

Business Focus

OFFICIAL PUBLICATION OF COMMERCE LEXINGTON INC. | SEPTEMBER 2022 | VOLUME XXX, ISSUE IX

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Photos by Mahan Multimedia



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BUSINESS FOCUS

September 2022: Volume XXX, Issue IX

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Personnel Updates:

Submit your company's awards and milestones or personnel changes and additions to mturner@commercelexington.com. Personnel news might include promotions, additions, awards and milestones, recognitions and certifications and/or appointments. Information is published only as space permits.

“The land-use challenges facing Lexington-Fayette County in 2022 required a comprehensive legal team to assist Fayette Alliance in achieving its mission to sustainably grow our city and promote our farms. **Rose Grasc Camenisch Mains PLLC** has been instrumental in our efforts and our success. Fayette Alliance is grateful to RGCM, who we see as a partner, for joining our fight to protect our most finite resource: the productive farmland that makes Lexington-Fayette County so unique.”

—Brittany Roethemeier, Executive Director, Fayette Alliance

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ECONOMIC DEVELOPMENT

Economic Development News Submitted by Gina Greathouse, Cheryl Klever, Falon McFarland & Katie Vandegrift

Commerce Lex. Welcomes New CEO to Big Ass Fans

Big Ass Fans recently welcomed Kenneth “Ken” Walma as its new Chief Executive Officer. The Commerce Lexington Economic Development team coordinated with Councilmember Josh McCurn to visit Big Ass Fans, introduce our team and organization to Ken, and welcome him to Lexington. During the meeting, we had the pleasure of sharing how Commerce Lexington acquired the Blue Grass Business Park with the intent of attracting companies like Big Ass Fans, with a goal to create numerous high wage manufacturing jobs. In 2007, Big Ass Fans purchased 30 acres that initiated our long-established relationship and commitment to each other’s successful endeavors. Additionally, we provided a high-level overview of Commerce Lexington’s commitment to promote and support our business community through networking, advocacy, economic and workforce development.



E.D. Team Participates in Minority Business Expo

Commerce Lexington proudly supported and attended The Lexington Bluegrass Area Minority Business Expo (MBE) to celebrate 20-years of bringing minority and women business owners together for the purpose of networking, learning, and finding opportunities to grow. Guest speakers included Secretary Jeff Noel representing the Cabinet for Economic Development; Monique Quarterman representing Office of Entrepreneurship/ KY Innovation. Keynote speaker, Jim Coleman, President and CEO of Coleman Crest Farm, shared his previous experience with Prince George’s County Maryland Economic Development Corporation and vision to enhance minority-owned business through his current initiatives. Commerce Lexington attended the event as a gold sponsor, promoted our services at an exhibitor booth and invited twenty minority business enterprise guests to join the event throughout the day.

WORK Lexington Provides Job Services at Charles Young Center

Our economic development team joined Mayor Linda Gorton, numerous workforce and professional development organizations, and the Urban League of Lexington, a nonprofit organization founded in 1968 providing education, housing, jobs, and justice services to the underserved people in our region, to collaborate on WORK Lexington’s year two launch. Funded by the Lexington-Fayette Urban County Government, WORK Lexington is a workforce resource center located at the Charles Young Center providing on-site assistance with job applications and resumes, job connections and placement opportunities in addition to program referrals. With a goal to enhance workforce development, our team is dedicated to help create awareness about WORK Lexington’s initiatives and connect employers with partner organizations as appropriate.



BY THE NUMBERS:

For 2022 year-to-date (at press time), Commerce Lexington’s Economic Development Division had responded to calls from:

Existing Clients & Local Entrepreneurial Companies:

30 companies with potential expansions

Company announced expansions: 6

New Located Companies: 2

Existing Business: 42

Existing Business Attempts: 98

Total active projects: 35

Real Estate Tour: Lancaster Avenue

Touring commercial real estate is always encouraging since Fayette County’s industrial market provides limited availability. Our team was invited to walk through 234,000 +/- square feet of industrial warehouse located in an Opportunity Zone in downtown. The Liggett & Myers Tobacco Company Warehouse was originally constructed in 1906 and expanded in 1929. Additionally, the listing includes a residential home, residential lot, duplex, parking lot, and six forklifts, floor sweeper and additional equipment to support full operations. If you are interested in learning more about this property, please contact Katie Vandegrift at kvandegrift@commercelexington.com.



Jonathan Webb, AppHarvest Founder + CEO

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Nov. 30th Regional Summit to Help Build a More Competitive Region

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Presented by Community Trust Bank, the 2022 Regional Summit on November 30 from 8:30 a.m. to 5:00 p.m. at The Campbell House (1375 S. Broadway) will provide the opportunity for influential public and private sector leaders within our nine-county economic development region to come together and learn about how we can make Central Kentucky more economically competitive for jobs and talent. In a post pandemic world where businesses and people can live and work from almost anywhere, building a stronger region has never been more important.

During the full-day event, leaders will hear from national economic development experts about our region's strengths, challenges in a post-pandemic world and our opportunities for growth. Leaders will be engaged in breakout sessions focused on the initial key "action items" to building a more competitive region. Some of the topics include:

- Learning how to leverage key existing and potential industry targets maximum regional economic impact.
- Improving regional branding, and site selector awareness about the region.
- Creating a multi-jurisdictional product development strategy for securing more shovel ready land in the region.



- Developing a regional talent recruitment/attraction marketing campaign.
- Helping improve the "talent stickiness factor" by connecting more businesses with students in the region.
- Advocating for policy changes to improve competitiveness and state/federal investments in key infrastructure projects.

Through this event, businesses and community leaders will better understand regional issues, and be engaged in solutions to build a more competitive region! The cost to attend is \$179. For more information, visit www.commercelexington.com/regional-summit.html.

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ROUNDTABLE NETWORKING LUNCHEON

The Grand Reserve | 903 Manchester Street | Lexington | 12:00-1:30pm



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Tonya Jackson
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October 19
Kathryn Nash
President
Kentucky American Water

Save The Date!
November 17 12:00-2:00pm

ANNUAL AWARDS LUNCHEON
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Isabel Yates Community Service Award



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Rise Up! Pizza
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Sam's Hotdog Stand
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For more information contact Anthony Smallwood at 859/225-3000 x1029 or anthony@avolky.org.



OP-ED: Lessons to Be Learned From Flawed USB Expansion in 1996

The Macarena was the No. 1 song. Only 20 million Americans had access to the Internet, which they logged on through dial-up service, and they spent less than 30 minutes a MONTH surfing the web. Cell phones still had an external antenna.

The year was 1996, and it was the last time the Urban Service Boundary was expanded – with 5,330 acres being brought in for potential development. With the exception of one piece of property that remains an active horse farm, the vast majority of the land has either been developed or has plans to be developed. One of the first projects approved was the Gleneagles Apartments, which is a 184-unit affordable housing development.

Once again, our community is looking at the question of expansion. The city has formed a committee to identify land outside the urban service boundary to preserve as well as land useful for development and conditions for changing designations of that land. This is one of the first steps in building the community's next Comprehensive Plan, which will set the direction for policies and regulations related to our city's growth and development across several areas including jobs, housing affordability, equity and urban/rural balance. Since it never is too late to learn from our past, we should take a moment to reflect back and learn some lessons from our last expansion 26 years ago.

1. The map was expanded arbitrarily without thought to property lines and topography: There was no detailed, physical study to determine where the boundary line should be drawn to allow required infrastructure to efficiently work with the area's topography. LFUCG requires all infrastructure, such as water and sewer lines, to be built within the boundary rather than following topography and gravity. As a result, LFUCG spend millions of additional dollars to locate a pump station in-



CARLA BLANTON
BOARD MEMBER
LEXINGTON FOR
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side the Urban Service Boundary instead of building it in a location to take advantage of the land's natural topography and use gravity to move the water and sewage. This same issue led to some of the delays in locating the sewer for Expansion Area 1. The boundary line also didn't give consideration to existing property lines. Individual properties were often split – with some of an owner's land inside the boundary and some outside – making it difficult to efficiently develop.

2. Bureaucracy added millions to potential development costs, created barriers and inflexibility: In addition to the example above, the biggest bureaucratic barrier is exaction fees, which were created to address concerns that taxpayers would be funding development in the expansion area. Developers would front the cost of all required infrastructure in the expansion areas, such as roads, sewers, and stormwater management facilities. As more development occurred on adjacent land, the subsequent developers pay exaction fees to split the cost of the infrastructure with the original developers. A tracking program was supposed to be updated every three months. Instead, it was dormant for over a decade when Lexington experienced the most growth in the expansion area, which led to inequitable and exorbitant charges. For example, just one parcel of Economic Development ED land, which is Lexington's most important jobs land, owes fees of \$11 million before anyone could even start to develop it. The city has acknowledged that the program was mismanaged and that it led to the inability to develop some parcels.

The city also highly discourages zone changes in the expansion area – instead remaining loyal to a future zoning map created in 1996. Think about how differently families and workers like to live, work, and play than they did when the map was created more than a generation ago.

3. Unwilling sellers: No thought was given to whether the land brought into the Urban Service Boundary had owners who were willing to sell. For example, more than 1,000 acres of the 2,300 acres of land identified as available for homes is owned by one entity that has demonstrated no willingness to sell to this date.

As we move forward as a community, Lexington for Everyone urges policy-makers to keep in mind that future expansion should be targeted in areas that are along major corridors, able to be efficiently sewered based on the lay of the land, have property owners willing to sell, and regulations that actually encourage development rather than hinder it.

We can't wait another 5 years to get this right.

NOTE: Carla Blanton serves on the Board of Lexington for Everyone. She is the owner of Carla Blanton Consulting, a former Planning Commission member, and chair of Commerce Lexington's Public Policy Council. This op-ed was published in the Lexington Herald-Leader on August 23, 2022. For more on local land use policy, visit www.LexingtonForEveryone.com.

Holiday Entertaining

It's that time of year again..... to be thinking about your corporate holiday entertaining! It may seem early but venues book up quickly, especially for weekend events. Whether for your team, your clients, your partners or more - we'd love to be the host location for your 2022 holiday event! We offer a flexible space for any size event or layout (with the space to spread out, should you desire), the ability to choose your catering/caterer, linens and decor of any style and color, and more! Enjoy access to the space all day, and exclusivity to the venue on the date of your booking. Give us a call, and let's start planning your special occasion!

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Carl Satterwhite is Featured Speaker at Opportunity Exchange on September 22

Commerce Lexington's Fall **Opportunity Exchange** event presented by **Equity Solutions Group** on **Thursday, September 22**, from 4:30 - 6:30 p.m. at The Campbell House, Curio Collection by Hilton (1375 S. Broadway) will feature great networking, exchange of ideas, and interaction for minority-owned and small businesses in the Lexington region. The event also connects minority business owners with procurement representatives from some of the largest companies in the region.

This Opportunity Exchange will feature **Carl Satterwhite**, who is the President/Owner of RCF Group. RCF Group focuses on providing tailored and comprehensive workplace solutions, gaining insight through listening sessions to understand your business culture, needs and challenges.

Commerce Lexington's Minority Business Development Program works to promote and sustain the economic growth, development, and self-sufficiency of ethnic minority business owners and entrepreneurs; recruits minority-owned businesses into the Lexington region and provides business referral services.



CARL
SATTERWHITE

ABOUT THE SPEAKER:

Carl Satterwhite is the President/Owner of RCF Group, a National Minority Supplier Development Council Corporate Plus Member, one of less than 100 minority businesses endorsed by the NMSDC as such. Carl is a member of the Board of Trustees for numerous professional organizations including: Fifth Third Bank Cincinnati Board of Advisors, Key Bank Great Lakes Board of Advisors, Ohio Minority Supplier Development Council, P&G Supplier Diversity Advisory Council, UC Lindner School of Business, UC Board of Executive Advisors in Real Estate, Munoz Foundation Board of Directors co-founder of the Black Leadership Forum and President of the African American CEO Roundtable. He earned a Stationary Engineering certification from the University of Cincinnati.

TO REGISTER:

The cost to attend this Opportunity Exchange event is \$5 for Commerce Lexington members and \$10 for potential members. Register on-line at commercelexington.com.

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OPPORTUNITY EXCHANGE:

WHEN: Thursday, Sept. 22

TIME: 4:30 - 6:30 p.m.

WHERE: The Campbell House (1375 S. Broadway)

REGISTER: Register on-line at commercelexington.com.

EVENT DETAILS: Enjoy networking and featured speaker Carl Satterwhite.

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EVENTS

Build Your Client Base by Networking at Business Link on Oct. 13th

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The next Commerce Lexington Business Link networking event is set for **Thursday, October 13**, from 4:00 - 6:00 p.m. at **Office Resources, Inc.** (2472 Fortune Drive, Suite 125). The event will enable participants to see the company's innovative working showroom space, build their client base, connect with other business

professionals, browse member exhibitors, and enjoy great food and drink. Bring plenty of business cards, and be ready to network your way to success.

Since 1945, Office Resources, Inc. (ORI) has provided innovative services and creative work environments in the Commonwealth of Kentucky. ORI is Kentucky's leader in work environment strategy and design and is the largest contract office furniture dealer and Platinum level partner with Steelcase, Inc. The company is devoted to helping its customers achieve their business goals, by partnering with them to create high-performing work environments where people love to work. The ORI team raises the bar for space renewal and leverages its unique in-house services to transform organizations and reflect and create a vibrant culture.

TO REGISTER:

The cost to attend the Business Link event is \$5 for Commerce Lexington members, \$10 for non-members (payable at the door). You can also pre-register for Business Links on-line at www.commercelexington.com. **NOTE: NO REFUNDS WILL BE GIVEN FOR ONLINE REGISTRATIONS.**

RESERVE EXHIBIT SPACE:

Limited exhibit space will be available for Commerce Lexington members to showcase their products and services at this event. The cost is \$149 for members or \$99 for nonprofits. Visit commercelexington.com to reserve your space.

BUSINESS LINK:

WHEN: Thursday, October 13th

TIME: 4:00 - 6:00 p.m.

WHERE: Office Resources, Inc. (2472 Fortune Drive, Suite 125)

REGISTER: Register for the event or reserve your exhibit space on-line at commercelexington.com.

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As a business professional or business owner, you often have limited time available for networking and generating leads, being pulled in many directions on any given day. You know that when you attend events – whether on-line or in person, you must maximize your networking time to get the biggest return on your time investment.

To help with your networking, Commerce Lexington's premier networking event called Net90 will give members the opportunity to meet and interact with prime business contacts in a fun environment. Net90's fast-paced, intensive format will allow participants to give a 90-second pitch about their company to others and make valuable connections.

Join us on **Wednesday, September 28**, from 4:00 – 6:00 p.m. for this MEMBERS' ONLY event in Commerce Lexington's first floor conference room (330 E. Main Street, Lexington).



Net90
September 28
4:00 – 6:00 p.m.

BECOME A TABLE SPONSOR:

Becoming a Table Sponsor provides a company representative the exclusive opportunity to moderate one of the tables during the Net90 event, as well as additional promotion in the marketing of the event. This opportunity is limited to just seven table sponsors and the cost of the sponsorship is \$300.

TO REGISTER:

The cost to participate in this exclusive Commerce Lexington Inc. MEMBERS' ONLY Net90 networking event is \$25 per person. Reserve your spot at commercelexington.com. Registrations are limited to one attendee per company.

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Business Community Gathers to Celebrate Local Small Businesses

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On August 26th at The Campbell House, the business community came together to celebrate local small businesses during the **2022 Salute to Small Business Awards Luncheon** (pictured above) **presented by Forcht Bank**. The week-long celebration featured webinars, Facebook Live segments, and videos highlighting the Category Award winners, including Astral (Entrepreneur Award), GreenHouse17 (Nonprofit Community Impact Award), Highbridge Springs Water (Business Success Award), and VOLO Careers International (Minority Business Award).

Commerce Lexington Incoming Board Chair Cassidy Rosenthal (Stites & Harbison, PLLC), said, "Commerce Lexington's Salute to Small Business Awards program enables the community to say thank you and recognize many hardworking businesses and organizations. This year's category award winners together have a total of 89 years of service to Central Kentucky. They have built strong and resilient businesses and organizations that have stood the test of time. They've overcome adversity, fundraising challenges, workforce issues, and the constantly changing economic landscape. We congratulate all of the award winners for receiving this honor."

View many more photos and video from Salute to Small Business at commercelexington.com or www.facebook.com/commercelexington

During the awards luncheon, each category winner was presented with their award on stage, culminating with the announcement that Highbridge Springs Water was named the 2022 Small Business of the Year. In addition, Toa Green, owner of Crank & Boom Craft Ice Cream and last year's Small Business of the Year, made remarks. She said, "For every small business in this community, it takes a village. It takes government. It takes our families and friends. It takes strangers. It takes financial institutions. It takes everyone for someone like me or anyone else in this room to have success."



ABOVE LEFT: Forcht Bank's Larry Forester made presenting sponsor remarks.

ABOVE RIGHT: Toa Green (Crank & Boom Craft Ice Cream), 2021 Small Business of the Year, made remarks.

RIGHT: Left to right - Vicki Evans (TOPS), Devanny King (Kentucky Small Business Development Center), Jeff Morrett (Parsons & Howard Insurance Group), and Nicole Corbin (Studio46 Media). (Photos by Mahan Multimedia)





Left to right: Forcht Bank's Houston Hall, Commerce Lexington Board Chair-Elect Cassidy Rosenthal, Highbridge Springs Water president Linda Griffin, and Forcht Bank's Larry Forester. (Photo by Mahan Multimedia)

Highbridge Springs Named 2022 Small Business of the Year

During the Commerce Lexington Salute to Small Business Awards Luncheon presented by Forcht Bank, Highbridge Springs Water was named the 2022 Small Business of the Year. The recipient of this year's award in the Business Success Category, Highbridge Springs was chosen for the honor from three different category winners.

Celebrating its 40th year in 2022, Highbridge Springs Water Company bottles and delivers pure, limestone-filtered drinking water from a natural spring fed by an underground aquifer above the Kentucky River palisades next to High Bridge in Jessamine County. Linda Griffin currently serves as president of the company, but it was her father, Bill, who purchased an inactive quarry in the mid-1970's to possibly use in a warehousing capacity. He later realized that to use the space, he had to figure out how to address moisture issues caused by water gushing from the ceiling. Thus, Highbridge Springs was born.

In the early days, Bill and his daughters filled gallon bottles, loaded up the pickup truck, and daughters Mary and Linda would approach local stores to buy the bottled water - a product that was unknown in this market at the time. The only bottled water in groceries was distilled, which people often used for ironing.

Over the years, the company has seen continual growth, invested in new equipment, expanded its production and warehouse area, and added a custom bottled water product line. Today, Highbridge Springs is one of the oldest women-owned companies in the state, has 35 employees, and bottles over 20,000 gallons of water per day, which is delivered to customers in Central and Southeastern Kentucky and shipped into eight neighboring states.

VOLO Careers International Recognized With 2022 Minority Business Award

During the Commerce Lexington Salute to Small Business Awards Luncheon presented by Forcht Bank, VOLO Careers International was recognized with the Minority Business Award. It is a global executive recruiting firm headquartered in Lexington. For three decades, it has specialized in identifying senior-level female leaders - Board, CEO, and C-Suite - across thirty industries worldwide. In Kentucky, VOLO has worked with Ashland, Lexmark, and Tempur Sealy.

For Everett Bracken, the entrepreneurial spirit struck after he served in the First Gulf War with the U.S. Army and while he was working for a Fortune 100 company. As chair of the company's diversity council, Everett noticed that many organizations struggled with the under-representation of women in leadership roles.

Founded in 1997, VOLO landed its first client, Miller Brewing Company, in Milwaukee. VOLO's secret sauce is its global pro-



Left to right: Commerce Lex. Board Chair-Elect Cassidy Rosenthal, VOLO Careers International CEO Everett Bracken, and Forcht Bank's Larry Forester. (Photo by Mahan Multimedia)

prietary database of extraordinary leaders, which was built before Google was even a thing. Because many high-performing adults are not online even in the age of social media, this tool helps VOLO identify candidates for positions.



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SALUTE TO SMALL BUSINESS

Entrepreneur Award: Astral

During the Commerce Lexington Salute to Small Business Awards Luncheon presented by Forcht Bank, Astral and its founder and CEO, Megan Brooks, received the Entrepreneur Award. Founded in 2015, Astral exists to allow studio owners – both individual and corporate – to focus their passion and expertise on fitness AND run a successful retail



Left to right: Commerce Lex. Board Chair-Elect Cassidy Rosenthal, Astral CEO Megan Brooks, and Forcht Bank's Larry Forester. (Photo by Mahan Multimedia)

component of their business. Megan and her team help clients increase retail revenue and margin, diminish purchasing risk, reduce time spent on retail, and elevate the studio experience for their customers. Astral is the leading destination for wholesale apparel distribution, retail consultation, and premium third-party logistics services for the fitness studio market. Since its inception, Astral has grown from one part-time employee to 25 full-time employees and last year purchased a 19,000-square foot facility in downtown Lexington to provide the physical space required for the company's rapid growth.

Nonprofit Community Impact Award: GreenHouse17

GreenHouse17, the state-designated provider of domestic violence services within a 17-county region, received the Nonprofit Community Impact Award. The organization operates a 42-bed emergency shelter on a 40-acre property in rural Fayette County. From this location and two additional offices near downtown Lexington,



Left to right: GreenHouse17 Executive Director Darlene Thomas, Forcht Bank's Larry Forester, and Commerce Lex. Board Chair-Elect Cassidy Rosenthal. (Photo by Mahan Multimedia)

specialty trained advocates provide more than 50,000 supportive services each year for survivors of intimate partner abuse and their children. In 2013, the organization took on its current name of GreenHouse17 to reflect its integration of nature-based healing with traditional services. A workshop that showed survivors how to use dried flowers to make natural soaps and lip balms later turned into production of a new line of products called Handmade by Survivors.



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Member Discount on Workers' Compensation Insurance Introduced

Commerce Lexington is pleased to introduce another member savings opportunity. Through a partnership with ClearPath Mutual and the Kentucky Chamber of Commerce, Commerce Lexington member businesses of all sizes can receive a 10-percent discount on their workers' compensation insurance coverage. This discount offer is available to both new and existing ClearPath customers, provided they are members in good standing with Commerce Lexington within 30 days of the policy effective date. ClearPath Mutual has approximately 7,100 policyholders and nearly \$50 million in premiums, making it one of the largest and most financially stable providers of workers' compensation in Kentucky. The company has an AM Best Rating of "A-" (Excellent) with Stable Outlook.

DISCOUNT QUALIFICATIONS:

- Must be a member in good standing within 30 days of the policy effective date.
- Minimum of 3 years in business, or management experience.
- Experience modification factor of 1.30 or

less.

- Cooperation with Loss Prevention services.
- All other existing Underwriting Guidelines prevail.

OTHER DETAILS:

- Existing ClearPath Mutual policyholders are eligible at their renewal.
- It is the responsibility of the agent to notify ClearPath if the policyholder is a member of any participating chamber.
- Once applied, you will see the discount listed in the premium calculation under "Association Discount".

CONTACT:

If it is time for your company to renew your workers' compensation insurance, make sure you're getting the most out of your membership! For more information, contact Dawn Flickinger at 859-226-1609 or dflickinger@commercelexington.com.



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Partnership Helps Small Businesses Reduce Health Insurance Costs

One of the key benefits of Commerce Lexington Inc. membership gives you access to cost-saving discounts, including the opportunity for substantial savings on health insurance. Through our partnership with Humana HealthSolutions and our association health insurance plan, member companies with 2+ employees within eligible SIC Codes can realize significant savings on health insurance premiums.

You'll want to check with your insurance broker to see if your company's SIC code is eligible. You can find Commerce Lexington Humana agents listed at <https://web.commercelexington.com/Insurance-Humana-AgenciesAgents>.

Health Solutions

In addition to great savings, Humana also offers a multiline group discount for all chamber association group sizes and employers having 2 to 99 enrolled employees who purchase Humana medical, dental and vision benefits. When a Kentucky Chamber Association group purchases Humana medical, dental and vision plans, they'll receive a 2%* discount on their medical plan. So, now you can care for your employees and your bottom line.

CONTACT:

For additional information about association health insurance plans through the Commerce Lexington/Humana partnership, contact a Humana insurance agent or e-mail Kristie Woodrum for more information at kwoodrum@commercelexington.com.

Examples of Eligible Businesses Include:

- Mining, Construction, Manufacturing: Metal & Coal Mining, Building Construction, Food and Kindred Products, Textile Mill Products, Furniture and Fixture, Manufacturing Industries.
- Wholesale & Retail Trade: Wholesale Trade Goods, Building Materials, Hardware, Garden Supply, General Merchandise Stores, Food Stores, Apparel and Accessory Stores, Eating and Drinking Places.
- Services: Hotels, Campus and Other Lodging, Personal & Business Services, Automotive Repair, Motion Pictures, Health, Legal, Educational & Social Services, Membership Organizations, Engineering Account and related services.
- Finance Insurance & Real Estate: Insurance Carriers, Insurance Agents, Brokers and Service, Real Estate, Security and Commodity Brokers, Dealers, Exchanges, Depository Institutions.

WHAT THEY'RE SAYING:

“We have had our health plan with Humana since 2015 and under the Commerce Lexington Humana plan since 2018. We have enjoyed premium savings by way of Go365 during this time, but I can say that the personal benefits for participating in Go365 are my favorite part of the wellness program. During the time my wife and I have used Go365 through Humana, we have redeemed approximately \$3,000 worth of gift cards and merchandise!”

- David Shaw
InsuranceWorks, Inc.

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Leadership Central KY Class Begins New Program With Orientation

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Leadership Central Kentucky 2022-23 class at Boone Tavern in Berea during Orientation Retreat.

Recap by Dr. Veda Stewart (Kentucky Department of Education)

The 2022-23 Leadership Central Kentucky class began the new program year in the beautiful and quaint city of Berea at the Historic Boone Tavern, the spoonbread capital of the world. It did not disappoint, as twenty-four distinguished leaders

from across the region orientated in the mission and goal of self-exploration and service to our community. We shook off our county boundaries to unite as one in the vision of developing regionalism that would elevate our Commonwealth to new heights.

In two days, the atmosphere shifted from awkward hellos to robust conversation and a spirit of collaboration. We were inspired, enamored and impressed by the gifts, talents and treasures that this diverse team brought into the room.

As we delved into self-inventories and insightful, stimulating activities led by our illustrious facilitator, Dr. Virgil Grant, we began to peel the layers back our ideas and hopes for our journey together. As a group, we let go of our comfort zone to discover new areas that would grow us in our uncomfortable stretch zone.

Needless to say, it was an impactful time, and the days spent together flew by quickly. Yet, we are now left with excitement and energy for what is to come. We have already determined that this will be the "best class ever" or for right now anyway. The opportunities and possibilities are limitless for this new class, because when we work together there is a synergy that illuminates and strengthens our collective work and impact. The sentiment as we departed Madison county was simple, 'I can't wait to see what comes next.'

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Winner's Circle Campaign Kicks Off 20th Year With Reception

Commerce Lexington officially kicked off its 20th Winner's Circle campaign in August with a reception at Harper Hall. This annual fundraising campaign enlists the help of volunteers from throughout the community, who seek to bring in new members, renewals and membership upgrades, while informing existing members of services and marketing opportunities available through Commerce Lexington.

Volunteers will be out and about throughout the community contacting members to ensure they are getting the most out of their membership and informing them of sponsorship opportunities that can help them maximize their visibility and reach their target audiences.

Co-chairs Ray (Equity Solutions Group) and Tiffany Daniels (Chiropractic Care of Lexington) are leading this year's campaign, which marks the first time in its 20-year history with co-chairs.

If you have thought about marketing your business or organization through the opportunities available at Commerce Lexington events or in publications, now is a great time to check out the sponsorships for late 2022 or 2023 that meet your marketing needs.



13 Past Winner's Circle Chairs Attend Kickoff

During the Winner's Circle kickoff reception at Harper Hall on August 18th, there were 13 past campaign chairs in attendance, representing 15 years of the program. Front row left to right: Becky Reinhold (served 2 terms), Guy Huguelet (served 2 terms), Ann Bakhous, Debbie Long, Alan Stein, Luther Deaton, and Larry Jones. Back row left to right: Herb Miller, Glenn Leveridge, Stephen Hillenmeyer, Nick Rowe, Darby Turner, and Steve Grossman. Not present were Harry Richart, Paula Hanson, Ray & Tiffany Daniels, and Bill Lear. During the event, volunteers and past chairs gave a toast to 2013 campaign chair Terry McBrayer, who passed away recently.

Ask Abby Vaughn

ARE WE IN A RECESSION?

HI ABBY: I keep hearing talk about the U.S. either being in a recession already or headed for one soon. With inflation pressures and the stock market, I can't help but wonder - Are we in a recession? If so, what should I do?

—RECESSION REBECCA

HI REBECCA: This is a great question that many people are wondering. It's no secret that markets have been volatile during these uncertain times. Just the past few months have seen some wild swings! Stocks rallied in May on hopes inflation peaked. But optimism was squashed when the Fed handed out its first 0.75% rate hike in 28 years as inflation remains stubbornly high. Shelter, household furnishings, and medical expenses are among the slowest moving and stickiest components of inflation and they're rising

at their fastest pace in 30 years.

To answer your first question, the likelihood of a recession has certainly increased in recent months. If true, heightened volatility is also likely as the Fed continues with interest rate hikes to slow growth and bring prices down. Rate hikes will ultimately strip demand out of the marketplace bringing inflation pressures under control. Markets, and likely economic growth, have to get worse before it gets better. The Fed is banking on low unemployment, a resilient consumer, and wage growth to provide enough of a backbone for the economy to withstand this. Whether they are correct is obviously yet to be seen. Consumers are beginning to dip into their savings and use credit to support their spending patterns. These are potential signs that the consumer is strained more than what is being led on.

Now, the bigger question. What should you do?

While this environment is not an easy one to digest, try focusing on identifying companies that have the ability to raise prices, maintain sustainable competitive advantages and carry

strong balance sheets to offset inflation and higher interest costs. Quality is the stabilizer that will be able to better withstand periods of heightened volatility. While market volatility is unnerving, it is historically not unusual, and a well-diversified portfolio that matches your time horizon and risk tolerance has been and will likely continue to provide the best outcomes.

Reach out to us to discuss how American Trust can help you through a potential recession.

—ABBY V.



Abby Vaughn, AIF®
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Emerging Leaders of the Bluegrass Connects Mentees/Mentors

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The Emerging Leaders of the Bluegrass program **presented by Keeneland** is a comprehensive initiative that helps emerging leaders expand their capacity to perform in leadership roles within Central Kentucky through professional development, networking, mentoring and community education opportunities.



Emerging Leaders of the Bluegrass hosted a mentor/mentee connection event at Big Ass Fans.

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The month of August was focused on mentoring with the next round of mentee/mentor pairs. During the **Mentoring Mingle** event at Big Ass Fans, the program opened up with a brief, inspirational talk about the benefits of mentoring by Vitale Buford. Then, the event transitioned into a 'speed dating' style of networking where potential mentees and mentors can connect. Mentoring is important because of the knowledge and skills mentees can learn from mentors and because mentoring provides personal support to facilitate success in school and career. We appreciate the mentors and mentees who participated in this important event.

JOIN EMERGING LEADERS:

Purchase your annual pass today and begin expanding your capacity through professional development, networking and community education opportunities. The cost for a full year of professional development programming is \$100 for Commerce Lexington members, \$125 for non-members, and \$50 for students. To learn more about Emerging Leaders of the Bluegrass, visit www.emergingleadersbg.com.

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Leadership Lexington 2022-23 class at Boone Tavern in Berea during Orientation Retreat. (Photo by Mark Mahan, Mahan Multimedia)

New Leadership Lexington Program Begins With Orientation Retreat

Recap by Betsy May (Keeneland)

I couldn't wait to meet my fellow members of the 2022-23 Leadership Lexington class at our overnight retreat. The historic and beautiful Boone Tavern in Berea was the perfect location for the two-day retreat full of activities.

Right from the start, the room was full of Leadership Lexington alums sharing their experience and advice for our journey ahead. Dr. Virgil Grant was our outstanding facilitator, who kicked off the morning by creating connection and camaraderie amongst a group. Ice breakers can be painful, am I right? But every activity Virgil planned helped contribute to the development of trust within our group. Each exercise was selected to build upon the next which kept our energy high throughout the morning. After lunch, our class set a Leadership Lexington record with 13 project pitches! It was inspiring to hear the variety of projects and passion within our classmates. How would we ever decide on only three?

After checking into our rooms, we headed to the lobby where we enjoyed cocktails and conversations. After laughing our way through dinner (and debating what spoon bread tasted like), we continued the evening with hilarious games in the hotel lobby. After staying up way past our bedtime, we wished everyone a peaceful night of sleep, especially Phil.

The second day of ori-

entation was just as amazing as the first. We jumped right into our individual DiSC assessments led by Megan Lincavage of Sutherland & Associates. Our new understanding of behavior styles and increased self-awareness, set our project teams up for success.

As we sat in a circle to conclude the retreat, Virgil asked us to share our individual takeaways. I had the opportunity to listen to the majority of my classmates respond before it was my turn to share. Hearing each person share, it was clear that this group had amazing chemistry. You can't fake it, and you felt the energy within the room.

We are 41 individuals with a passion to make a difference in our community, organizations and develop a lasting bond with each other. Our program started off strong and we collectively are determined to finish even stronger. I'd place a bet that we are the BEST CLASS EVER!



Leadership Lexington Orientation Photo by Mark Mahan, Mahan Multimedia

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Main Contact: Emily McCarthy
9 Linville Drive, Paris, KY 40361
Phone: (859) 987-3600
www.bourbonhospital.com

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Making connections during a pandemic is challenging to say the least. Commerce Lexington's **Member Mixer events presented by MELIA Realty Group** provide an opportunity for participants to network virtually, introduce themselves and their businesses, and ask questions.

Commerce Lexington Inc. staff will update participants on upcoming member opportunities and ways to get the most from their membership. The

next Member Mixer event is scheduled for **Wednesday, October 12**, from 10 - 11:15 a.m. via Zoom.

TO REGISTER:

There is no cost to participate in this MEMBERS' ONLY event. Reserve your spot at **www.commercelexington.com**. After registering, attendees will receive log-in information in the event registration confirmation. Space is limited.

PERSONNEL ANNOUNCEMENTS

Corporate Moves, Company Awards and Notable Milestones



ABC36 (WTVQ) announced that **Lee Cruse** and **Hayley Harmon** will take over the reigns of Good Morning Kentucky weekdays from 5:00-7:00 a.m. Additionally, they'll host the station's popular Good Day Kentucky along with **Annie Brown** and meteorologist **Dillon Gaudet**.

alt32 + Cox Architecture announced the recent hire of **Will Nash**, AIA, LEED AP as principal architect in its Louisville office, and **Hannah Soard** as designer in the firm's Lexington office.

Bates Security/Sonitrol of Lexington was recognized as the 34th-largest security provider among 3,000 commercial security firms nationwide, according to the 2022 *SDM 100 Report*. Since 2021, Bates Security rose three positions in this annual report which ranks the largest commercial and residential security firms in the U.S.

Besten & Dieruf, PLLC welcomed **Adam Pence** to the firm as a full-time tax associate. He completed his MBA program at the University of Kentucky while interning with the firm. Adam's initial focus will be working with individual and small business tax engagements, and ongoing monthly accounting & bookkeeping projects.

Blue & Co., LLC climbed six spots to #52 on *INSIDE Public Accounting's* list of the top U.S. based accounting firms, according to the 2022 annual INSIDE Public Accounting Survey and Analysis of Firms. Blue previously was ranked 58th in 2021, and 61st in 2020.

CLARK Material Handling Company announced the appointment of **Joe Raines** as chief operating officer. He will oversee daily operations at CLARK, work with its dealer network, facilitate the continued innovation of the company, and work with the management team.

Dickinson Wright announced that *Chambers 2022 High Net Worth (HNW) Guide* has named the firm's Private Wealth Law practice in Kentucky as a "Top Ranked" practice. Three attorneys in the firm's Lexington office were recognized as "Leaders in their Fields," including **Jeffrey L. Gehring**, **Tara N. Halbert**, and **Henry C.T. Richmond, III**.

Kentucky American Water and members of its team received multiple awards from the Kentucky/Tennessee Section of the American Water Works Association (AWWA) during the 2022 Water Professionals Conference. The

company earned the People's Choice Award for best tasting tap water and the Distribution System Operation Award for Kentucky in the large utilities category. Individuals receiving awards included **Shane Crow** (Diversity and Inclusion Award for Kentucky), **Meriah Osbourne** (Customer Service Award for Kentucky), recently retired president of Kentucky American Water **Nick Rowe** (AWWA Life Membership status), and **Krista Citron**, who was recognized as a graduate of the 2022 Water Professionals Leadership Academy, an eight-month leadership development program coordinated by the Clean Water Professionals of Kentucky & Tennessee and the Kentucky/Tennessee Section of the American Water Works Association.

Lexington Habitat for Humanity recently announced the appointment of **Chris Farris** as chair of its board of directors and the addition of six new board members: **Tiffany Brown** (City of Lexington), **Rebecca Cox** (Tate Hill Jacobs), **Beverly Gamrat** (Baptist Health), **Hannah Rivera** (Kentucky Community and Technical College System), **Todd Rotgers** (Fraternity of Phi Gamma Delta's International Headquarters), and **Stephen Sanders** (Appalachian Citizens Law Center).

McBrayer PLLC announced that **Vince Gabbert** joined the firm as Of Counsel, focusing on equine and gaming law, especially regulatory compliance in those areas. He also serves as President of the Lexington Sporting Club, the city's new professional soccer franchise.

Mediocre Creative recently added three new team members, including **Caleb Costelle** and **John Herskind** as designers, and **Sarah Brown** as client lead.

Bruce Isaac, SIOR, CCIM, Senior Vice President of **NAI Isaac**, recently celebrated 25 years as a Certified Commercial Investment Member (CCIM) and was recognized for his service and dedication to CCIM Institute by CCIM 2022 President Leslie G. Callahan, III, CCIM.

Omni Architects recently announced several promotions within the firm, including **Amy Arnold** to Senior Associate and Director of Finance & Operations, **Deborah Cutts**, Assoc. AIA, to Principal, **Chad Gallas**, AIA, to Partner and Principal, and **Teddi Hibberd**, AIA, and **Mark Manczyk**, AIA, to shareholders. In addition, **Chris Wilson**, Assoc. AIA, has joined Omni's design staff.

Roberto Cardarelli, DO, MHA, MPH, FAAFP, has been named chief medical officer for **Saint Joseph Hospital** and **Saint Joseph East**. He comes to CHI Saint Joseph Health from UK HealthCare, where he served as chief medical officer for Ambulatory Services, and as professor and chair for the Department of Family & Community Medicine for the University of Kentucky College of Medicine.

Palmer Gene Vance II, an attorney with **Stoll Keenon Ogden PLLC's** Lexington office, recently became chair of the American Bar Association House of Delegates, which is the ABA's policymaking body. Vance will serve for two years in the second-highest office in the association.

SUBMIT PERSONNEL NEWS:

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COMMERCE LEXINGTON CALENDAR OF EVENTS

SEPTEMBER 2022:

- 5** Commerce Lexington offices closed for Labor Day.
- 6** Deadline to submit nominations for 2023 Commerce Lexington Board of Directors.
- 8** Leadership Lexington presented by McBrayer PLLC: History Day Session.
- 10-20** International trip features Greece Island Hopper Adventure.
- 21** Leadership Central Kentucky presented by LG&E & KU Energy: Jessamine County Day.
- 22** Fall Opportunity Exchange presented by Equity Solutions Group, 4:30 - 6:30 p.m., at The Campbell House (1375 S. Broadway). **- SEE PAGE 9**
- 28** Net90, 4:00 - 6:00 p.m., at Commerce Lexington's first floor conference room. **- SEE PAGE 11**

OCTOBER 2022:

- 12** Member Mixer presented by MELIA Realty Group, 10:00 - 11:15 a.m., via Zoom. **- SEE PAGE 22**
- 13** Leadership Lexington presented by McBrayer PLLC: Public Safety Day Session.
- 13** Business Link hosted by Office Resources, Inc. (2472 Fortune Dr., Suite 125), 4:00 - 6:00 p.m. **- SEE PAGE 10**
- 19** Leadership Central Kentucky presented by LG&E & KU Energy: Fayette County Day.

NOVEMBER 2022:

- 30** Regional Summit presented by Community Trust Bank, 8:30 a.m. - 5:00 p.m., at The Campbell House (1375 S. Broadway). **- SEE PAGE 6**