

BUSINESS FOCUS



OFFICIAL PUBLICATION OF COMMERCE LEXINGTON INC. | DECEMBER 2020 | VOLUME XXVIII, ISSUE XII

FLIP *the* SWITCH

Reflections on 2020 & What
to Expect for Events in 2021



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www.CommerceLexington.com

 **Commerce Lexington**
The Greater Lexington
Chamber of Commerce, Inc.

BUSINESS FOCUS

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Melia Realty Group Presents
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Watch 2020 SPOTLIGHT Series
Events on YouTube



Business Focus is published once a month for a total of 12 issues per year by Commerce Lexington Inc., 330 East Main Street, Suite 100, Lexington, KY 40507. Phone: (859) 226-1600.

2020 Chair of the Board:

Ray Daniels, *President*
Equity Solutions Group

Publisher:

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

Editor:

Mark E. Turner
Communications Specialist: Liz Bennett
Printing: Post Printing
Mail Service: SouthEast Printing & Mailing Service, LLC (2610 Palumbo Drive)

Subscriptions are available for \$12 and are included as a direct benefit of Commerce Lexington Inc. membership. Business Focus (USPS 012-337) periodical postage paid at Lexington, Kentucky.

POSTMASTER: Send address corrections to Business Focus, Commerce Lexington Inc., P.O. Box 1968, Lexington, KY 40588-1968.

Display Rates

For DISPLAY RATES in Business Focus, contact Kelly Bates at (859) 226-1612 or kbates@CommerceLexington.com, and an account executive will contact you.

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Board Chair Talks Challenges of 2020, Value of Commerce Lexington Inc.

It seems like a distant memory after everything we've been through this year, but you may remember me starting the year at the Annual Dinner talking about the value of Commerce Lexington Inc. and how much of an advocate the chamber is for your business. Never has that been more evident than during the ongoing pandemic and its lasting economic challenges.

From the moment the first positive COVID-19 case in Kentucky was announced on March 6, Commerce Lexington Inc. mobilized its personnel toward meeting the evolving needs of our member investors and clients and providing businesses with the very best resources available. During the early part of the pandemic, businesses contacted our team for assistance with the emergency small business loan application process, personal protective equipment (PPE) needs, unemployment insurance, clarification on Kentucky's Healthy-At-Work requirements, and the latest information coming out of Washington from Congress, the Small Business Administration, Treasury Department and the CDC.

Information continued to change rapidly, but business owners knew they could call on Commerce Lexington Inc. as a trusted resource that was able to push out timely information, get answers to their questions or connect them to key people in state government or Washington. Again, the chamber and its team are always available to be an advocate for you and your business, and especially during a crisis.

Like many organizations, Commerce Lexington Inc. had to quickly adapt and pivot to provide programming, events, and publications in a virtual way that enabled members and the community to find important information and resources during this difficult and challenging time. We not only developed a robust COVID resource section on our website, but also distributed regular COVID e-mail alerts, launched a webinar series called 4 O'Clock Focus that presented best practices and lessons learned on COVID topics, and published an *Introductory Guide to Reopening Your Business in the Era of COVID-19*.

The landscape of the economic development process has also



RAY DANIELS
PRESIDENT
EQUITY SOLUTIONS
GROUP

2020 COMMERCE
LEX. BOARD CHAIR

changed. Despite not being able to meet regularly in-person, our economic development team has continued to reach out to consultants and site selectors, our local existing companies, and our economic development partners throughout the region to keep Central Kentucky at the forefront of business growth opportunities.

Since July 1, our economic development team has coordinated with the business community and our Lexington Economic Partnership to connect via Zoom. The partnership includes a representative from each sector – Commerce Lexington Inc., Kentucky Cabinet for Economic Development, LFUCG Office of the Chief Development Officer, Higher Education Representatives (UK and BCTC), and the Bluegrass Workforce Innovation Board. The goal of each meeting is to provide companies with a wealth of resources, programs, and services to support and encourage expansion opportunities.

At the beginning of August, the deadline for small businesses to apply for the Paycheck Protection Program had passed, and it was abundantly clear that many of Lexington's smallest and disadvantaged businesses had not been able to access this funding. So, the Lexington-Fayette Urban County Council, led by Councilmembers Preston Worley and Amanda Mays Bledsoe, created the \$2.5 million Small Business Economic Stimulus Grant Program and contracted with Commerce Lexington's Access Loan Program to manage the application process. Small businesses in Lexington could apply for up to \$25,000 in expenses incurred due to COVID-19. In all, 167 small businesses and nonprofits received funding, with 67-percent of the grants awarded to minority- and women-owned small businesses.

Between the ongoing pandemic and the election, this year has been tumultuous to say the least. Our nation has also confronted the longstanding racial injustices and inequality facing the Black community, and many businesses and organizations, including Commerce Lexington, have said 'enough is enough.' Our organization

SEE "BOARD CHAIR" ON PAGE 8

Tyrone Tyra & Diana Wilson Celebrate Milestones at Commerce Lexington

Tyrone Tyra, Commerce Lexington Inc.'s Senior Vice President of Community & Minority Business Development, recently marked **15 years** with the organization. He joined Commerce Lexington in late 2005, and under his leadership the Access Loan Program has surpassed \$23 million in facilitated loans for the start or expansion of small, minority and women-owned businesses. His department also launched the Minority Business Accelerator program in 2013 to accelerate the development of sizable minority business enterprises (MBE's) and strengthen the regional minority entrepreneurial community. Contact Tyrone Tyra at ttyra@commercelexington.com.



TYRONE TYRA

As our Administrative Specialist, **Diana Wilson** has been one of Commerce Lexington Inc.'s most valuable employees for **20 years**. Diana is often the first person people meet when visiting the Commerce Lexington offices, and her work transcends just about all events and programs for the organization. She also assists our Economic Development Division and provides support for the annual Winner's Circle campaign and our leadership development programs. Contact Diana Wilson at (859) 254-4447 or dwilson@commercelexington.com.



DIANA WILSON



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



SUBMITTED BY CLX ECONOMIC DEVELOPMENT DIVISION: GINA GREATHOUSE, CHERYL KLEVER & KATIE VANDERGRIFF

Without Local GEW Events, New Website for Who Got the Money? Launched

In lieu of the annual entrepreneurial celebration during Global Entrepreneurship Week, Commerce Lexington Inc.'s Economic Development team and the University of Kentucky Office of Technology Commercialization launched a new *Who Got the Money?* website. The website serves as the host of data on entrepreneurial economic impact each year and recognizes Lexington's entrepreneurial community.

While 2020 was a challenging year for all businesses, the survey serves as a reminder of the strong ecosystem startups have built in Lexington with the announcement that they created 121 new jobs, raised \$51.1 million in capital funds, and generated \$94.5 million in revenue. Employing a total of 546 people, the 77 responding companies reported an average salary of \$61,450 for full-time employees.

Many survey responders said the COVID-19 pandemic had a negative to neutral impact on their businesses, but 38-percent stated they either have or are considering expansion in production services in response to the pandemic.

There were 22 recipients of the eAcheiver Award, which recognizes companies receiving at least \$1 million dollars in funding and/or creating five new full-time jobs during fiscal year 2020, based on self-reported data. View the new website and full list of award winners at www.whogotthemoney.com.



Lexington Startup 2020 Figures

77 Responding Companies

546 Employees

121 New Jobs

\$51.1 Million in Capital Funds Raised

\$94.5 Million in Revenue Generated

\$61,450 Average Salary for FT Jobs

Kentucky Economic Forum Goes Virtual

The Commerce Lexington Inc. economic development team attended the Kentucky Economic Forum, the Fall Conference and Annual Meeting of the Kentucky Association for Economic Development. The event is the largest association function in which economic developers, elected officials, policy makers, business leaders, consultants, and thought leaders convene to celebrate the Commonwealth's economic momentum. The Kentucky Economic Forum was a two-day online event featuring 300 members of #TeamKentucky, offering strategic exposure and unparalleled networking opportunities within the economic development ecosystem. The Commonwealth's full economic capital and capacity is captured at the Kentucky Economic Forum. During the event, Ray Daniels, 2020 Commerce Lexington Inc. Board Chair, discussed diversity and inclusion in the Kentucky.

AREA DEVELOPMENT

E.D. Team Attends Area Development Webinar Series

The Commerce Lexington Inc. economic development team virtually attended *Area Development*'s Consultants Forum Webinar Series: November 2020 Sessions. Registration included access to attend eight economic development best practice presentations throughout November and early December. Topics ranged from Impact of Diversity and Social Issues to Disruption of the Auto Industry,

as well as Location Strategy and Remote Workforces. We are dedicated to gaining insight from nine leading site consultants and industry experts representing: Avison Young, Cushman & Wakefield, DC Strategic Advisors, Emsi, JLL, McGuireWoods Consulting, and Womble Bond Dickinson to best represent Lexington and the Bluegrass Region.

By The Numbers:

For 2020 year-to-date, Commerce Lexington's Economic Development Division has responded to calls from:

New Business: 52 new prospects interested in finding a new location or expanding.

Client Visits to the Lexington Area: 15

Existing Business Visits: 117

Total Active Projects: 50



2021 EVENTS: WHAT TO EXPECT

Events to be Virtual Through First Quarter; Annual Dinner Moved to July

Like many organizations once the pandemic hit, Commerce Lexington Inc. had to adapt on the fly and move its events and programming to virtual platforms. It meant doing things differently than our team is used to. While that face-to-face aspect of networking remains key component to future events, the move to virtual enabled more people to participate in our events who perhaps didn't have time to leave their business or weren't able to travel with us for things like the D.C. Fly-In.

For the annual Washington, D.C. Fly-In, an average of about 60 people make that trip with us. This year, the D.C. Fly-In was grounded and transformed into the Federal Policy Forum, during which more than 100 people joined the sessions via Zoom over the two-day event. Likewise, we've noticed additional people logging on to the Policy Over Lunch Series, SPOTLIGHT Series, and the 4 O'Clock Focus webinars. In December, we'll host the inaugural Regional Summit (Dec. 7-9), and we're expecting a great turnout from people throughout the region to participate.

With the ongoing pandemic now surpassing record levels and the uncertainty on timing for the rollout of the vaccine, Commerce Lexington's events and programming will remain virtual through at least the first quarter of 2021. This will allow our staff to plan events accordingly and better meet budget expectations for the organization.

The pandemic has also impacted many of our signature events, like the **EMERGE Conference** in March, which will now be virtual, as well as the **Leadership Visit to Austin** (May 10-12) and **Annual Dinner** (moved to July), both of which we hope to be able to do in person.

2021 EMERGE CONFERENCE:

The members of the EMERGE Steering Committee have been busy planning a dynamic and engaging EMERGE Conference program, which will be done virtually in March 2021 (date as yet to be determined).

LEADERSHIP VISIT TO AUSTIN:

Presented by **Central Bank & Trust Co.**, the Leadership Visit to Austin that was originally planned for this year will take place May 10-12, 2021. Register on-line at www.commercelexington.com/austin-2020.html for what we expect will be our first in-person big event.

ANNUAL DINNER:

Presented by **Fifth Third Bank**, our pre-eminent networking event and celebration of business, the Annual Dinner, will be held in July 2021. We can't wait to see many of you face-to-face and put 2020 behind us.

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CONTACT: Tyrone Tyra, Senior Vice President, Community & Minority Business Development, Commerce Lexington Inc. at (859) 226-1621

A program of Commerce Lexington Inc.



PUBLIC POLICY: REGIONAL SUMMIT

MONDAY - WEDNESDAY, DECEMBER 7 - 9, 2020 | VIA ZOOM



THE COLLECTIVE: Regional Summit Brings Discussion on Shared Priorities

PRESENTED BY



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Some of the most successful communities Commerce Lexington has visited on its annual Leadership Visits have strong regional partnerships and shared policy priorities that drive business and community leaders in a common direction. Regions that effectively work together toward common goals are better positioned to successfully navigate the challenges of the future.

Commerce Lexington Inc. is pleased to introduce a new regional event series called **THE COLLECTIVE**, which seeks to improve collaboration and advance the Bluegrass Region's economy. It will provide an opportunity for regional business leaders in the nine-county economic development region to explore shared priorities and collaborate on possible solutions to common challenges.

The first event in this series is **THE COLLECTIVE: Regional Summit presented by Community Trust Bank** on December 7-9, which will build on Commerce Lexington's current regional collaboratives, including its three key efforts: leadership development (Leadership Central Kentucky), economic development (Bluegrass Alliance) and public policy (Central Kentucky Policy Group). The COVID-19 pandemic and economic recession re-



THE COLLECTIVE
REGIONAL SUMMIT

inforce the need for stronger regional collaboration to ensure the Bluegrass region is able compete for jobs, talent and state/federal economic relief resources.

THE COLLECTIVE: Regional Summit will include interactive informational webinars and issue specific breakout sessions. Some of the issues to be discussed include COVID-19 economic recovery, business climate, talent, and infrastructure, including rural broadband deployment, innovative leadership and public policy.

TO REGISTER:

There is no cost to register, which can be done online at www.commercelexington.com/regional-summit.html.

Regional Summit Agenda Sessions:

MONDAY, DECEMBER 7

Charting a Course for an Uncertain Future

Ted Abernathy, Economic Leadership LLC

Regional Business Panel: Navigating the Pandemic & Beyond

Infrastructure: Reducing the Digital Divide in the Bluegrass

Francella Ochillo, Next Century Cities
Aldona Valicenti, CIO, Lexington-Fayette Urban County Government

Scan QR Code With Your Device to Register



TUESDAY, DECEMBER 8

Economic Development: Future of Job Creation for the Bluegrass

John Bevington, LG&E & KU (moderator)
DiDi Caldwell, Global Location Strategies
Beth Land, Site Selection Group
Jeff Taylor, Ky. Cabinet for Economic Dev.

Leadership: Overcoming Barriers to Innovation

Policy: Potential Economic Relief for Businesses & Local Economies

U.S. Congressman Andy Barr

WEDNESDAY, DECEMBER 9

Bluegrass Alliance / Local Officials Roundtable

Best Practices: Opportunity Austin Profile

Gary Farmer, Heritage Title Company of Austin, Inc.

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BOARD CHAIR

has long held that diversity and creating a welcoming city for ALL is not only good for the economy, but is also key to our business recruitment and retention efforts. Over the years, we have worked with community partners to strengthen relationships by bringing different faiths and segments of our community together through the Courageous Conversations movement.

We have done a lot over the years to assist minority-owned businesses through our Minority Business Development Program. However, we must do more and continue to seek new and innovative ways to reach out to, promote, and positively impact more ethnically-owned companies. Over the last few months, Commerce Lexington has served as a facilitator to bring together members of the Black faith community and representatives from the City of Lexington, University of Kentucky, and Fayette County Public Schools to explore ways to increase procurement for African American-owned businesses in our community. We have started a collective that meets every six to eight weeks to exchange best practices, break down barriers, and improve MBE business development.

For the first time in a long time, I believe we have some traction to make the kind of positive changes necessary to ensure equality for all segments of our community. I want to also personally thank the individuals who served on the Mayor's Commission for Racial

Continued from Page 3

Justice and Equality, especially co-chairs Roszalyn Akins and Dr. Gerald Smith, as well as Mayor Linda Gorton for appointing the group. I would encourage everyone to read the Commission's final report, which is posted on-line at www.lexingtonky.gov/commission-racial-justice-and-equality, and think about where you might be able to plug-in and help our community find solutions to systemic racism in Fayette County.

As we head into the holiday season, we cannot lose sight of the fact that the pandemic is still with us and many of our local businesses are still suffering. Please support your favorite local small businesses and restaurants in whatever ways you can. They are working hard to ensure a safe environment for both employees and customers.

If you need assistance with your business now or in the future, please don't hesitate to contact Commerce Lexington Inc. We're here to serve you, answer your questions or concerns, or connect you to valuable resources and information. Thank you for your continued support of Commerce Lexington, and let's hope for a more normal year in 2021.

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TUESDAY, DECEMBER 8, 2020 | 9:30 - 10:45 A.M. | VIA ZOOM

Member Mixer Helps You Make Valuable Connections, Learn About CLEX

Making connections during a pandemic is challenging to say the least. We know our members miss the networking that comes with our in-person events. Since we can't safely gather in person right now, Commerce Lexington Inc.'s **Member Mixer events presented by Melia Realty Group** provide an opportunity for participants to network virtually. Participants will have the opportunity to introduce themselves and their businesses followed by an opportunity for questions.

Commerce Lexington Inc. staff will update participants on upcoming member opportunities and ways to get the most from their membership. So, please join us on Tuesday, December 8, from 9:30 - 10:45 a.m. for the interaction and referrals you have missed, while staying safe at home.

**Scan QR Code With
Your Device to Register**



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Variety of COVID-19 Resources Available at CommerceLexington.com

Just a reminder that there are a variety of COVID-19 resources available to businesses on-line at CommerceLexington.com - from business reopening best practices to workplace posters and guideline sheets to places to purchase personal protective equipment, ways to support local businesses, immediate job openings, videos on a wide array of COVID-19 topics, and much more. Visit www.commercelexington.com/coronavirus-resources.html

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, so register soon.

PRESENTED BY

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32ND ECONOMIC OUTLOOK CONFERENCE

Wednesday,
February 3, 2021
8:30 a.m. – Noon
Virtual

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Central Bank

This year's conference will be offered as a webinar. The registration fee has been waived. Registration is required and you can access the website registration link below.

Hear from expert sources, including:

Kevin L. Kliesen

Business Economist and Research Officer, Federal Reserve Bank of St. Louis

Dr. Michael Clark

Associate Professor of Economics and Director of the Center for Business and Economic Research, UK Gatton College of Business and Economics

Dr. Jenny Minier

Professor of Economics, UK Gatton College of Business and Economics

Dr. Melynda J. Price

William L. Matthews, Jr. Professor of Law in the College of Law and the Director of the African American and Africana Studies Program, UK College of Arts and Sciences

For more information and to register go to:
Gatton.uky.edu/economic-outlook

Presenting Sponsors:

The Lane Report, Commerce Lexington, University of Kentucky, Gatton College of Business and Economics, Don and Cathy Jacobs Executive Education Center, The Center for Business and Economic Research (CBER), and Institute for the Study of Free Enterprise

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EVENTS: SPOTLIGHT SERIES



Authors Jim Host & Eric Moyen Discuss New Book During SPOTLIGHT

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If you missed any of the Commerce Lexington Inc. SPOTLIGHT Series events presented by WealthSouth this year, you'll find all three events posted in their entirety on our YouTube channel at www.youtube.com/commlexingtonky. The 2020 series included a panel of CEO's in June discussing innovation during the pandemic, a group of health care executives in October talking about the status of the pandemic locally and prospects for a COVID-19 vaccine, and then a discussion most recently with authors Jim Host (pictured at right) and Eric Moyen in conjunction with the Kentucky Book Festival.

Mr. Host and Mr. Moyen talked about Host's new book entitled *Changing the Game: My Career in Collegiate Sports Marketing*, which is the first complete account of Mr. Host's professional life, de-

tailing his achievements in sports radio, management, and broadcasting; his time in minor league baseball, real estate, and the insurance business; and his foray into Kentucky politics, including his appointments under governors Louie B. Nunn and Ernie Fletcher. It also provides a behind-the-scenes look at the growth of big-time athletics and offers solutions for current challenges facing college sports.



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CONNECT: EMERGING LEADERS

Emerging Leaders of the Bluegrass to Begin “Seasoned Leader Talks”

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.

Earlier this year at the EMERGE Conference, Commerce Lexington Inc. launched the Emerging Leaders of the Bluegrass (ELBG) program presented by Keeneland. ELBG is designed for professionals striving to improve themselves and become more involved in our community. As its mission states, ELBG aims to expand the capacity of emerging leaders to perform in leadership roles within Central Kentucky.

Since the beginning of the COVID-19 pandemic, ELBG has taken its events virtual. Events are monthly and focused around community education or professional development. Have you missed out on these growth opportunities?

Upcoming Events:

Beginning in December, the Emerging Leaders of the Bluegrass program will begin what's called "Seasoned Leader Talks." Think of these sessions as a fireside chat with a well-known Lexingtonian, where you will hear leadership lessons learned from their own career.

FOR MORE INFORMATION:

An annual pass gives you access to all Emerging Leaders of the Bluegrass events. For more information about the program or purchasing annual passes, as well as a full list of upcoming events, visit on-line at www.emeringleadersbg.com.

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The advertisement features a large banner at the top with the Lynn Imaging logo on the left and the Monster Color logo on the right, both described as "a lynn imaging company". Below the banner, the text "EVERYDAY BUSINESS PRINTING" is prominently displayed in large white letters against a dark blue background. Below this text, there are several examples of printed materials, including brochures and a website page for "LYNN CONSTRUCTION". The brochure for Lynn Construction highlights "OUR MISSION BUILDING ON" and "WHAT WE OFFER" with icons for pre-construction consulting, general contracting, and customer service. The website page for Lynn Construction also features a large logo with a hard hat and the text "LYNN CONSTRUCTION". To the right of these examples, a list of services offered includes: Flyers, Brochures, Presentations, Training Materials, Data Sheets, and more! At the bottom, social media icons for Facebook, Instagram, and Twitter are shown, along with the websites LynnImaging.com and Monster-Color.com.

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Leadership Central Ky. Hears Stories of Collaboration in Woodford County

PRESENTED BY



By Risa Richardson, Columbia Gas of Kentucky

With a breathtaking backdrop of rolling hills of the Bluegrass, frolicking mares, and the blazing colors of autumn leaves, some of Woodford County's finest shared stories of collaboration and resilience with members of Leadership Central Kentucky during their recent day session.

Eckert's Orchard gave the group a warm welcome with their famous apple cider doughnuts and

Day Chair Emily Downey, president and CEO of the Woodford County Chamber of Commerce and Executive Director of Woodford County Tourism, was joined by Versailles Mayor Brian Traugott and County Judge-Executive James Kay for a morning roundtable. They shared the county's secret to success – choosing collaboration over competition.

With the youngest leadership the county has had in decades, the community's leaders have joined forces and pooled resources for the collective good of the community and to survive challenges like this year's pandemic.

The next stop was the Life Adventure Center, where the group learned how the organization has helped at-risk youth, victims of sex trafficking and others overcome their fears with therapy disguised as adventure. The group stayed on the grounds for lunch catered by State Farm Insurance Agent Aaron Smither, who opened the area's first Jimmy Johns. He was joined for an entrepreneurial round-table by Jessica Kite, owner of Steeplechase Centre and The Galerie, and Alex Riddle, owner of The Amsden Group and The Rickhouse, a new boutique hotel under development.

The class was then treated to a tour of the picturesque Sun Valley Farms, where members adored mares pregnant with future racing stars and learned more about the horse industry with stellar tour guide Brett Butzer, son of owners Barry and Jan.

The final stop of the day was at The Kentucky Castle, where the group got the royal tour before a wine-tasting wind-down with Wildside Winery.

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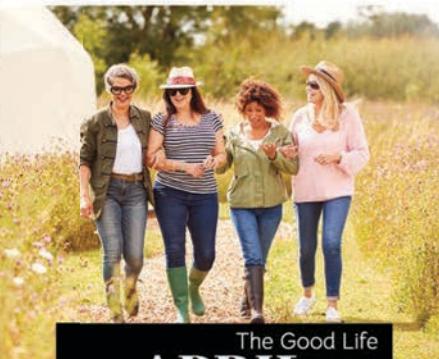
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CONNECT: LEADERSHIP LEXINGTON

Leadership Lexington Class Explores City's Public Safety Departments

Recap by Erin Soard, Traditional Bank

The day began at Lexington's Fire Training Center on Old Frankfort Pike. Lexington's current Fire Chief, Kristin Chilton, gave an overview of the department. It had been announced just two days prior that Ms. Chilton would be retiring in January 2021 after 28 years of service with the department. With 600 employees, the department makes an average of 60,000 runs per year and 50,000 of these runs are for medical needs.

Additionally, the diversity and inclusion efforts of the fire department were discussed. It was emphasized how our class can be an advocate for the department by encouraging minorities between ages 19-35 to apply. The current class, running drills as we toured the grounds, has seen an increase with 30-percent minority trainees.

Midday, we transitioned to the Police Training Academy on BCTC's Newtown campus. The first panel included staff members from the Fayette County Detention Center. The detention center houses an average of 1,000 inmates with misdemeanor and lower level felony charges. Emphasis was placed on the education of those incarcerated to eliminate the barriers upon re-entry to society.

The second panel included representatives from the police and sheriff departments. Police Chief Lawrence Weathers told the class that social media was the greatest threat to our community's safety. He elaborated further, saying that he believes it has increased gun violence, drug trafficking, and the accelerated spread of misinformation in our local



Leadership Lexington class members learned about Lexington's Police Training Academy during Public Safety Day. (Photo by Mark Mahan, Mahan Multimedia)

community. Educating our youth to the dangers is imperative, emphasized the Chief.

An overview of the neighborhood resource officers showed that these individuals work to develop trusted relationships in areas with heightened crime activity. The relationships developed are mutually beneficial. Reducing the rate of crime may be assumed as the priority; however, these officers also prioritize helping their neighborhoods with basic needs (food, clothing, shelter).

The overriding theme of the day was community relationships. The collaborative environment cultivated between public safety officers and our Lexington community was reiterated continuously.

**[READ THE FULL RECAP AT
www.leadershiplexington.com]**

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AMBASSADOR SPOTLIGHT

John Brandon, Financial Advisor, Raymond James

E-mail: John.BRANDON@RaymondJames.com | Phone: (859) 232-8231 | Web: www.raymondjames.com/johnbrandon

ABOUT RAYMOND JAMES: Raymond James was founded in 1962 and with its global headquarters in St. Petersburg, FL. The founder Bob James was a pioneer of financial planning, bucking Wall Street's product-first mentality in favor of a belief that financial professionals could do more than sell stocks – they could help build brighter futures. Raymond James is one of the most stable independent financial services firms in the country.

ABOUT HIS ROLE AT RAYMOND JAMES: As a financial advisor, John's role consists of working with clients to discuss short and long-term objectives. Certain financial strategies could make a business more tax efficient, enable a streamlined transfer of

wealth and protection of accumulated wealth via life and long-term care insurance.

WHY HE GETS INVOLVED IN THE COMMUNITY: "As a native Lexingtonian, I believe it's very important for me to have knowledge of not only what is happening, but why things are happening in my hometown and the decisions behind these changes."

ABOUT SERVING AS AN AMBASSADOR: "Being an Ambassador has vastly increased my awareness of industries, trends and the culture of Lexington by giving me the opportunity to be more involved," said John.



JOHN BRANDON

Read More About Our Ambassadors at [> Connect > Volunteer Opportunities](http://www.CommerceLexington.com)

WELCOME NEW MEMBERS



NEW COMMERCE LEXINGTON INC. MEMBERS FOR THE PERIOD OF OCTOBER 19 THROUGH NOVEMBER 18, 2020

Best Western Lexington Inn

Hotels/Motels
Main Contact: JR Patel
2221 Elkhorn Road
Lexington, KY 40505
Phone: (859) 293-0047
www.bestwestern.com/lexingtoninn

Boone Contracting

Contractors
Main Contact: Jarrod Gabbard
410 S Broadway,
Lexington, KY 40508
Phone: (859) 221-2036
www.boonecontractingky.com

Centro De San Juan Diego

Non-Profit Organizations
Main Contact: Jim Bennett
1389 Alexandria Drive
Lexington, KY 40504
Phone: (859) 623-7675
www.cdsjd.org

Dynamic Drone Solutions

Surveyors
Main Contact: DeWayne Yarbrough
2685 Jacquelyn Lane
Lexington, KY 40511
Phone: (970) 408-1042
www.dynamicdronesolution.com

East End Tap and Table

Restaurants
Main Contact: Matthew Borland
333 E Main Street, Suite 180
Lexington, KY 40507
Phone: (859) 785-2511
www.Eastendtapandtable.com

Elite Builders Group LLC

Construction
Main Contact: Mason Garland
524 Pemberton Street
Lexington, KY 40508
Phone: (859) 699-2200
<https://elite-builders-group.com/>

GreekTrack LLC

Computers-Database Marketing & Management
Main Contact: Tony Schmidt
4664 Todds Road
Lexington, KY 40509
Phone: (859) 982-9703
www.greektrack.com

Kirkpatrick & Company

Realtors
Main Contact: Zach Davis
606 Euclid Avenue, Suite 1
Lexington, KY 40502
Phone: (859) 231-8444
www.kirkfarms.com

LeanFeast

Restaurants
Main Contact: Collins Youngblood
220 Ruccio Way, Suite 190
Lexington, KY 40517
Phone: (804) 205-7570
www.leanfeast.com

Lee and Hayley, LLC

Entertainment
Main Contact: Sandy Byron
P.O. Box 8477
Lexington, KY 40533
Phone: (859) 806-3965
<http://leeandhayley.com>

Lexington Autoworks, LLC

Auto Repair & Service
Main Contact: Stephen Stoll
417 South Mill Street
Lexington, KY 40508
Phone: (859) 254-3858
www.lexingtonautoworks.com/

Luxe Lounge Medspa

Spas
Main Contact: Jenny Ash
867 East High Street
Lexington, KY 40502
Phone: (859) 523-5897
www.luxeloungemedspa.com

Lynne Sneed Real Estate

Real Estate
Main Contact: Lynne Sneed
3070 Lake Crest Circle, Suite 400
Lexington, KY 40513
Phone: (859) 983-9339
www.lynnesneed.com

Maxson Firm, PLLC

Business Consultants
Main Contact: James Maxson
811 Corporate Drive, Suite 102
Lexington, KY 40503
Phone: (859) 878-1711
www.maxsonfirm.com

Muse Marketing & Design

Website Developer
Main Contact: Karrie Bickett
3255 Bowie Drive
Lexington, KY 40517
Phone: (859) 351-5643
www.musemarketingky.com

Parsons & Howard Insurance Group

Insurance
Main Contact: Jeff Morrett
3320 Clays Mill Rd., Suite 211
Lexington, KY 40503
Phone: (859) 699-2150
www.parsonshowardinsurance.com/

ResourceMFG - Lexington, KY - RMFG

Career Counseling
Main Contact: Susan Edwards
1051 Newtown Pike, Suite 180
Lexington, KY 40511
Phone: (859) 554-3020
<http://resourcemfg.com>

Revive Sauna Studio

Spas
Main Contact: Shannon McGuire
760 Austerlitz Road
Paris, KY 40361
Phone: (859) 953-1050

St. John And Myers

Jewelers & Jewelry Design
Main Contact: Louis Scholz
198 Moore Drive, Suite 104
Lexington, KY 40503
Phone: (859) 559-4242
www.stjohnandmyers.com

Starbucks City Center

Coffee Shop/Restaurant
Main Contact: Jerome Butler
100 West Main Street
Lexington, KY 40507
www.starbucks.com

The League

Sports Association
Main Contact: Ted Simpson
652 Vonbryan Trace
Lexington, KY 40509
Phone: (859) 576-9182
www.theleaguelex.com



PERSONNEL ANNOUNCEMENTS

AI Torstrik Insurance Agency announced **Cody Quinn** has been promoted to senior benefits specialist. The agency also recently welcomed the following new service team members, including **Sarah Rodrian** as employee benefits account manager, **Jessica Cinnamon** as commercial lines account manager, and **Makensie Rudder** as personal lines rating specialist.

Bank of the Bluegrass & Trust Co. announced the following recent additions, including **Jordan Hogue** as loan processor II, **Brad Simpson** as universal banker at the Romany Road location, and **Mike Walden** as universal banker at the East High Street location.

The Board of Directors of **Chrysalis House** announced the appointment of **Kama McKinney** as its new executive director. She has served as Chrysalis House's director of finance since 2003 and has twenty years of experience in finance and management within the non-profit sector. She was most recently appointed interim co-executive director this April and willingly stepped up to lead the organization during the transitional period amid a global pandemic.

City of Lexington: **Robert Stack**, Director of Lexington's Division of Enhanced 9-1-1, was named 9-1-1 Director of the Year by the Kentucky Emergency Number Association and the Kentucky Chapter of the Association of Public Safety Communications Officials. Lexington's Enhanced 9-1-1 is the first dispatch center in Kentucky to achieve national accreditation through CALEA.org, widely regarded as the gold standard in public safety accreditation.

Lexington Mayor Linda Gorton named **Erin Hensley** as the **City of Lexington**'s new Finance Commissioner. Hensley has spent the last 10 years at the Community Action Council, where she most recently served as chief financial officer.

Community Trust Bancorp, Inc. has been recognized by the organization "2020 Women on Boards" as a Winning "W" company for 2019, for having at least 20% women on its board of directors. 2020 Women on Boards is the only education and advocacy campaign driving movement toward accelerating gender balance on corporate boards of directors.

Dinsmore & Shohl LLP welcomed attorney **Terri Stallard**, who has joined the firm's Lexington office as a partner in its leading Private Client & Family Wealth Planning practice group.

Enderle & Romans, PLLC announced that **Sara Collier** joined its team as a new staff accountant. Sara is a graduate of Morehead State University with a Bachelor of Business Administration in Accounting.

ExecuTrain US is rapidly expanding after being acquired by CEO Crinda Francke in May 2020. Through that expansion, the company welcomed two new team members, **Krista Brasher** and **Susie Patrick** as regional sales managers. They will work to provide training and development throughout the United States.

Keeneland announced four new additions to its Advisory Board of Directors, including **Gatewood Bell** (Cromwell Bloodstock), **Aisling Duignan** (Coolmore America), **Garrett O'Rourke** (Juddmonte Farms), and **Sarah S. Reeves** (Stoll Keenon Ogden). **Nick Nicholson**, Keeneland President and CEO from 2000-2012, and **J. David Smith Jr.** of Stoll Keenon Ogden, are retiring from the Keeneland Board. All four new directors began their service at the recent Advisory Board meeting. Reeves replaces Keeneland President-Elect Shannon Arvin as Secretary of the Board.

The new **Lexington Opera House** marquee was awarded a top prize in the 2020 Signs of the Times Signshop Competition from sign industry news organization, *Signs of the Times*. The marquee won first place in the category of Best Original Design and Fabrication, Illuminated, Large Shop of 2020. The international design competition, now in its fifth decade, included signs across 10 categories.

The McBrayer firm has added **Sean E. Mumaw** to its roster of attorneys on the Estate Planning Team, which also includes **Ivan Schell**, **Alan Pauw**, **Virginia Lawson**, **Kenton Ball**, **Maxine Bizer**, **Courtney Hampton** and **Fred Rodgers**.

Morgan Pottinger McGarvey earned Metro Tier 1 rankings in Lexington in the 2021 Edition of the *U.S. News – Best Law Firms* publication for Mortgage Banking Foreclosure Law and Bankruptcy and Creditor Debtor Rights / Insolvency and Reorganization Law.

NAI Isaac: **Jamie Adams**, CCIM, Vice President recently celebrated ten years with NAI Isaac. Adams is a sales/leasing vice president specializing in retail, office, industrial and investment opportunities throughout Central Kentucky and surrounding markets.

The Nest – Center for Women, Children, and Families welcomed the following new board members: **Tobie Brown** (WLEX 18 News), **Nubia Beckett** (Insurance Agent & Legal Shield Representative) and **Patricia Crosby** (Hunt Advantage Group, LLC).

Padgett Construction announced the promotion of **Martin Kripenstapel** to the position of project manager. Martin began as an intern in 2015, while earning a Master's degree in Construction Management at Eastern Kentucky University.

Saint Joseph Hospital has been named one of America's 100 Best Hospitals for pulmonary care, gastrointestinal (GI) care, general surgery and critical care treatment by Healthgrades, which connects consumers, physicians and health systems. This is the third year in a row Saint Joseph Hospital has received this national recognition for pulmonary care and critical care, and the first time it received this recognition for GI care and general surgery.

At the LeadingAge Kentucky 2020 state-wide annual conference, **Sayre Christian Village's Chaplain Tyler Greene** won the Spiritual Care Award and **Colleen Cornette** won the Caring Heart Award.

Stites & Harbison, PLLC, announced that **Marjorie A. Farris** will become the firm's new Chair effective January 2021. She will be the first woman to lead the firm since its founding in 1832. Farris will succeed **Robert M. Connolly**, who served as the firm's Chair for the past six years. Upon completing his current term, Connolly will return to his litigation practice based in the Louisville office.

Sturgill, Turner, Barker & Moloney, PLLC once again earned a spot on the list of the nation's top law firms as determined by *U.S. News – Best Lawyers® in America*. In the 11th annual edition of their "Best Law Firms" publication, the firm earned a listing in 18 metropolitan categories: Banking & Finance Litigation, Bankruptcy Litigation, Construction Law, Construction Litigation, Employment Law – Management, Health Care Law, Health Care Litigation, Insurance Law, Insurance Litigation, Labor & Employment Litigation, Labor Law – Management, Mediation, Medical Malpractice Law – Defendants, Municipal Law, Personal Injury Litigation – Defendants, Trusts & Estates Litigation, Utilities Law, and Workers' Compensation Law – Employers.

UK HealthCare appointed **Tukea Talbert** as its first chief diversity officer. She began her career at UK HealthCare in 1985 and has held a wide variety of roles throughout her career, leaving in 2007 to serve as chief nursing officer for Clark Regional Medical Center in Winchester, but returning to UK HealthCare in 2012.

The **YMCA of Central Kentucky** recently named **Paula Anderson** as the organization's new president and chief executive officer. She has served as chief operating officer and interim CEO for the past year.

SUBMIT PERSONNEL NEWS:

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



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COMMERCIAL EXHIBITION: UPCOMING EVENTS

DECEMBER 2020:

- 1** Policy Over Lunch presented by Kentucky American Water features Gov. Andy Beshear, Noon - 12:45 p.m. via Zoom. Register at CommerceLexington.com.
- 4** Policy Over Lunch presented by Kentucky American Water features Kentucky Transportation Secretary Jim Gray, Noon - 12:45 p.m. via Zoom. Register at CommerceLexington.com.
- 7-9** THE COLLECTIVE: Regional Summit presented by Community Trust Bank. [- SEE PAGE 6](#)
- 8** Member Mixer presented by Melia Realty Group, 9:30 - 10:45 a.m. via Zoom. [- SEE PAGE 9](#)
- 10** Leadership Lexington program presented by McBrayer PLLC: Government Day Session.
- 16** Leadership Central Kentucky program presented by LG&E and KU - PPL companies at Franklin County.

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 and the reopening process. If you have questions or need assistance for your business, access our staff directory at www.CommerceLexington.com.

JANUARY 2021:

- 12** @330 Series presented by Distillery Heights, 3:30 - 4:30 p.m., virtually on Zoom.
- 14** Leadership Lexington program presented by McBrayer PLLC: Health & Human Services Day Session.
- 20** Leadership Central Kentucky program presented by LG&E and KU - PPL companies at Fayette County Day.

MARCH 2021:

2021 EMERGE Conference (date TBD). The members of the EMERGE Steering Committee are busy planning a dynamic and engaging EMERGE Conference program, which will be done virtually.

MAY 2021:

- 10-12** Leadership Visit to Austin presented by Central Bank & Trust Co. Register at www.commercelexington.com/austin-2020.html.

JULY 2021:

Presented by Fifth Third Bank, our pre-eminent networking event and celebration of business, the Annual Dinner, will be held in July 2021 (date TBD). We can't wait to see many of you face-to-face and put 2020 behind us.