

BUSINESS FOCUS



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www.CommerceLexington.com



COVID-19 Business Resources

During these difficult times, it takes all of us working together to overcome global challenges, such as the COVID-19 pandemic. Commerce Lexington Inc. prides itself on being a resource for your business, getting you answers to important questions and connecting you to the right people to help navigate your business through extreme circumstances.

WHAT IS CLEX DOING?

When the first positive case of COVID-19 was announced in Kentucky on March 6, Commerce Lexington immediately began to post and distribute information and resources related to COVID-19 on its website at www.CommerceLexington.com. We have since expanded that section of our site to include:

- Resources for business owners.
- Small business assistance.
- Resources for individuals, such as unemployment insurance instructions.
- Job listings of immediate openings.
- A place for companies to tell us what immediate job openings they have.
- A list of member restaurants with links to order carryout and gift cards.
- A list of member banks for easy access to loan and financial assistance.

Through an on-line survey that is still posted, we asked member businesses what their major concerns were with COVID-19 related to their business. With those results, we are able to better provide the right information based on what members are telling us they needed.

Commerce Lexington Inc. has also been sending regular COVID-19 e-mail updates to members with timely resources and information from a variety of entities and organizations, such as the Kentucky Governor's office, Small Business Administration, City of Lexington,

local health department, and more, as well as notices for conference calls and webinars from the SBA, Congressman Andy Barr's office, Senator Mitch McConnell's office, the Kentucky Chamber, and others.

For the safety of our staff and the public, Commerce Lexington's lobby area and meeting spaces will be closed until it is deemed safe to gather in groups once again. Although our offices are closed to the general public, CLEX remains **open for business** as our team continues to work on behalf of members, answer phone calls and e-mail messages, and communicate important resources during the COVID-19 pandemic.

CONTACT US:

If you're having trouble getting answers or connecting to the right people to solve a problem for your business, don't hesitate to contact anyone on the Commerce Lexington staff and we'll do our best to track down answers for you. Access our staff directory at www.CommerceLexington.com, and the easiest way to contact us right now will be through e-mail.

COVID-19 RESOURCES:

To access COVID-19 business resources online, visit our web site at www.CommerceLexington.com, or follow our social media accounts at [www.Facebook.com/groups/CommerceLexington](https://www.facebook.com/groups/CommerceLexington) or www.twitter.com/CommerceLex.

SCAN WITH YOUR MOBILE DEVICE TO ACCESS COVID-19 RESOURCES:



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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.

On The Cover

Cover photo of EMERGE Conference 2020 by Mark Mahan (Mahan Multimedia).

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A COLLABORATIVE EFFORT OF THE BLUEGRASS BUSINESS DEVELOPMENT PARTNERSHIP (BBDP)



SUBMITTED BY CLX ECONOMIC DEVELOPMENT DIVISION: GINA GREATHOUSE, RYAN KAFFENBERGER, CHERYL KLEVER & KATIE VANDEGRIFT

Blue Equine Pharmaceuticals Holds Grand Opening and Ribbon Cutting

On February 26, Commerce Lexington Inc. celebrated Blue Equine Pharmaceuticals' grand opening and ribbon cutting event at Coldstream Research Campus. Attendees included Lexington Mayor Linda Gorton, the Kentucky Cabinet for Economic Development, UK's Coldstream Research Campus staff, Commerce Lexington and supporters. Within the next three years, the contract pharmaceutical compounding facility plans to create 15-20 full-time jobs with an average salary of \$46,800 annually.

"With Lexington housing a world-renowned equine hospital, Coldstream Research Park's collaborative environment and a member of our advisory board conducting several years of research collaborations at the Gluck Equine Research Center, Bill and I decided to locate our business in Lexington, Kentucky," said David Laurenvil, co-founder of Blue Equine Pharmaceuticals.

The company's signature product, EQUINERx™, is a compound formulation of whey protein micro peptides and lipids designed to reduce high glucose levels, burn fat, and alter insulin levels in Equine Metabolic Syndrome horses by increasing beta-cell function and mitochondrial respiration.



CoopAPalooza Celebrates Rural Development

The Commerce Lexington Inc. economic development team attended Kentucky's Touchstone Energy Cooperatives' first CoopAPalooza at the Grand Theatre in Frankfort on February 20 to discuss rural economic development in 87 counties. Guest speakers shared their stories and inspired leaders across the state to take action and change the economic trajectory of their communities. The event showcased a new PowerMap mobile app and economic development website, both resources feature Top Industrial Sites in Kentucky and information about the diversity of our fuel sources for electricity generation that includes renewables.

Embassy of India visits Commerce Lexington

In late February, representatives from the Embassy of India traveled from Washington D.C. and visited with members from our economic development team for an informal meet and greet. The inaugural meeting was successful. Commerce Lexington looks forward to future collaborations to strengthen our communities and build future relations.

Bluegrass Alliance Engages Regional Partnership

In early March, members of the Bluegrass Alliance met in Mt. Sterling for a quarterly update and planning for a consultant trip later this year. Our regional partnership focuses on the collaborative effort of economic development professionals to assist businesses in the process of expanding and relocating in the Central Kentucky region. Additionally, the economic development team visited Woodford County in February to learn and share best practices for regional success.



VisitLEX Experience

On March 5, staff from Commerce Lexington attended the VisitLEX local experience to explore some of the exciting new venues and properties in Lexington. The event demonstrated how to best utilize VisitLEX's services when planning meetings and aimed to ignite ideas about future groups and meetings that may be a great fit for Lexington.

Commerce Lexington is a proud community partner with VisitLEX and proudly refer our clients to use their services. Now through 2022, you may be eligible to receive an \$8 per paid group room night actualized during January, February, March, August and December. Contact VisitLEX at 1-800-848-1224, and request additional information about The Great \$8 Incentive to learn more.



Bluegrass Esports Hosts First Watch Party

On Monday, March 9th, Bluegrass Esports hosted its first watch party for Monday Night League - a weekly event that showcases two professional League of Legends games. Bluegrass Esports partnered with League of Legends teams - Immortals, Team Liquid, and Cloud9 - to provide merchandise prizes for attendees. More than 60 fans, ages 16 to 60+, traveled from as far as the University of Pikeville, and Dayton, Ohio to gather at LaRosa's of Lexington in support of this event.

The event was representative of the growing potential of the emerging gaming and esports industries to be a unique, focal point of the city's community and economic develop-

ment strategies. Commerce Lexington has been engaged with local business and community leaders, including the University of Kentucky and several local game development companies, to explore how initiatives around these industries can help create and retain a high-tech workforce that will grow local technology companies.

Bluegrass Esports is a welcoming community and plans to host more watch parties in the future for a variety of esports. You can learn more and join the community at www.facebook.com/groups/bluegrassesports or at <https://discord.io/bluegrassesports>.

By The Numbers:

In 2020, Commerce Lexington's Economic Development Division has responded to calls from:

New Business: 14 new prospects interested in finding a new location or expanding.

Existing Clients & Local Entrepreneurial Companies: 4 local companies in expansion mode.

Client Visits: 11

Existing Business Visits: 24

Total Active Projects: 41

STATISTIC OF THE MONTH: Foreign Direct Investment in the Bluegrass

"It is important that economic development leaders understand the innate advantages of attracting a foreign-owned firm versus an otherwise-identical domestic firm..."

- Ryan Donahue & Brad McDearman, Brookings Institute, Metropolitan Policy Program

Economic Development Organizations at the local, regional, state, and national levels have long been aware of the advantages that host communities receive from foreign direct investment (FDI). According to the Brookings Institute, foreign-owned companies pay 20 percent more in wages than peer, domestic companies and invest more in R&D despite representing only 5 percent of employment. This is due in part to their strength and concentration in advanced industries. Beyond these direct benefits, FDI can bring indirect benefits by establishing an industry cluster through attracting suppliers to the area and even by attracting companies with similar, foreign ownership across other industries.

Kentuckians need look no further for an example of the impacts of FDI than Toyota Motor Manufacturing Kentucky in Georgetown. However, Toyota isn't the only example of FDI in the Bluegrass Region. Our region is the beneficiary of a wide range of foreign-owned companies. In fact, according to data from the Kentucky Cabinet for Economic Development, the 8-county Bluegrass Region is home to 95 foreign-owned facilities representing 16 countries. Lexington alone contains 33 foreign-owned facilities from 13 countries including companies like Webasto Roof Systems from Germany, CLARK Material Handling Company from the Republic of Korea, and Florida Tile from Italy. For more information on international companies in Lexington, visit www.locateinlexington.com.





Ky. General Assembly Shortens Calendar Amid COVID-19 Pandemic

Amid the COVID-19 pandemic, the Regular Session of the Kentucky General Assembly has proceeded with legislative activity with a shortened calendar. At the time of print, a flurry of bills passed during the three-day legislative week (March 17-19). The priority issue for legislators is passing the next two-year, \$22 billion state budget and revenue legislation (HB 352 and HB 351) and transportation funding bills. At the time of print, the House and Senate have passed their amended version of the Governor's original proposal. Legislative leaders from the House and Senate appointed to the Conference Committee plan to work out differences in the two versions of the budget and revenue bills by April 1. Key items include funding for K-12 and higher education, funding for public employee pension systems, funding for the state's Rainy Day fund, salary increases for teachers and revenue to meet budget needs.

To limit exposure to the novel coronavirus (COVID-19), the General Assembly adjourned on March 19 with plans to reconvene on March 26 and April 1 to complete legislative work, adjourn again for the two-week veto recess period, and return on April 14-15 for additional legislative action and to consider any overrides to gubernatorial vetoes. Per the Kentucky Constitution, the session must end on April 15. Despite calls from the Governor, legislative leaders said it is imperative for the General Assembly to remain in session to address critical issues and further needs associated with the COVID-19.

The House and Senate passed legislation to provide public schools with flexibility on attendance and online instruction (SB 177 as amended). Other legislation with help for businesses and workers may be passed before the General Assembly adjourns on April 15. SB 150 as amended provides some relief for businesses and employees struggling from COVID-19 restrictions, including waiving state business fees and administrative obligations, codifying the Governor's changes to unemployment insurance system, and suspending regulations in order to allow restaurants to sell alcohol in to-go containers with food delivery or take-out. To diminish the negative impacts

caused by the sudden closing of restaurants, Governor Beshear issued an Executive Order yesterday that provides restaurants with a license to sell alcohol the ability to sell alcohol in closed, sealed original containers with food purchases for delivery or carry-out.

OTHER ISSUES ON THE TABLE?

Priority bills for the House and Senate Republican Majority Caucuses remain in play during the remaining legislative days at the time of print of this article. Some of the bills to watch:

- **Senate Bill 1** deals with federal and local law enforcement cooperation on immigration issues and awaits action by the House Judiciary Committee.
- **House Bill 1** enacts several reforms to Kentucky's public assistance programs to improve outcomes and awaits action by the Senate Health and Welfare Committee.
- **Senate Bill 4** makes changes to the process for the selection of the Transportation Cabinet Secretary and awaits action by the House Transportation Committee.

The likelihood of other bills -- such as tax reform for local governments (HB 475), increasing funding for infrastructure (HB 580) and authorizing sports betting (HB 137) -- passing this session may be less likely due to the abbreviated schedule and diminished political momentum.

Commerce Lexington Inc. will provide a more comprehensive review of legislation that passed in the next edition of *Business Focus*. More information on specific issues, contact CLX's Chief Policy Officer, Andi Johnson, at (859) 226-1614 or ajohnson@commercelexington.com.

Regional Leaders Come Together for Central Kentucky Day at the Capitol

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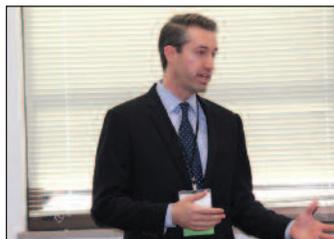


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On March 5, Central Kentucky business and community leaders met with key decision makers in Frankfort as part of the Central Kentucky Day at the Capitol presented by Charter Communications. During the visit, the delegation advocated for business priorities, including education funding, workforce development, substance abuse and employment, sports betting, infrastructure investments and broadband deployment. The annual advocacy day featured meetings with Governor Andy Beshear, Senate President Robert Stivers, House Speaker David Os-

borne, Senate Appropriations and Revenue Chairman Chris McDaniel and House Appropriations and Revenue Vice Chairman Brandon Reed. The group also heard from other Executive Branch leaders, such as Kentucky Justice and Public Safety Cabinet Secretary Mary Noble and Deputy Secretary Ronnie Bastin, and Deputy Transportation Secretary Mike Hancock. Attendees also hosted a luncheon for all General Assembly members and spent time talking about issues with several members from the Central Kentucky legislative delegation.



TOP LEFT: Jason Keller, Charter Communications.
 TOP MIDDLE: Senate President Robert Stivers.
 TOP RIGHT: House Speaker David Osborne.
 BOTTOM: Kentucky Governor Andy Beshear. (CLX Staff Photos)

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Next @330 Series Presents Strategies to Reach Your Target Audience *Lisa Coots & Katie Taylor Help You Cut Through the Clutter, Get Your Message Heard*

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Do you know who your audience is? Good. Now, does your competition know who your audience is? You bet! And they are creating noise and obstacles that can keep you from reaching your current customers and your prospects effectively.

So how do you beat them? You think smarter, more creatively, sometimes louder and maybe with a little shock factor to block out the clutter and get your message heard. During the next Commerce Lexington Inc. @330 Series event presented by Distillery Heights on Tuesday, May 12, from 3:30 - 5:00 p.m., at Commerce Lexington's first floor conference room, Lisa Coots and Katie Taylor from CT Marketing Solutions will help you cut through the clutter to get your company's message heard.



LISA COOTS & KATIE TAYLOR

time to use their expansive knowledge of marketing and print services and begin a journey of business ownership. Lisa and Katie partner with their clients to help them build their brands. As a franchise of Proforma, they offer complete solutions for print, promotional products, specialty packaging and digital solutions. Clients receive a comprehensive marketing approach as Lisa and Katie provide a "one-stop shop" to streamline all branding needs.

ABOUT THE SPEAKERS:

CT Marketing Solutions began in 2016 after two friends, Lisa Coots and Katie Taylor, decided it was

TO REGISTER:

The @330 events feature a topical presentation that is relevant to the success of entrepreneurs, business owners and business professionals. The @330 Series is open to CLX members at no charge. However, please register for this event by contacting Liz Bennett at (859) 226-1615 or lbennett@commercelexington.com.

NOTE:
@330 Series for May is subject to change, depending on evolving situation with COVID-19 pandemic.

ASK ABBY VAUGHN

The Coronavirus – You have every right to feel anxious

III ABBY: I'm sure you are getting this a lot, but the Coronavirus has me panicked. Not only am I concerned for the health of my family, I'm also watching our hard-earned savings practically vanish from our portfolios. On top of that, all of this social distancing has provided me with too much time to sit around and think about it. Is there anything I should do to help get my financial future back on track?

—ANXIOUS ANNE

III ANNE: I wish I could give you a hug, but that wouldn't exactly be 'social distancing.' You have every right to feel anxious. From a health perspective this pandemic is unprecedented and cause for concern. Yet, on the investment side, a period of significant loss in the market has occurred a number of times throughout history and we've always rebounded.



ABBY VAUGHN, UNIFIED TRUST

Knowing that, however, doesn't make it easier. It's hard to do nothing, we get it! It's completely understandable to have an emotional reaction to volatility, it's those emotions that can get investors into trouble. This is one of the many reasons we take a goals-based approach with our clients.

It's not just about numbers or red and green arrows, it's about where you

want that investment to take you. It's about building a roadmap that takes into account significant market volatility and downside risk, so when you hit bumps in the road (and you will) you can rest easier, knowing we've planned for this.

Part of that plan, for our clients, is also to briefly detour them if needed with a hedging strategy. There are specific market indicators that we monitor. If all are met, we make adjustments to the portfolio designed to help minimize losses, should the market experience further declines.

We believe that when you can stay focused on the destination, you can see past the winding roads. Hang in there, this too will pass. If you have any questions or would like us to take a look at what your portfolio is doing, shoot me a text, we're happy to help in any way we can.

—ABBY V.

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to submit a question or set up a complimentary financial review.

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Lexington Welcomes National Chamber Sales Training Conference

On March 5-6, Lexington and Commerce Lexington Inc. were honored to host about 90 chamber of commerce sales executives from across the country for the Association of Chamber of Commerce Executives' Sales Training Conference. A variety of speakers, panel discussions, and breakout sessions covered topics such as best practices and strategies for sales, leadership development, using membership data effectively, retention, and more.

Conference participants also got a taste of Lexington through several events and tours around the city. A reception on opening night was held at Bluegrass Tavern, while networking dinners were held throughout Lexington on the second evening. On the final afternoon of the conference, attendees enjoyed an experience through Lexington On Tap Tours, which included visits to Mirror Twin Brewing, Taylor Made Farm, the Origin Hotel at The Summit at Fritz Farm, and Wise Bird Cider in Lexington's Distillery District.



Commerce Lexington Inc. President & CEO Bob Quick welcomed the chamber sales executives.



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About 415 people attended Commerce Lexington Inc.'s seventh annual EMERGE Conference presented by Forcht Bank on March 4th, which brought together the next generation of Central Kentucky leaders for a day of networking, engaging keynote speakers, informative breakout sessions, and discovering ways to better connect to and impact their community.

Keynote speakers included Matt Johnson, an internationally-recognized expert in expanding human capacity, and Deshauna Barber, who was the first Miss USA to be crowned while currently serving in the United States military and currently serves as president and CEO of the Service Women's Action Network. EMERGE also offered a variety of breakout

sessions covering tracks like community engagement, as well as personal and professional development.

Thank you to everyone who attended, volunteered on the planning committee or the day of the conference, or presented in a breakout session. Your involvement has helped build EMERGE into an award-winning event. During the keynote luncheon, Commerce Lexington Inc. Board Chair Ray Daniels announced the launch of a comprehensive year-long professional development program called Emerging Leaders of the Bluegrass. Find out more about this new initiative on the following page or visit www.EmergingLeadersBG.com.

EMERGE 2020 Photos by Mark Mahan, Mahan Multimedia



Forcht Bank's Tucker Ballinger.



Opening Keynote Speaker Matt Johnson.



Breakout session on marketing with Allen McDaniel & Hurriyat Ghayyur.



Larry Jackson & Salvador Sanchez.



Luncheon keynote Deshauna Barber.



Daniel "DH" Harrison and Chainey Turner.



EMERGE Chair Emily Downey.

VisitLEX's Gathan Borden

FAR RIGHT: Melissa Moore Murphy talked with Christian Motley.



Program to Help Emerging Leaders Expand Capacity in Leadership Roles

Young professionals and emerging leaders have often indicated the need for more opportunities to help them acquire the leadership skills to advance in their career. In 2014, the EMERGE Conference was created, providing a full day of personal and professional growth sessions, along with inspirational keynote speakers. However, many people expressed interest in expanding those professional development opportunities beyond a one-day event.

Commerce Lexington Inc. has listened to the needs of our region and is proud to announce a year-round solution for individuals and companies. Emerging Leaders of the Bluegrass, presented by Keeneland, is a comprehensive initiative that will help emerging leaders expand their capacity to perform in leadership roles within Central Kentucky through professional development, networking, mentoring and community education opportunities.

Programs will be offered on a continuous basis throughout the year, including trainings, interaction with Central Kentucky's current leaders, and opportunities to learn more about what is happening in our community. Professional development topics that will be covered in the program's inaugural year include: Leading Yourself; Leading Others; and Leading in the Community.

Commerce Lexington Inc. 2020 Board Chair and President of Equity Solutions Group, Ray Daniels, said, "Providing opportunities like this programming to our emerging leaders will result in a direct positive impact to our talent development process, further strengthening our regional workforce, and ultimately assisting in our economic development team's efforts to attract and retain business within Central Kentucky."

The format will be different than other Commerce Lexington programs, as we will be offering an Annual Access Pass at the introductory price of \$75 for Commerce Lexington Inc. members and \$100 for non-

members. Purchase your Access Pass today, or find out more on-line at www.emergingleadersbg.com.

Commerce Lexington Inc. President and CEO, Bob Quick, said, "We are thrilled to offer new programming and opportunities for growth for Central Kentucky's emerging leaders. The best and brightest, up-and-coming leaders are right here in our region. And, we can't wait to see what they will do for our future."

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AUSTIN LEADERSHIP VISIT | NEW DATE: NOVEMBER 9 - 11, 2020

2020 Leadership Visit to Austin, Texas Rescheduled for November 9 - 11

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SPECIAL NOTE:

Due to the COVID-19 pandemic, the Leadership Visit to Austin has been rescheduled for November 9 - 11. For those who are already registered, we will transfer your current registration to the new dates. You will receive an updated confirmation reflecting the new date in the next few weeks. If you are unable to travel with us in November, you may cancel without penalty by April 30th. Those who would still like to register can do so on-line at CommerceLexington.com. Contact Angela Carlos with questions at (859) 226-1608 or acarlos@commercelexington.com.

Commerce Lexington Inc. is pleased to announce that the **2020 Leadership Visit presented by Central Bank & Trust Co.** will take Central Kentucky leaders to **Austin, Texas, November 9-11, 2020**. Known as the "Live Music Capital of the World," Austin's ability to 'Keep it Weird' has created a culture of innovation and creativity that is prevalent across the region.

Like Lexington, Austin boasts an educated workforce, a thriving economy and favorable business climate, excellent schools, scenic landscapes, a top-notch research university, and an overall excellent quality of life. While the equine industry, Bourbon, and an attractive food scene have given Lexington an international flavor all its own, Austin's international presence continues to grow thanks to events like SXSW and Austin City Limits.

As an attractive place to live and work, Austin has been experiencing rapid population growth over the last decade and more recently has been adding about 100 people per day. That growth has created challenges with infrastructure, transportation and traffic congestion, rising housing costs, and a lack of land for development.

The Austin region has developed a diverse entrepreneurial ecosystem that is home to entrepreneurs, startups, growing companies, and tech industry giants like Dell, Advanced Micro Devices, Intel, 3M, IBM, Samsung, NXP Semiconductors, and National Instruments. The city known for "weird" is wired as well, as Google Fiber and AT&T deploy Gigabit-speed internet throughout the area.

While in Austin, we'll take a closer look at the area's innovation ecosystem, the effectiveness of its regional economic development plan through Opportunity Austin, talent retention and attraction, efforts to identify and engage more emerging leaders, and

initiatives that are addressing the disparity and inequity wealth gap between communities.

HOW TO REGISTER:

Registration is available for the 2020 Leadership Visit to Austin. For our accommodations, the group will be staying at the phenomenal Four Seasons Hotel Austin, which sits on the banks of Lady Bird Lake just steps from the city's central business and entertainment districts. For more information, visit on-line at www.commercelexington.com/austin-2020.html.



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WEDNESDAY, MAY 20, 2020 | 3:30 - 5:00 P.M. | COMMERCE LEXINGTON INC.'S FIRST FLOOR CONFERENCE ROOM

Business Owners' Advisory Boards (BOAB) Now Enrolling for This Year *Small Business Owners Invited to Attend Enrollment Event Wednesday, May 20th*

If you've ever needed advice or guidance as a business owner and didn't know where to turn, Commerce Lexington Inc. has a valuable, no cost solution for you. Various groups called the Business Owners' Advisory Boards (BOAB) meet monthly to assist in problem-solving through discussion with other business owners to help in analyzing current or future direction, and also provide an avenue for personal growth.

If you're interested in the Business Owners' Advisory Board through Commerce Lexington Inc., now is your opportunity to learn more about the program and to become active in one of the groups. In this present business environment, business owners need to know that a support structure exists to help them. An "ENROLLMENT EVENT" will be held on **Wednesday, May 20**, from 3:30 - 5:00 p.m., at Commerce Lexington's first floor conference room.

Group placements are made in May and December only. Enrollment events allow potential group members to meet existing participants and ask questions, learn more about BOAB and sign up to become part of the program. **In order to qualify for BOAB**, you must have been in business for at least 2 years, be the owner or co-owner of a business and currently generate revenue for your business. If qualifications are met, applicants will be placed in a group that best suits their schedule and business type and avoids any conflict with direct competitors.

RSVP FOR THIS ENROLLMENT EVENT:

To RSVP, e-mail to Liz Bennett at lbennett@CommerceLexington.com or visit www.CommerceLexington.com. There is no charge to attend this Commerce Lexington Inc. MEMBERS' ONLY informational event.

NOTE: BOAB Enrollment Event for May is subject to change, depending on evolving situation with COVID-19 pandemic.

Groups Helping Small Businesses

Although interaction with fellow Commerce Lexington Inc. members is always good for business - BOAB is **not** designed as a networking or leads group. Each board is made up of eight business owners with similar concerns, but who are NOT in direct competition with each other. There is NO CHARGE to participate in this program, which is open only to Commerce Lexington members. Board members commit to meeting on a monthly basis for two to three hours per meeting, and each group sets its own agenda. The boards offer encouragement and sound business advice for tackling the day-to-day challenges faced by business owners. Meetings are structured to include speakers on various business topics, guidance on goal setting, marketing planning, as well as assisting with your individual business issues.

2020 Commerce Lexington Inc. International Trip Features Imperial Russia

For the tenth consecutive year, Commerce Lexington Inc. will again be offering a unique group travel opportunity for its members and the general public. In 2020, Commerce Lexington is partnering with Collette, a highly-respected, family-owned travel provider celebrating 100 years in business, for a 9-day, 7 night adventure to **Imperial Russia** from **September 3 - 11**.

This trip will feature visits to Moscow and St. Petersburg with an itinerary that includes must-sees such as the Kremlin, Red Square, The Hermitage Museum, and Catherine Palace. We'll enjoy unique experiences such as navigating Moscow via its amazing Metro system, a walking food tour, a ride through the historic streets of St. Petersburg in vintage cars and high-speed train travel between Moscow and St. Petersburg to name just a few!

Second in size only to the Louvre, the Hermitage Museum is home to the largest

collection of paintings in the world, with works from the likes of Monet and Matisse. Built in 1717, Catherine Palace was once the opulent summer home of Russian tsars. It's said the building was torn down and rebuilt six times to satisfy the grand visions of Peter the Great's daughter, Elizabeth. You'll also have the opportunity to tour the Tretyakov Gallery, one of the most significant art museums in Russia with over 100,000 artistic works.

REGISTRATION:

Early bird pricing of \$4,299 per person double and \$4,949 per person single for the trip is available until March 4, 2020. The cost includes hotels, most meals, and airfare from New York's JFK Airport. For details on the itinerary and registration options for this trip, visit <https://gateway.gocollette.com/link/1012966>.



St. Isaac's Cathedral in St. Petersburg



Leadership Central Kentucky Studies Key Issues of Madison County

Commerce Lexington Inc. Staff Report

The 2019-20 Leadership Central Kentucky Class presented by LG&E and KU met in Madison County on February 19th. Class members gathered at Madison County Public Library.

The first presentation was “Drugs: Hiding in Plain Sight” presented by Kentucky State Trooper Robert Purdy. New advancements in the drug and alcohol world are making detection much harder hence the title of the presentation, which is being presented to educate community leaders, caregivers, educators and professionals, especially those working with teens.

Next, the group traveled to Berea College for a tour of campus from a current student. We learned that Berea College was founded in 1855 and was the first college in the southern United States to be coeducational and racially integrated. It is designed for

high-achieving yet under-privileged students and has a no-tuition promise for students. Berea students pay an average of \$1,000 toward housing, meals, and fees, with financial assistance for books available.

After lunch at the Kentucky Artisan Center, class members traveled to Eastern Kentucky University. There, we learned about the Chemical Demilitarization Operation taking place at the Bluegrass Army Depot. Next up was a tour of the ECU Center for the Arts with Skip Daugherty, where the class learned a lot about what it takes to bring world class entertainment to the region.

The day ended with a visit from Interim Eastern Kentucky University President David McFaddin talking about leadership. He said for leaders it is important to be “grounded in integrity and centered on values.”

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Leadership Lexington Youth Class Hears About Higher Education Options

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Recap by Ainsley Hojnacki, Sayre School

The Higher Education and Career Development Day Session for Leadership Lexington was a chance for many students to see the ins and outs of the options of higher education. We had lectures with college counselors to know what to expect about the application process.

Then, two Leadership Lexington Youth Program students, who take dual credit and college courses, explained their perspective of the difference between high school and college. For lunch, we participated in an etiquette class to teach us

how to prepare for lunch or dinner interviews.

After lunch, we had a panel with two University of Kentucky athletes about their experiences of being a student athlete. We ended the day looking at the University of Kentucky's Lewis Honors College, which enabled us to experience a small liberal arts community within a large university.

This day session really helped us see the difference of our high school experience and that of a higher education experience. We were given great input about applying and interviews, and have many new resources to use.

2020-21 Leadership Youth Applications Available Through Junior Achievement; Due by April 10th

A reminder that starting with the upcoming application period for the 2020-21 class, Junior Achievement of the Bluegrass will take over management of the Leadership Lexington Youth Program. The mission of the program is to prepare students for leadership through education and hands-on interaction, touching upon issues and resources pertaining to our community. Participants attend a variety of day sessions focused on topics like

the arts, government and public safety, higher education, health and human services, and more.

Students can access the application for the 2020-21 program at www.jalexington.org. The deadline to submit applications is **Friday, April 10, 2020**. For questions or more information, contact Natalie Appel, Program Manager, at (859) 219-2423 or natalie@jalexington.org.

AMBASSADOR SPOTLIGHT

Greg Brown, Director of Central Region, C-Forward, Inc.

E-mail: GBrown@CForward.com | Phone: (859) 442-7877 | Web: www.cforward.com

ABOUT C-FORWARD, INC.: C-Forward was started 21 years ago by Brent Cooper, who now serves as president of the Northern Kentucky Chamber. The company's focus is on being a complete IT department that provides personal, proactive and reliable service to small businesses with 10-150 employees. Greg manages the Lexington office, including client satisfaction, marketing, business development, and presenting security training.

WHAT GREG LIKES ABOUT LEXINGTON: A native of Morehead, Greg moved to Lexington 16 years ago for a job promotion. He said, "The Bluegrass is a great place to live with so many activities and opportunities."

ABOUT VOLUNTEERING IN THE COMMUNITY: "I love to connect people and other businesses," said Greg. "Staying involved in CLX gives me the opportunity to help many people and connect them to other businesses or services that can help them grow, save money or boost their productivity."

ABOUT SERVING AS AN AMBASSADOR: "Having an opportunity to talk to so many different businesses is always interesting and suggesting other members to help them grow their business is very rewarding." Greg said he really enjoys the @330 Series, because the topics help him market and grow his company through some great presenters.



GREG BROWN

Read More About Our Ambassadors at www.CommerceLexington.com > Connect > Volunteer Opportunities



RECAP BY KRISTIN TAYLOR, COMMERCE LEXINGTON INC.

Leadership Lexington Gets Inside Look at Economic Development Process

Economic Development Day started a little different than other previous Leadership Lexington day sessions as the class mourned the sudden passing of their fellow classmate, Anita Franklin. Time was spent reflecting on class memories, the impact she had on the community and how she was an inspiration to everyone she met. Her legacy will live on with the continuation of her project and passion, "Lex Bank Smart."

Jenny Minier, University of Kentucky Professor of Economics, kicked off the day at Blue Grass Regional Marketplace with an overview of the local economy including how Fayette County/Kentucky compares to the U.S. in unemployment, household income, and education levels. The class also learned about the strengths and weaknesses Lexington has that will impact the future of our city.

Leadership Lexington then heard from a panel on Workforce Development moderated by Tony Bonner from Dinsmore. Panelists included Michael Baer, Fusioncorp; Wells Bullard, Bullard; Dennis Lawrence, Clark Material Handling; and Kim Menke, Toyota. The panel addressed workforce needs, efforts for talent attraction/retention, the importance of workforce education, diversity challenges and regionalism. The class then had the opportunity to hear from an agriculture panel moderated by Dr. Robert Houtz of the University of Kentucky College of Agriculture, Food and Environment. John Mahan, Sodworks and Mark Gifford, Agtech, focused primarily on the hemp industry and the challenges that the industry has



(Photo by Mark Mahan, Mahan Multimedia).

faced.

After lunch, participants relocated to Dinsmore, where they heard from Gina Greathouse, Executive Vice President of Commerce Lexington Inc. Economic Development, on the economic development process.

The class then broke into groups to participate in an Economic Development Simulation, where they were assigned to either a company or a community. The purpose of the simulation is for each 'company' to choose the best 'community' for their economic development project and for each 'community' to choose the best 'company' for their location. Each group was assigned a Regional Economic Development Representative to provide their hands-on knowledge of what typically happens in Central Kentucky. Mentors included Terri Bradshaw, Todd Denham, Brad Thomas, Lucas Witt and Ryan Kaffenberger.

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2020-21 Leadership Lexington Applications Become Available April 15

Applications will become available for the 2020-21 Leadership Lexington program on April 15th. This leadership development program is sponsored by Commerce Lexington Inc. and directed toward individuals who demonstrate leadership qualities. Since 1979, this popular program has been giving participants the opportunity to better understand our city and to prepare for the challenges it faces by meeting with and learning from our leaders.

LEADERSHIP LEXINGTON ENABLES PARTICIPANTS TO:

- Gain exposure to current issues and developments;
- Visit local sites and facilities;
- Meet local and state leaders;
- Develop and expand network of contacts;
- Broaden their perspectives and understanding;

- Build friendships and working relationships with class members;
- Give back to the community through participation in group projects.

Residents and individuals who work in the Lexington area are eligible to apply for Leadership Lexington. Applicants must be employed by firms or organizations that are active members of Commerce Lexington Inc.

The deadline to apply for the 2020-21 program is Friday, May 15, 2020.
The application can be found on-line at www.leadershiplexington.com



NEW COMMERCE LEXINGTON INC. MEMBERS FOR THE PERIOD OF FEBRUARY 14 THROUGH MARCH 18, 2020

Bleed Blue Landscaping & Contracting, LLC

Landscape Contractors

Main Contact: Ronny Barnes
255 S. Forbes Road, South Office Suite B
Lexington, KY 40511
Phone: (859) 684-7710
www.bleedbluelandscaping.com

Bluegrass Veterinary Specialists + Animal Emergency

Veterinarians-Animal Care

Main Contact: Jessica Davis
1591 Winchester Rd, Suite 106
Lexington, KY 40505
Phone: (859) 268-7604
www.bgvets.com

Bolt Marketing

Advertising Agencies

Main Contact: Chase Fairfield
3229 Summit Square Place, Suite 230
Lexington, KY 40509
Phone: (859) 321-1378
www.buildwithbolt.com

DSJ Property Mgt LLC

Real Estate Management

Main Contact: David Johnson
1340 Strawberry Lane, Lexington, KY 40502
Phone: (859) 797-1325

dwell cbd

Health & Wellness

Main Contact: Peter Archey
173 E Brannon Road, Nicholasville, KY 40356
Phone: (859) 554-5011

Eaglesmith, Inc.

Restaurants

Main Contact: Judy Tucker
3895 S. Hwy 27, Somerset, KY 42501
Phone: (606) 678-7251

Federal Hill Capital Management

Investment Banking/Management Services

Main Contact: Andrew Meredith
129 N. 3rd Street, Bardstown, KY 40004
Phone: (502) 348-5789
www.fedhillcap.com

Fister Electrical Services

Electric Contractors

Main Contact: Brian Fister
108 Blue Heron Place, Lexington, KY 40511
Phone: (859) 285-1058
WWW.FISTERELECTRICAL.COM

Frederick & May Construction

Construction

Main Contact: Terry Lewis
1016 Hwy. 172
West Liberty, KY 41472
Phone: (606) 743-3227

Harmony Day Montessori School

Schools-Preschool/Kindergarten

Main Contact: Michelle Walker-Campbell
839 National Avenue
Lexington, KY 40502
Phone: (859) 519-6759
www.harmonydayschool.com

Inebriated Baker LLC

Bakeries

Main Contact: Danielle Rowell
962 Delaware Ave.
Lexington, KY 40505
Phone: (859) 823-LUSH
www.inebriatedbaker.com

Lexington Catholic High School

Schools-Private

Main Contact: Sandra Young
2250 Clays Mill Road
Lexington, KY 40503
Phone: (859) 277-7183
www.lexingtoncatholic.com

Lynch Chiropractic Center, Inc.

Chiropractors D.C.

Main Contact: Stephani Lynch
2505 Larkin Rd., Ste 202
Lexington, KY 40503
Phone: (859) 266-1999
www.chiropractorlexington.com

Optimize U

Health & Wellness

Main Contact: Corey Cope
2573 Richmond Road, Suite 300
Lexington, KY 40509
Phone: (859) 390-2242
www.optimizeunow.com

PT Pros, Inc.

Physical Therapists

Main Contact: Ian Danis
1713 Nicholasville Road
Lexington, KY 40503
Phone: (859) 402-1220
www.ptpros.com

Red Lobster

Restaurants

Main Contact: Andrew Arvin
2550 Nicholasville Road
Lexington, KY 40503
Phone: (859) 276-1422
www.redlobster.com

Red Lobster

Restaurants

Main Contact: Alecia Cash
1848 Alysheba Way
Lexington, KY 40509
Phone: (859) 263-0307
www.redlobster.com

Rogers Foam Corporation

Manufacturers

Main Contact: Scott Lee
120 Clarence Drive, Mt. Sterling, KY 40353
Phone: (859) 497-0702
www.rogersfoam.com

Screech Properties, LLC

Real Estate Management

Main Contact: Steve Robinson
6453 Spears Point Lane, Lexington, KY 40515
Phone: (859) 338-9829

Stratton Eyes

Optometrists

Main Contact: Dawn Stratton
535 Wellington Way, Suite 160
Lexington, KY 40503
Phone: (859) 245-2020
www.strattoneyes.com

Sts. Peter and Paul Regional School

Schools-Preschool/Kindergarten

Main Contact: John Pica
423 W. Short Street, Lexington, KY 40507
Phone: (859) 254-9257
www.sppslex.org

Susie Basham / The Agency, Real Estate Experts

Realtors

Main Contact: Susie Basham
2172 Palomar Trace Dr., Lexington, KY 40513
Phone: (859) 533-3776
www.BashamRealEstate.com

Tylark

Information Technology

Main Contact: RG Conlee
241 Meadow Valley Rd.
Lexington, KY 40511
Phone: (859) 327-6793
www.tylarkcorporation.com

Valley Discount Pharmacy

Pharmacies

Main Contact: Celina Howell
6758 U.S. Highway 23, South, Suite 7
Pikeville, KY 41501
Phone: (606) 639-2415
www.valleydiscountpharmacy.org

Windbound, LLC

Mergers & Acquisitions

Main Contact: Cliff Gookin
350 E. Short St., No. 226, Lexington, KY 40507
Phone: (859) 536-1104

Wise Bird Cider Co., LLC

Wineries

Main Contact: Tim Wright
1170 Manchester St, Ste 140
Lexington, KY 40508
Phone: (859) 309-1863
www.wisebirdcider.com



PERSONNEL & AWARD ANNOUNCEMENTS

Bank of the Bluegrass & Trust Co. announced the promotion of **Jason C. Marshall** to Assistant Financial Center Manager of its Romany Road office. He has over 19 years of banking experience with expertise in small business banking.

Bluegrass Tomorrow's Vision Awards Breakfast recognized several key regional leaders, including **Ted Bassett**, longtime general manager and chairman of the board and trustee at Keeneland Association who was recognized with the Josephine Abercrombie Award, and former Eastern Kentucky University President **Dr. Michael Benson**, who received the Excellence in Education Vision Award. Former Sadieville Mayor **Claude Christensen** and outgoing chair of Bluegrass Tomorrow was honored for his service to the organization. Other Vision Award recipients included: **Walker Hancock** of Claiborne Farm (Equine Agriculture Vision Award), **The Bluegrass Alliance** (Spirit of the Bluegrass Vision Award), **Stewart Home & School in Frankfort** (Human Services), **Scott Anderson**, Madison County Schools Food Service Director (Food & Agriculture), and the **Grace Café** in Danville (Community Project).

Central Bank & Trust Co. announced the promotion of **Melissa Shimfessel** to private banking officer.

Coastal Cloud, an affiliate of the Customer Relationship Manager service Salesforce, has recognized **CLARK Material Handling Company** as a Coastal Cloud Innovation Award Winner for 2020. This award in acknowledges CLARK's continuous efforts to increase productivity and efficiency through a technological and digital transformation.

Dentons Bingham Greenebaum announced several promotions in its Lexington office, including the election of **Ryan E. Dunn**, **Jacob Michul**, **Kimberly J. O'Donnell**, and **G. Christopher Van Bever** to partner, and the elevation of **Brian W. Chellgren**, Ph.D. to capital partnership.

Lloyd Alverson recently joined **Field & Main Bank's** lending team as mortgage loan officer.

Junior Achievement of the Bluegrass was recently awarded one of Junior Achievement USA®'s (JA USA) highest honors: the Five Star Award. The purpose of the Star Award is to recognize staff and boards of JA Areas that meet Junior Achievement's national standards in operational efficiency and through strong representation of the JA brand. Recipients must demonstrate growth in student impact and

superior fiscal performance. Achievement against these criteria is certified through JA USA and audited financial statements. Junior Achievement of the Bluegrass, which serves more than 24,000 students throughout Central and Eastern Kentucky, will be presented with the award in July at Junior Achievement USA's National Leadership Conference in Colorado Springs, Colorado.

Julie H. Schmidt, senior director of external affairs for **Kentucky Educational Television** (KET), was appointed as chair of the Kentucky Broadcasters Association Board of Directors

LexArts recently announced the appointment of **Ame Sweetall** to lead the arts funding and advocacy organization as Interim President & CEO, taking over for Nan Plummer, who recently returned to Ann Arbor, Michigan to accept a new position with the Treeline Conservancy.

The **Lexington-Bluegrass Association of REALTORS®** recently installed leadership for 2020, as well as announced recipients of the top awards for the organization – REALTOR® of the Year, Good Neighbor and Distinguished Service. **Greg Buchanan** was installed as the 2020 president of LBAR, **Mike Inman** was named REALTOR® of the Year and **Kate Imhoff** received the Good Neighbor Award. In addition, **Kae Schennberg** and **Jason Scolf** received Distinguished Service Awards.

The **Lexington Public Library** has been recognized by the *Library Journal* as a 2019 Five-Star Library. This is the library's first time receiving such a distinction. The rating is formulated using physical circulation, electronic material circulation, library visits, program attendance, public internet usage, and Wi-Fi sessions. 2019 was the first year Wi-Fi sessions were included as a metric. With 842,264 Wi-Fi sessions last year, the Lexington Public Library has one of the highest Wi-Fi usages of libraries in the state.

Lexmark International has been named to the 2020 CIO 100 list by IDG Communications. The award honors Lexmark's digital transformation project, known as Global Optimization 365, in which the company reimagined and rebuilt the way it standardized, integrated and streamlined its global systems, tools and processes to establish a solid foundation for future growth.

Attorney **Scott Schuette** joined the **McBrayer** law firm's litigation department of Lexington office.

Saul Good Restaurant & Pub and **Dv8 Kitchen & Bakery** announced that **Linda Russell** has assumed the role of catering and private dining manager.

Stites & Harbison, PLLC's **Richard Wehrle** was one of three attorneys elected to the firm's six-member Management Committee for a two-year term. Wehrle is a member (partner) of the firm and Chair of the Trusts & Estate Planning Group based in Lexington and Louisville.

Stites & Harbison, PLLC attorney **Ashley W. Ward** was inducted as a Fellow of the American College of Trial Lawyers (ACTL) at its Annual Meeting in Tucson, Ariz. ACTL is composed of preeminent members of the Trial Bar from the United States and Canada. Founded in 1950, ACTL is an invitation-only fellowship of exemplary trial lawyers from the U.S. and Canada. Fellowship is awarded to those who demonstrate the highest standards of trial advocacy, ethical conduct, integrity, professionalism and collegiality and have been in practice for at least 15 years.

SVN Stone Commercial Real Estate recently welcomed **Kyle Johnson** as an advisor. A Lexington native and UK graduate, Johnson specializes in the sales and leasing of retail properties, as well as land sales in Central Kentucky.

Wyatt, Tarrant & Combs, LLP announced that **Emily Cowles**, noted as one of the "Top 50 Lawyers in Kentucky" and one of the "Top 25 Women Lawyers in Kentucky," by *Kentucky Super Lawyers®*, has joined the firm's Lexington office as a partner.

SUBMIT PERSONNEL NEWS:

Submit your company's awards, personnel changes, additions, or promotions for Business Focus to mturner@CommerceLexington.com. Information is published in the order received & as space permits.



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COMMERCE LEXINGTON: UPCOMING EVENTS

- 15 APRIL 2020:**
Applications become available for the 2020-21 Leadership Lexington program. **- SEE PAGE 17**

NOTE: We are working to reschedule most events that were originally scheduled for the month of April. All events scheduled in May are subject to change or may be hosted in an on-line format, depending on the evolving COVID-19 situation.

- 12 MAY 2020: [subject to change]**
@330 Series presented by Distillery Heights, 3:30 - 5:00 p.m. at CLX's first floor conference room.

- 14 Leadership Lexington presented by McBryer, PLLC:** Equine Day Session.

- 19 Emerging Leaders of the Bluegrass presented by Keeneland:** Professional development series at Big Ass Fans, 1:00 - 4:30 p.m., Leading Yourself with Dr. Virgil Grant, StratOp/LifePlan Guide. **- SEE PAGE 11**

- 20 Leadership Central Kentucky presented by LG&E and KU:** Reflection and Graduation Day Session.

- 21 New Member Luncheon presented by Melia Realty Group,** 11:30 a.m. - 1 p.m., at CLX first floor conference room.

- 11 JUNE 2020:**
Business Link at Lexington Marriott City Center (121 West Vine Street), 4:00 - 6:00 p.m.

- 3-11 SEPTEMBER 2020:**
International trip features Imperial Russia in early September 2020. **- SEE PAGE 14**

- 9-11 NOVEMBER 2020:**
Leadership Visit presented by Central Bank & Trust Co. to Austin, Texas. **- SEE PAGE 12**

CLEX TEAM IS OPEN FOR BUSINESS:

For the safety of our staff and the public, Commerce Lexington's lobby area and meeting spaces will be closed until it is deemed safe to gather in groups once again. Although our offices are closed to the general public, CLEX remains open for business as our team continues to work on behalf of members, answer phone calls and e-mail messages, and communicate important resources during the COVID-19 pandemic. If you have questions or need assistance for your business, access our staff directory at www.CommerceLexington.com.