m. **TOUR OF STEELCASE LEARNING & INNOVATION CENTER**

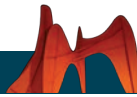
11:30 a.m. **CALL TO ORDER**

Location: Steelcase Learning & Innovation Center

Speakers: **Cassidy Rosenthal**, Lexington Office Executive Member, Stites & Harbison PLLC, 2023 Commerce Lexington Board Chair; **Luther Deaton**, Chairman, President & CEO, Central Bank & Trust Co.; **Lexington Vice Mayor Dan Wu**; Lexington Mayor Linda Gorton (video message); **Rosalynn Bliss**, Mayor, City of Grand Rapids.

Noon **Lunch Served**

**Speakers Bios included on
Commerce Lex Mobile App**



Monday, June 5:

12:30 - 1:15 p.m.

GRAND RAPIDS: INTENTIONAL ACTION LEADS TO SUCCESS

Speakers: **Rick Baker**, President & CEO, Grand Rapids Chamber of Commerce; **Randy Thelen**, President & CEO, The Right Place.

1:30 - 3:30 p.m.

ELECTIVE SESSIONS:

Attendees will have the opportunity to get out and experience Grand Rapids to learn more about what the area offers. **Pre-registration is required.** Check with Lynda Bebrowsky or Angela Carlos for availability.

Scan QR code for more details about electives.



1. Beer Culture in Grand Rapids: Visit to Founders Brewing Co.: Bus departs Steelcase from same location as morning drop-off. Upon conclusion of elective, bus will depart Founders at 3:30 p.m. for JW Marriott for check-in. Cost is \$18 per person.

2. Plaza Roosevelt Development Tour: Bus departs Steelcase from same location as morning drop-off. Upon conclusion of tour at 3:30 p.m., bus will depart for JW Marriott for check-in. No cost to attend.

3. Guided City Tour - History, Culture & Architecture: Bus departs Steelcase from same location as morning drop-off. Upon conclusion of tour at 3:30 p.m., bus will depart for JW Marriott for check-in. No cost to attend.

4:00 p.m.

CHECK-IN AT JW MARRIOTT GRAND RAPIDS

(235 Louis Street NW, Grand Rapids, MI 49503)

5:30 - 7:00 p.m.

OPENING NIGHT RECEPTION

SPONSORED BY BAIRD, PRIVATE WEALTH MANAGEMENT

Location: Grand Rapids Art Museum

(101 Monroe Center Street NW, Grand Rapids, MI 49503)



7:30 p.m.

OPTIONAL GROUP NETWORKING DINNERS / DINNER ON YOUR OWN

There are a few options for group networking dinners on the first night in Grand Rapids for those who don't already have dinner plans on their own. The options are within walking distance. Group dinners at **The Chop House** and **Real Seafood** will have a set menu and require advanced reservation and pre-payment. Group dinner at **Bistro Bella Vita** will require advanced registration and payment will be made individually at the restaurant.

> **Bistro Bella Vita** (44 Cesar E. Chavez Ave. SW, 49503)

> **The Chop House Grand Rapids** (190 Monroe Ave. NW, 49503)

> **Real Seafood Company** (41 Lyon Street NW, 49503)



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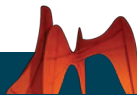
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Tuesday, June 6:

7:30 - 11:45 a.m.

DAY 2 LOCATION:

JW Marriott, International Ballroom (Salon AB)

7:30 - 8:30 a.m.

Buffet Breakfast

(JW Marriott, International Ballroom Foyer)

8:15 a.m.

CALL TO ORDER

8:30 - 9:45 a.m.

**Speakers Bios
included on
Commerce Lex
Mobile App**

MEDICAL MILE PROFILE

Speakers: **Jerry Kooiman**, Assistant Dean, Chief External Relations Officer, Michigan State University College of Human Medicine; **Anthony Chang, Ph.D.**, Founder & CEO, BAMF Health; **Darryl Elmouchi**, COO, Corewell Health; and **Jerry Callahan**, Chief Strategy Officer, Van Andel Institute.

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Network: LeadershipVisit23
Password: hanna2023

10:00 - 10:45 a.m.

GRAND RAPIDS' BOLD VISION TO BE A MIDWEST TECH HUB

Speakers: **Jennifer Wangler**, Vice President, Technology and Director, Technology Council of West Michigan, The Right Place; **Stacy Paul**, CEO, Array of Engineers; and **Kim Burmeister**, CEO, SpinDance.

10:45 - 11:30 a.m.

THE VISITOR ECONOMY

Speakers: **Doug Small**, President & CEO, Experience Grand Rapids; **Janet Korn**, Senior Vice President, Experience Grand Rapids; and **Jordoun Eatman**, Vice President of Engagement & Inclusion, Experience Grand Rapids.
Moderator: **Mary Quinn Ramer**, President & CEO, VisitLEX.

11:30 a.m.

ADJOURN

Noon - 4:00 p.m.

EXPERIENCE GRAND RAPIDS ELECTIVES [SEE DETAILS ON PAGE 13]

- **Noon-1:30 p.m.:** Diversity & Inclusion Interactive Lunch & Learn at Margaux
- **Noon-1:30 p.m.:** Housing Affordability Interactive Lunch & Learn at Sundance
- **Noon-1:30 p.m.:** Engagement Lunch at Founders Brewing Co.
- **Noon-3:30 p.m.:** Frederick Meijer Gardens (includes lunch)
- **1:30-3:30 p.m.:** Gerald Ford Presidential Museum (private guided tour)
- **2:00-3:30 p.m.:** Innovation Center at Medical Mile Walking Tour
- **2:00-3:30 p.m.:** Downtown Development Guided Walking Tour



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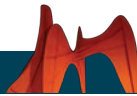
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Tuesday, June 6:

6:00 p.m. Shuttle Transportation to the Bissell Tree House

6:30 - 8:30 p.m. BANK RECEPTION & DINNER

Location: The Bissell Tree House at the John Ball Zoo
(1300 Fulton Street W, Grand Rapids, MI 49504)

The Bissell Tree House, situated on one of Grand Rapids highest points, is John Ball Zoo's most picturesque indoor event space. It's designed to showcase the sweeping view toward downtown, and it sparkles with elegance. The floor-to-ceiling windows and biophilic design allow you to immerse yourself in nature.

8:30 p.m. Return Bus Transportation Departs to JW Marriott

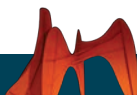
9:00 p.m. Enjoy DuckPin Bowling courtesy of your sponsors

Location: Woodrows DuckPin Bowling (Inside the Amway Grand Plaza)
(200 Lyon Street NW, Grand Rapids, MI 49503)

**Your DuckPin voucher will be located in your nametag.*

2023 BANK RECEPTION & DINNER SPONSORED BY:



**CHECK WITH LYNDIA BEBROWSKY OR ANGELA CARLOS FOR AVAILABILITY****12:00 – 1:30 p.m.****Diversity & Inclusion Interactive Lunch & Learn**

NOTES: Meet **Tyrone Tyra** in the lobby of the JW Marriott. **COST:** Separate checks will be available at Margaux (restaurant located in lobby of JW Marriott). **ABOUT:** The Grand Rapids business community, and specifically the Grand Rapids Chamber of Commerce, work intentionally to cultivate a community that is welcoming, diverse, and inclusive to all. Through the Center for Economic Inclusion, the region is leveraging its DE&I efforts to maximize opportunities. Join the Grand Rapids Chamber's **Attah Obande**, Vice President, Business and Talent Development, for this idea sharing luncheon.

12:00 – 1:30 p.m.**Housing Affordability Interactive Lunch & Learn**

NOTES: Meet **Andi Johnson** in the JW Marriott lobby at 11:45 a.m. to walk to lunch at Sundance Grill & Bar (151 Ottawa Avenue Northwest) **COST:** \$25 per person. **ABOUT:** Like Lexington, housing availability and affordability is a top challenge facing the West Michigan region. Regulatory barriers, costs of construction, labor challenges, growth issues, and more are all impacting the market and driving public and private sectors to engage in creative ways to find solutions. Join **Brooke Oosterman**, Director of Housing Next, and **Travis Alden**, Senior Director, Community Development at The Right Place for this conversation.

12:00 – 1:30 p.m.**Engagement Lunch at Founders Brewing Co.**

NOTES: Meet **Amy Stout** in the JW Marriott lobby at 11:45 a.m. for bus departure. **COST:** \$35 per person. **ABOUT:** Come enjoy great food, company and conversation over a BBQ buffet lunch! Engage with your fellow Leadership Visit attendees to get to know each other, while you continue the conversations focused on what you've observed about Grand Rapids' story, as well as your thoughts about Lexington's current story. These conversations will tie into our closing session, exploring Lexington's future story. **Facilitators:** Vitale Hardin & Amy Stout.

12:00 – 3:30 p.m.**Frederick Meijer Gardens**

NOTES: Meet in the JW Marriott lobby at 11:45 a.m. for bus departure. **COST:** \$45 per person (includes bus transfer, entrance fee, lunch voucher and tram tour). **ABOUT:** Grand Rapids' centerpiece attraction is Frederik Meijer Gardens &

Sculpture Park, a 158-acre botanical garden, art museum, and outdoor sculpture park. Experience masterpieces of art and nature during this guided tram tour. Highlights include the Richard & Helen DeVos Japanese Garden, the Lena Meijer Children's Garden, Michigan's Farm Garden and more.

1:30 – 3:30 p.m.**Gerald Ford Presidential Museum**

NOTES: Meet group at the museum (303 Pearl Street NW). This will be a private guided tour. **COST:** \$10 per person. **ABOUT:** The Gerald R. Ford Presidential Museum is the presidential museum and burial place of Gerald Ford, the 38th president of the United States and his wife Betty Ford. Exhibits on President Ford's life and career as President of the United States including candid photographs of Ford interacting with his family and colleagues, a full-scale replica of the Oval Office furnished as it was during Ford's presidency and the Ford Cabinet Room.

2:00 – 3:30 p.m.**Innovation Center at Medical Mile Walking Tour**

NOTES: Meet group at the Innovation Center (109 Michigan St. NW). **COST:** No charge to attend. **ABOUT:** The 200,000-square-foot Doug Meijer Medical Innovation Building opened in late 2021 and is located next to the MSU Grand Rapids Research Center on Medical Mile. Collaboration among tenants is bringing new discoveries to the market. Guided by MSU and partners, this tour will show participants a true example of the partnerships that are driving technology and innovation making Grand Rapids a leader in medical advancements.

2:00 – 3:30 p.m.**Downtown Development Walking Tour**

NOTES: Meet Allen McDaniel in the JW Marriott lobby at 1:45 p.m. Guided walking tour. **COST:** No charge to attend. **ABOUT:** Join **Tim Kelly**, President & CEO of Downtown Grand Rapids Inc., and **Allen McDaniel**, Executive Director of the Downtown Lexington Partnership, for this walking tour and discussion of our shared goal of supporting the urban core of our communities.

For full descriptions of elective options, use the mobile app or scan QR code at right. —>



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LUGGAGE DROP-OFF / AIRPORT SHUTTLES

For those who would like to store their bags on Wednesday morning, we have reserved the **Gangnam Gu room**, which is the same room where you picked up your luggage during check-in. You are responsible for retrieving your bags from storage or from your room and bringing it to the shuttle bus as you board. Shuttles to the airport begin at 12:15 p.m. There are no pre-assigned buses. Shuttles will depart from the hotel every 15 minutes, until the last shuttle leaves at 12:45 p.m.

Wednesday, June 7:

**WiFi Sponsored by
Hanna Resource Group**
Network: LeadershipVisit23
Password: hanna2023

7:30 - 11:30 a.m.

DAY 3 LOCATION:

JW Marriott, International Ballroom, Salon AB

7:30 - 8:30 a.m.

Buffet Breakfast

(JW Marriott, International Ballroom Foyer)

8:15 a.m.

CALL TO ORDER

8:30 - 9:15 a.m.

LEADING FORWARD

Speaker: Doug DeVos, Founder of Continuum and Co-Chairman, Amway Board of Directors

**Speakers Bios
included on
Commerce Lex
Mobile App**

9:30 a.m. - 11:00 a.m.

WRITING OUR STORY

Facilitator: Vitale Buford Hardin, President & CEO, The Hardin Group
Illustrator: Bryce Oquaye, Sequential Artist & Designer, Lexington, KY



**Scan QR code for
more about Bryce
Oquaye & his work**

SPOTLIGHT ON BRYCE OQUAYE:

Bryce Oquaye is an illustrator, comic artist and animator. His comic and graffiti styled approach have placed him within a wide range of projects. From comic to cover art for publishers like Z2 Comics, illustration for Zox and Netflix, and animation for companies like Group Nine Media, Bryce has placed a focus on story-based illustration and sequential work. A resident artist at the Loudoun House and Lexington Art League, he operates a studio he calls MADHUNDREDS, where he self publishes comics and small animation projects as a freelance creator. While listening to our thoughts about Lexington through Zoom, Bryce will create a graphic illustration that reflects the story we'd like the world to know about Lexington.



11:00 a.m. - 11:30 a.m.

CLOSING REMARKS

Speakers: Cassidy Rosenthal, Lexington Office Executive Member, Stites & Harbison PLLC, 2023 Commerce Lexington Board Chair; and **Luther Deaton**, Chairman, President & CEO, Central Bank & Trust Co.



Wednesday, June 7:

11:30 a.m. - 12:15 p.m. Lunch Buffet

12:15 - 12:45 p.m. **Shuttles depart every 15 minutes from the J.W. Marriott to Gerald R. Ford International Airport (GRR)**
Shuttles depart at 12:15, 12:30, and 12:45 p.m.

2:30 p.m. **Charter departs Gerald R. Ford International Airport (GRR)**

4:00 p.m. **Charter arrives at Blue Grass Airport**

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PLLC

BANK DINNER SPONSORS

Central Bank & Trust Co.
City National Bank
Community Trust Bank
Field & Main Bank
Fifth Third Bank
Forcht Bank
Independence Bank

PNC Bank
Republic Bank & Trust
Stock Yards Bank & Trust
Traditional Bank
WealthSouth
WesBanco Bank



● commerce
● ● lexington