

Business Focus

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presents

2022 EMERGE Conference

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● ● commerce
● ● lexington

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Commerce Lex. Recognized With 2022 Unity Award During MLK Unity Breakfast

Commerce Lexington is both humbled and honored to receive the **2022 UNITY Award** from the Alpha Beta Lambda Chapter Education Foundation of the Alpha Phi Alpha Fraternity, Inc., which annually organizes Lexington's Unity Breakfast. The award recognizes individuals and organizations that have carried out the legacy of Dr. Martin Luther King Jr. Recipients of this award have gone beyond the call of duty, have made a difference, and have worked toward unifying our community. The group recognized Commerce Lexington during the virtual MLK Unity Breakfast broadcast on LEX 18 on January 17th. John Gohmann (2022 Board Chair), Ray Daniels (2021 Board Chair), and Bob Quick (President & CEO) accepted the award during taping at the WLEX studios.



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Get Discounted Emerging Leaders of the BG Pass With EMERGE Conference Registration

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

For a limited time, emerging leaders interested in investing in ongoing professional development for the year ahead can receive a 25-percent discount on the cost of an Emerging Leaders of the Bluegrass annual pass for the 2022-23 program year when they register for the EMERGE Conference coming up on March 8th. The annual pass year for Emerging Leaders of the Bluegrass runs from April 2022 through March 2023. Pass holders can attend a variety of events focused on professional development and community education held monthly and designed specifically for Emerging Leaders.

EMERGE Conference + Emerging Leaders of the BG Pass Package:

To take advantage of the discounted Emerging Leaders of the Bluegrass annual pass package, go to www.emergelexington.com to register for the upcoming EMERGE Conference. You'll also find more information about the conference inside this issue on page 7. To learn more about Emerging Leaders of the Bluegrass, visit www.emergingleadersbg.com.



ALLEN WAUGERMAN
President and CEO, Lexmark

You've been with Lexmark since its inception in 1991 and have held many roles throughout the organization, now as President and CEO.

What excites you about working for Lexmark?

Lexmark is a wonderful company, with a culture focused on innovation and providing the best customer experience. Despite our global presence, we pride ourselves on our deep ties to Lexington and Kentucky. We support and give back to the local community, since many of our employees and their families live here.

One of the things I'm most proud of is that we emphasize creating opportunities for our employees to follow their passion and potential - instead of focusing on maintaining a hierarchical structure. If you have a good idea, we will move it forward, regardless of your role. As someone who rose from the manufacturing production line, I'm living proof of that. I love our collaborative culture, and I believe that is why many employees choose to stay at Lexmark.

Why did Lexmark decide to expand into IoT?

With the emergence of technologies like Internet of Things (IoT), cloud and artificial intelligence (AI), the last two years have served as an inflection point. Today, companies must use these technologies to digitally transform their operations to swim successfully in their markets.

Lexmark was well ahead of this curve as we embarked on our own business transformation more than a decade ago. As a result of our digital transformation journey, which culminated in our cloud and IoT-enabled products and solutions, we are growing by double digits today. Most people think of us as a printing and

imaging company, but our printers were actually one of the very first IoT devices - meaning each printer was connected to the Internet collecting and sharing valuable information via the cloud. Each Lexmark printer is loaded with more than 120 sensors that feed all sorts of data and insights back to us. We have used this IoT data for more than 20 years to consistently launch and improve our core managed print services business.

Pulling together device data collected across an organization requires a great deal of innovation and technology. Unfortunately, a proven, ready-made IoT platform didn't exist. We saw a real need in the market and recognized that we were in a unique position to deliver on it - this is why we decided to expand into IoT.

How will Lexmark help manufacturers of connected devices?

We've been extremely successful in using IoT data to realize efficiencies in our own company and to deliver better products and solutions to our customers. Thanks to the Lexmark IoT platform, today we provide an unparalleled level of customer service - in fact, our customer retention rate is 95%. We can anticipate when your printer is going to need attention and take action before you even know there's an issue. As a result, we resolve 70% of device support issues remotely, fostering a better customer experience and greater organizational efficiency.



For many organizations, success with IoT can be illusive. McKinsey reports that 84% of companies have trouble moving beyond the IoT pilot phase. Similarly, a recent IDC report commissioned by Lexmark found that while more than 60% of manufacturers are deploying connected IoT products, many lack the ability to benefit from product data and feedback. Given our familiarity with IoT over the past 20 years, this offering is a natural expansion of Lexmark's business.

Talking to our customers and partners, we realized the need for a reliable IT architecture to support the collection of huge amounts of data that is analyzed with AI to find what information is most valuable. That's why we were thrilled to announce Lexmark Optra IoT - based on the platform we built for our managed print services business. We reaped tremendous results first-hand, and now we aim to help others unleash the power of data and move their businesses into the future.

How does the platform work?

The solution takes performance and sensor data from IoT devices, then combines it with data from traditional back-end business systems like sales, marketing or customer information. AI algorithms then analyze the information to reveal powerful insights, such as how a device performs in the real world as opposed to a test lab. The insights and findings can be shared across the organization for a range of benefits. For example, it may help the marketing team understand what features customers frequently use, while it may help R&D understand device usage so they can more effectively design product parts. The focus is on putting data to work to up-level your business, which can happen in any number of ways.

Looking into the future, what is your vision for Lexmark?

As we marked our 30th anniversary last year, our commitment to putting the customer first has never been stronger. Whether it is harnessing cloud solutions in our printing and imaging business to make documents more secure, or introducing our new IoT offering to help other businesses make sense of their data, we will continue using technology in innovative ways to support our customers' evolving needs. With Lexmark's company culture and our roll-up-your-sleeves approach, even the most challenging obstacles can be overcome.

LEARN MORE

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ECONOMIC DEVELOPMENT

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

2021 Economic Development BY THE NUMBERS



Average Wage
\$54,400

1110
Total Jobs Announced



Regional Capital Investment Reported



\$116 M

Wholesale Trade
Manufacturing
B&P Services
BioTech

Top Sectors by Job Creation

66 New Prospects
5 Client Visits
35 Active Projects
85 Existing Business Meetings

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Lunch & Learn With Kentucky Utilities Co.

On January 4th, the Commerce Lexington Economic Development team kicked off the new year by hosting a luncheon featuring guest speakers Daryl Smith and Brad Sowden representing Kentucky Utilities Co. The presentation shared insight into KU's economic development participation, including a high-level overview about its

service territory, utility systems, and examples of how they calculate energy requirements for new projects interested in expanding or locating in Kentucky's electrical environment. Attendees included members from the Cabinet for Economic Development and Commerce Lexington's Economic Development division.



CLIENT SPOTLIGHT: Water Warriors

Nutrient pollution is one of America's most widespread, costly and challenging environmental problems, and is caused by excess nitrogen and phosphorus in the air and water. Too much nitrogen and phosphorus in the water causes algae to grow faster than ecosystems can handle. Significant increases in algae harm water quality, food resources, habitats, and decrease the oxygen that fish and other aquatic life need to survive.

Water Warriors is a Lexington-based water technology company focused on making the world's water supply safer and cleaner through innovative, new products designed to revolutionize how water professionals remove harmful nutrient pollution from water.

To solve this issue, they had to think small... pellet small. Poseidon Pellets™ by Water Warriors adsorb the harmful contaminants, phosphorus and ammonia, from water on contact. Water simply flows through the pellets and the nutrient contaminants – phosphorus and ammonia – stay behind. This increases the efficiency and effectiveness of existing water treatment, stormwater, and non-point runoff without additional equipment or plant expansion. Once saturated, these all-natural pellets can be reused as nutrient-rich struvite, a slow-release fertilizer. This technology was developed through a Cooperative Research and Development Agreement (CRADA) between Water Warriors and the U.S. EPA.

Because there is no infrastructural build or capital investment required, Poseidon Pellets are versatile and scalable from very small to very large applications. This adsorption technology can be applied in multiple water treatment scenarios, ranging from industrial and municipal wastewater plants, stormwater systems, decentralized community systems, agricultural runoff, aquaculture, wetland, and waterways restoration applications. Typical installations include an annual or bi-annual replenish and reclamation of pellets. For more information, visit www.waterwarriorsinc.com.



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Moments when barriers are broken.
Moments when you are called to provide hope for someone in need.
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Lexington Needs Balanced Land Use Policies That Work For Everyone

EDITOR'S NOTE: With the city's Comprehensive Planning process starting this year, it will be very important for people to engage in the process and voice their opinion on the policies that will guide Lexington's future growth. This Op-Ed below was written by Lexington For Everyone Board Chair Ray Daniels and published in the Jan. 16th edition of the Lexington Herald-Leader. Find out more at www.LexingtonForEveryone.com.

Lexington for Everyone — that should be our guiding principle as public policy is set. Unfortunately, current land use policies and regulations are making it more difficult for people to find affordable housing options and businesses to create more jobs, while accelerating gentrification and inequity in our neighborhoods. That means Lexington is NOT for Everyone, not right now anyway.

Many people don't realize that 70 percent of Fayette County's land is designated rural. That means only 30 percent is currently available for most housing, job creation opportunities. According to the Sustainable Growth Study, 97-percent of residents in Fayette County live within that 30 percent and more than 90 percent of that land is already developed.

For too long, Lexington residents have been told that we must choose between protecting our cherished horse farms and creating jobs and housing options in a variety of price ranges. Together, we can do both with more balanced land use policies that allow for flexibility to meet the needs of our community.

Lexington's existing and proposed land use policies and regulations only focus on creating higher density in our existing neighborhoods in the urban core. The consequences of this approach are alarming.

Lexington isn't building enough housing options to keep up with the demand. Lexington's housing inventory is at its lowest point in 15 years. In 2020, only five homes were built and sold under \$200,000 in Lexington. That means an already inadequate affordable housing stock will continue to decline and prices will continue to skyrocket, leaving many young professionals, senior citizens, and middle- to low-income families with few options.

No matter where you live in Lexington, you are likely feeling the effects from the city's land use policies through difficulty finding housing, increasing property taxes and rent rates, or additional neighborhoods at-risk of gentrification. According to the Fayette County PVA, the median home price has increased 63 percent since 2012. Neighborhoods like

NoLi, Deerfield, Melrose and Winburn have seen significant increases of more than 100-percent in median sale price over the last seven years.

Recruiting and maintaining a diverse talent base is critical to Lexington's future, but to do that we must provide for a variety of housing options at all price points. We want our kids and grandkids to be able to invest in this great thing called Lexington.

Because more than 60-percent of Lexington's revenue comes from taxes on payroll and businesses, it is necessary to create new jobs to support city services. In recent years, Lexington has missed out on 1,500 jobs, \$158 million in capital investment and \$2.3 million in payroll tax revenue from companies that wanted to stay or locate in Fayette County but instead found a home in another county due to a lack of available land. Without more balanced land policies, Lexington will continue to miss out on job opportunities and critical payroll and property revenues that fund important city and school programs, likely putting more tax burden on existing residents and businesses.

We deserve better results.

This year, the City of Lexington will begin developing Fayette County's next Comprehensive Plan, a document that guides land use and development policies for the next five years. It is critical that more diverse voices are at the table so the goals and objectives of the plan represent the wants and desires of all segments of our community.

We can – and must – work together to create policies that provide access and opportunity to lift up our neighbors at every stage of life. That's why I'm excited to serve as chair of Lexington for Everyone, a new nonprofit aimed at providing more education about how land use policies are impacting housing, jobs and equity. In the months ahead, we will be working with a diverse group of stakeholders on solutions to create a community where everyone belongs. Together, we can preserve Lexington's unique brand and positively shape its future.

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March 8th EMERGE Conference Features Great Speaker Lineup

The 2022 Commerce Lexington **EMERGE Conference presented by Forcht Bank** has been set for **Tuesday, March 8th**, in person at Central Bank Center. This full day of programming for our region's emerging leaders will provide community education and professional development opportunities on a

variety of topics through dynamic keynotes, panel discussions, and other fun activities. This exciting event offers networking, access to community leaders, and education through a variety of breakout sessions. Find out more about EMERGE and register on-line at emergelexington.com.

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SCAN QR CODE TO REGISTER FOR EMERGE



Check out a special Emerging Leaders of the Bluegrass Pass Package discount when you purchase your ticket to EMERGE.

Keynote Speaker:



Headlining this year's conference is **Chris Clews**, a speaker and author of the book series *What 80s Pop Culture Teaches Us About Today's Workplace*. He's spoken to a diverse set of organizations and companies. He's a frequent guest on podcasts with topics ranging from workplace culture to 80s pop culture.


Morning Keynote:



Colene Elridge is the CEO of Be More Consulting and founder of the EmpowHer Conference. Her morning keynote is entitled "It's Hard, You're Stressed, You Might Be A Mess: How To Keep Your Cool In Stressful Situations." She will give you tools and tips on how to manage those high conflict, high stress, high stakes situations.

Spotlight


Rise & Grind With Glenn Lundy
A Session on Building Your Personal Brand



In this breakout session, Glenn Lundy will teach you how building your personal brand can grow your business. He is the host of the wildly popular Facebook Live show #RiseAndGrind and creator of Breakfast with Champions Club on Clubhouse. With 20 years' experience in the automotive industry, Glenn led a dealership from 120 cars a month to an 800% increase in sales in five years, becoming the second-largest used car franchise in the country. He is an expert in dealership culture development and leadership training. His unique style makes him one of the most coveted GM's in the business. With a background in sales, and finance, he uses his skill sets to create growth, as well as tapping into the mental side of human development.

Spotlight

Prove Your Point with Bill Eddy
A Session on the Art of Debate



Have you ever wished that you were able to articulate your point better and persuade others to your opinion? Bill Eddy with the National Debate Coalition will teach you how to improve your debate skills which are useful for negotiating and selling your ideas to others. A national champion debater and coach, he has been teaching and coaching public speaking and debate for more than twenty years. He has presented and published papers on online debate and the need to expand public speaking and debate teaching to elementary students. In his current role as the Director of the Bluegrass Debate Coalition, he has been tasked with increasing critical thinking, confident speaking, and respectful engagement among all elementary, middle, and high school students in the state of Kentucky.

More EMERGE Breakout Session Topics:

COMMUNITY ENGAGEMENT:

- Public Safety
- Innovation in Lexington
- Creating A More Inclusive Environment
- Distilling & Growing Downtown Lexington
- Neighborhood Development

PROFESSIONAL DEVELOPMENT:

- Stress Management led by Coach Colene
- Virtual Communication & Presentations
- New Labor Market Dynamics
- Cryptocurrency
- Personal health session
- Healthy Meals for 2, 3, or Just Me



EVENTS

VIRTUAL EVENT

@330: Creating a Company Culture Where People Want to Work

PRESENTED BY



GOLD SPONSOR:
ExecuTrain

During the next Commerce Lexington **@330 Series event presented by Lexington Event Company on Tuesday, March 15**, from 3:30 - 4:30 p.m. **via Zoom**, we'll explore the ongoing workforce issue and present some ways to help your company become an employer of choice for workers.

In the current job market, there are thousands of openings available, which means that people can be very selective about what they want to do and where they want to work. Companies should consider creating a culture and work environment where people want to work. It's a longer term solution, but it can be achieved by focusing on the employee experience.

Tracy Seely from ExecuTrain will talk about how business leaders are adjusting to the evolving workplace, and those changes are occurring even faster due to the ongoing pandemic. Things like flexible work schedules, remote working, quality parental leave policies, a shorter hiring process, incentives for both new hires and long-term employees, and unlimited time off have become almost as important as the pay for people considering a job offer.

ABOUT THE SPEAKER:

With over 20 years in education and publishing, Tracy Seely has experience in management, team building, professional development, strate-



TRACY SEELY
EXECUTRAIN

gic implementation, and company collaboration and culture. In addition, she has facilitated the implementation of learning strategies for synchronous and asynchronous learning pathways for clients and internal teams. Tracy has a Bachelor's in English and a Master's of Education in Curriculum and Instruction. Her roles have included National Training Manager and Director of Learning and Development and Quality Assurance.

TO REGISTER:

Commerce Lexington's @330 events feature a topical presentation that is relevant to the success of entrepreneurs, business owners and business professionals. There is no cost to attend this members' only event. Once you register online at www.commercelexington.com, a Zoom link for the event will be included in the sign-up confirmation e-mail.

@330 SERIES:

WHEN: Tuesday, March 15, 3:30 - 4:30 p.m.

WHERE: Via Zoom

REGISTER: Register on-line for this Commerce Lexington members' only event at www.CommerceLexington.com

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Crank & Boom
Ice Cream



March 3
Billie & Lisa Dollins
Community Trust Bank
& Traditional Bank



March 24
Raquel & Bishop Carter
Guide Realty
& Elaine Allen, LLC



Hilton Lexington/Downtown Hosts Business Link on February 8th

The next Commerce Lexington Business Link networking event is set for **Tuesday, February 8**, from 4:00 - 6:00 p.m. at the **Hilton Lexington Downtown (369 West Vine Street)**. The event will enable participants to build their client base and connect with other business professionals, browse our exhibitors, and enjoy great food and drink. Located in the heart of beautiful downtown Lexington, the Hilton Lexington Downtown is connected to Rupp Arena, and close to the University of Kentucky, Blue Grass Airport and Keeneland Race Course. Don't miss this opportunity to experience the great service and hospitality from the staff of the Hilton Lexington Downtown, and find out more about the amenities and features of this signature downtown hotel.

TO REGISTER:

The cost to attend the Business Link event is \$5 for Commerce Lexington members, \$10 for non-members (payable at the door). You can also pre-register for Business Links on-line at www.CommerceLexington.com. If registering online, pick up your beverage ticket at the registration table. **PLEASE NOTE: NO REFUNDS WILL BE GIVEN FOR ONLINE REGISTRATIONS.**

INTERNATIONAL TRIP: Greece Informational Meeting is February 11

Since 2011, Commerce Lexington has offered an international group travel opportunity to places like China, Cuba, Egypt, Croatia, Dubai, and more. This year, we are pleased to announce that the 2022 International Trip will take Central Kentuckians to Greece from **September 10 - 20**. Greece is not only the southernmost country in Europe, but it also has longest coastline in Europe and fifth-longest in the world. You won't want to miss this once-in-a-lifetime opportunity to experience Greece and explore the ancient civilizations that it's known for.

For those interested in learning more about this 2022 group travel opportunity, Commerce Lexington will host a **Greece Trip Informational Meeting** in its first floor conference room on **Friday, February 11**, from 3:30 - 5:00 p.m. A representative from our travel company, Collette, will be on hand to tell us all about our exciting adventures in Greece. To attend this meeting, RSVP to Angela Carlos by e-mail at acarlos@commercelexington.com.

EXHIBIT SPACE:

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

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ARE YOU A LEADER?

This March, the annual *TOPS Leaders of Lexington* issue features local professionals who are leaders in their fields. Claim your unique niche by reserving your space today!

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Get in touch by February 11th to be a part of this prestigious feature...

TOPS

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Message From the 2021 Winner's Circle Chair

"It has been such an honor for me to Chair Commerce Lexington's Winner's Circle fundraising campaign over the last two years. These campaigns have been far from normal as we continue to navigate the ongoing COVID-19 pandemic. However, the one constant throughout 2020 and 2021 has been the extraordinary efforts of our many volunteers.

Before my role as Winner's Circle Chair, I had heard about our exceptional volunteers, and I have been impressed by their determination in the face of

adversity. They have made this annual fundraising initiative one of the best in the country as they continually work to sell sponsorships, bring in new members, renewals and membership upgrades, while informing existing members about valuable services and marketing opportunities available through Commerce Lexington. Please recognize the volunteers listed on these two pages, and thank them when you see them out and about in the community.

We began the campaign with a Kickoff Luncheon back in August at Copper Roux, followed by monthly Reward Socials at Belle Vie MedSpa, Elwood Hotel & Suites, Field & Main Bank, AZUR Restaurant & Patio, and Malibu Jack's. We completed the 19th year of this initiative with a Victory Luncheon in December at the Lexington Griffin Gate Marriott Resort & Spa, where we announced nearly \$860,000 in total production and almost \$1.5 million over the last two years. That is truly amazing in the middle of a pandemic.

Thank you to the many member companies who supported the campaign and Commerce Lexington by purchasing a sponsorship, donating gifts to the effort, or hosting one of our Reward Social events. Your support and investment are greatly appreciated and make a lasting impact on the economic well being of our community and region.

The volunteers are a big part of our success, and I'm very appreciative of the hard work of the Commerce Lexington staff. I also want to thank the many past chairs who have led this effort. They have been there year in and year out to support this program, including Guy Huguelet, Glenn Leveridge, Harry Richart, Nick Rowe, Stephen Hillenmeyer, Herb Miller, Ann Bakhaus, Debbie Long, Alan Stein, Steve Grossman, Bill Lear, Luther Deaton, Paula Hanson, Darby Turner, and Larry Jones. And, of course we miss our friend and past chair, Terry McBrayer. I am so proud of what we accomplished these last two years, and I hope you'll consider participating in this initiative for 2022."



BECKY REINHOLD
BLUEGRASS SOTHEBY'S
INTERNATIONAL REALTY

2021 WINNER'S
CIRCLE CHAIR



Winner's Circle top producing volunteers were recognized during the Victory Luncheon on December 17th at the Griffin Gate Marriott Resort & Spa. (Photo by Commerce Lexington Staff)

TOP PRODUCING TEAMS

#1



#2



#3



#4



TEAM

WesBanco Bank
Unified Trust Company
Central Bank & Trust Co.
Community Trust Bank
PNC Bank
University of Kentucky
Stablemate Creative
Fifth Third Bank
Friends of Commerce Lex.
The Fast & Furious Forchts
Republic Bank
Ambassadors
Leadership Lex. Alumni
Columbia Gas of Ky.
City National Bank

CAPTAIN(S)

Jeff Koonce
Abby Vaughn
Mark Ruddell
Jeannine Petell
David Kidd
Lisa Greer
Kelly Johns
Todd Sallee
Kathy Edwards
Houston Hall
Tamara McCain/Camden Skidmore
Cheryl Eadens
Tony Bonner
Lisa Smith
Victoria Carling

AMOUNT

\$85,737
\$78,341
\$61,458
\$59,187
\$51,348
\$49,731
\$45,215
\$42,183
\$40,060
\$39,379
\$36,310
\$35,632
\$32,044
\$25,285
\$23,278

TOP PRODUCING INDIVIDUALS

#1



ABBY VAUGHN
\$74,645

#2



TODD SALLEE
\$40,538

#3



CHERYL EADENS
\$31,765

#4



CAMDEN
SKIDMORE
\$30,851



THANK YOU VOLUNTEERS!

Ambassadors

Cheryl Eadens
Luca Setti

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Karen Lackey
Mark Ruddell

City National Bank

Victoria Carling

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Judy Cooper
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Community Trust Bank

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Jeannine Petell
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The Fast & Furious Forchts

Sarah Brock
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Melia Hord
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Leadership Lexington Alumni

Tony Bonner
Allison Donovan
Amy Friskney
Chapman Hopkins
Allen McDaniel

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Brandon Green
David Kidd
Jeff Zinger

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Tamara McCain
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John Cioci
Raymond Daniels
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Kaelyn Query
Christine Van Tatenhove

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Abby Vaughn



Thank You to Those Who Donated Gifts or Hosted Events During the Campaign



Winner's Circle Past Chairs Glenn Leveridge and Herb Miller had some fun during the Victory Luncheon in December.

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Lexington Children's Theatre
Lexington Griffin Gate Marriott Resort and Spa
Lexington Postal Community Credit Union
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Mr. Sparkle Car Wash
My Favorite Things
Ramsey's Diners
Shaker Village of Pleasant Hill
TownePlace Suites by Marriott Lexington
Keeneland/Airport



An Evening With Commerce Lexington is Wednesday, April 6th

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An Evening With Commerce Lexington presented by Fifth Third Bank will take on a Springtime feel when we host this premier networking and community recognition gathering on **Wednesday, April 6**, from 5:30 - 8:30 p.m. at Central Bank Center. We'll celebrate the regional business community, recognize a few people who were instrumental in the success of our organization, and set the stage for going forward.

We are so pleased that a new tradition and format for this annual event has taken hold. Participants will enjoy great music, food and drink, a brief program, and of course connecting with other business professionals and colleagues inside the newly-renovated convention center in the heart of downtown Lexington.

Thank you to our sponsors and members for continuing to be flexible as we navigate the ongoing pandemic, adapt and adjust to new formats, and work to provide you with quality and effective events to meet your needs.

TO REGISTER:

The cost to attend this Commerce Lexington members' only event is \$159 per person or \$1,272 for reserved seating for eight. Register on-line at www.commercelexington.com/an-evening-with-commerce-lexington.html.

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2022 Tampa-St. Petersburg Leadership Visit is Set for May 11-13

Fresh off the success of the Austin Leadership Visit **presented by Central Bank & Trust Co.**, Commerce Lexington has announced that its annual intercity visit in 2022 will take Central Kentucky leaders to the Tampa-St. Petersburg, Florida region, **May 11 – 13**. We'll spend opening day in Tampa before we travel to St. Petersburg to get a solid understanding of these two communities. Each have unique identities but together they're known for a resurgent economy, a supportive business environment, a highly diverse talent pool, low cost of living and high quality of life.

Commerce Lexington's 2022 Board Chair John Gohmann, Regional President of PNC Bank, said, "Tampa Bay's regional economy has several similarities to Central Kentucky and some key programs and initiatives that we can examine and compare ideas. I hope you'll consider joining our delegation for this important community and region-building intercity visit."

Registration is available on-line now for the 2022 trip at www.commercelexington.com/tampa-st-petersburg-2022.html.

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PUBLIC POLICY

Policy Information Submitted by Andi Johnson, Chief Policy Officer

Legislative Session Continues; Budget Bills Advance to Senate

State lawmakers convened for the 2022 Regular Session of the General Assembly in early January. Top priorities for state legislators include approving federal and state redistricting maps, providing tornado relief for impacted communities in west Kentucky, crafting the state's next two-year

budget, allocating the remaining \$1 billion in American Rescue Program Act (ARPA) funds and ensuring state matching funds for federal transportation investments.

Typically, State Budget legislation moves slowly through the legislative process. However, the House Republican Majority

Caucus broke from precedent and moved quickly to pass its version of the budget bill (HB1/HCS) on January 20. The budget bills advanced to the Senate for consideration. If the House and Senate are not able to resolve differences on the budget, the legislation goes to a conference committee for further negotiation. Legislative leaders are anticipated to make significant investments in public education, infrastructure, public safety, health care and public employee pension systems.

Taking the next step with state-level tax reform is also anticipated. Legislative leaders in the House and Senate have indicated a desire to continue to lower individual and corporate income tax rates to improve Kentucky's competitiveness. Education and workforce development issues such as childcare are also priority issues for leadership in the House and Senate.

Commerce Lexington's priority issues this session include advocating for state and local tax reform, protecting employer rights related to COVID-19, increasing investments in education and critical infrastructure, reforms to the unemployment insurance system, replenishing the state Unemployment Insurance Trust Fund to pre-pandemic levels to help employers, and other policy reforms to address the workforce crisis.

Central Kentucky Day at the Capitol is Feb. 24:

Commerce Lexington is hosting its annual **Central Kentucky Day at the Capitol presented by Charter Communications** on **Thursday, February 24**. During the visit, business leaders have the opportunity engage with legislators and learn about key issues before the General Assembly. For more information, contact Andi Johnson, Chief Policy Officer, by email at ajohnson@commercelexington.com.

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Leadership Central Kentucky Class Explores Bourbon County

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Excerpts of Recap by Ashley Lynne McFarland, Bourbon County Farm Bureau

The Leadership Central Kentucky class headed to the heart of Bourbon County! We began the morning at Hunt Brothers where Erin Hunt Ferguson, President and CEO of Pizza Wholesale of Lexington/Hunt Advantage Group led the class with prayer, breakfast, and the review of our Meyers Briggs Assessments.

A discussion of Paris Westside Resurgence featured Bill Alverson, Andrea Lacy, Vanessa Logan, Terri Dumphord, and Anna Allen Edwards. The west-side movement has already begun making some big strides, including the incorporation of a Daylily Farm, an urban agricultural project located in Chief Reed Park.

Our next visit was to the home of Secretariat, also known as Big Red, at Claiborne Farm. The tour, gift shop, and welcoming strides from the stallions all show why this tradition has carried on from generation to generation. Leaving the gates of Claiborne, we headed to Downtown Paris where we visited our newest tourist attraction, the Eiffel Tower.

Following lunch, we headed over to CMWA



where Jeff Birdsong, Executive Vice President of Central Motor Wheel of America, shared with us the CMWA Highway 460 expansion presentation and the PROACE Expansion Tour in its new facility.

At Mustard Seed Hill we met Kevin Smith, who shared the economic impact that Community Ventures has had in Millersburg, by taking an abandoned military school and giving it new life in many functional ways. We had such a memorable day together! **Read this full recap on-line at www.leadershipcentralkentucky.com.**

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Leadership Lexington Class Learns About the Value of Local Arts

Excerpts of Recap by Tressa Neal, University of Kentucky

In January, the Leadership Lexington class took part in Arts Day. A program favorite, Arts Day works to showcase art opportunities across our city and educate members on how they can be a patron and promoter of our local arts.

Starting at ArtsPlace, LexArts President and CEO Ame Sweetall, shared plans for their 50th Celebration and explained the challenges COVID created for the local art scene. We then welcomed a panel on the state of the arts in Lexington (**pictured at right**). Stuart Horodner, Director of the UK Art Museum, Mark Lenn Johnson, President of Art Inc., and Mary Quinn Ramer, President of Visit Lex, discussed the art scene, opportunities for Lexington to grow its art influence, and shared their experiences promoting art in our community.

After our presentations, Allegro Dance Project Director and Founder, Jeana Klevene, and special helpers, put us through a warmup routine and showcased how Allegro provides inclusive dance to students with specific needs.

We then headed to the East End to tour The Lyric Theatre with Executive Director, Whit Whitaker who shared The Lyric's history and continued influence. Also at The Lyric, the Bluegrass Youth Ballet and Ballet Master, Chuck Bronson, put us through a series of ballet exercises.



Then, it was time for lunch at DV8 Kitchen - East End, including a presentation from Founder Rob Perez and making our own art for East End Rocks. From DV8, we met back up with Mark Lenn Johnson to visit Art House Kentucky's gallery and studios.

Our next stop was at The Living Arts and Science Center where we heard from Executive Director Lori Halligan. That was followed by a visit to the Lexington Children's Theatre, where we participated in an audience engagement exercise with the cast from Mufaro's Beautiful Daughters, got singing in a songwriting class with The Lexington Theatre Company, and acted in an exercise with LCT Producing Artistic Director Jeremy Kisling.

The final stop of the day at 21C included a tour of the Harmon Room and an opportunity to explore their current gallery offerings. **Read this full recap on-line at www.leadershiplexington.com.**

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LEX History

Commerce Lex. Ambassador Committee Announced for 2022

Ambassadors volunteer their time to assist with Commerce Lexington's member relations and retention efforts. The individuals on this important committee serve as a mentor to members and to help members make business connections. They also represent Commerce Lexington at community ribbon cutting and grand opening events.

Jeff Morrett Named 2021 Ambassador of the Year

Each year, a Commerce Lexington Ambassador of the Year is selected based on a point system of involvement, as well as their effectiveness and contributions to the committee. The 2021 Ambassador of the Year is Jeff Morrett from Parsons & Howard Insurance Group.

Jeff is an insurance broker who helps people with their insurance needs. They offer a full line of personal, commercial and life insurance. He said, "The main reason I love insurance so much is I am able to help people with their most prized possessions, protect them, and



JEFF MORRETT

help them in their time of need."

Jeff said that serving as an Ambassador and representing Commerce Lexington has been a great honor. "Being that direct link between the members and the chamber has been very informative. I have enjoyed meeting business owners and being able to connect people as well."

Jeff will serve as Chair of the 2022 Ambassador Committee. Read more about Jeff and other Ambassadors at www.commercelexington.com/ambassador-program.html.

Ambassador Committee Members

- Jennifer Ambs, The Lafayette
- Shawn Blades, Truist
- Brandy Borchers, Builders Exchange of KY
- Sarah Brock, Forcht Bank
- Sheila Carmack, Central Bank and Trust
- Brandy Drakeford, AD-IOS Digital Marketing Co.
- Cheryl Eadens, Bluegrass Office Systems
- Alyssa Ethington, Promo Assets
- Vicki Evans, Tops Marketing
- Lesly Fluke, HSLC - Home Savings and Loan Company
- Caroline Francis, University of Kentucky Alumni Career Services
- Jamie Hall, WDKY FOX 56
- Lindy Hester, The Foster Care Council
- Gina Miller, Community Trust Bank
- Jeff Morrett [2022 CHAIR], Parsons & Howard Insurance Group
- JP Newsome, J.P. Morgan
- Crystal Newton, 46Solutions
- Jessica Pfister, Heartland Payroll & HR
- Luca Setti, FocalPoint of the Blue Grass LLC
- David Snyder, Cumberland Valley National Bank
- Peyton Tierney, Todd & Gaines Integrated Wealth Planning
- Kelly Tudor, CHI Saint Joseph Health Partners
- Brooke Wheatley, WLEX TV
- Mark Wiemer, WesBanco Bank



WELCOME NEW MEMBERS

New Commerce Lexington Inc. Members From December 6, 2021 Through January 13, 2022

Adkins Family & Cosmetic Dentistry

Dentists
Main Contact: Ruth Adkins
2704 Old Rosebud Lane, Suite 210
Lexington, KY 40509
Phone: (859) 543-0333
www.AdkinsFamilyDentistry.com

Affinity Media & Public Relations

Media Relations
Main Contact: Dan Koett
880 Calypso Breeze Drive
Lexington, KY 40515
Phone: (859) 797-3646
www.framingyournarrative.com

Alexander and Associates

Outpatient Therapy
Healthcare
Main Contact: Greta Alexander
181 Old Whitley Rd., London, KY 40744
Phone: (606) 330-0223
www.alexanderandassociatesoutpatienttherapy.com

Anna Pitcock - Stockton Mortgage

Mortgages
Main Contact: Anna Pitcock
1792 Alysheba Way, Suite 100
Lexington, KY 40509
Phone: (270) 589-8260
www.yourmtgchick.com

Bluegrass Debate Coalition

Education-Training
Main Contact: Bill Eddy
225 Funkhouser Building
Lexington, KY 40506
Phone: (859) 218-8888
http://bluegrassdebate.org

Business Network International (BNI)

Non-Profit Organizations
Main Contact: Ken Miller
344 Boiling Springs Drive
Lexington, KY 40511
Phone: (859) 806-3536

NEW TOP INVESTOR

Child Development Center of the Bluegrass

Child Development
Main Contact: Mindy Towles
290 Alumni Drive
Lexington, KY 40503
Phone: (859) 218-2322
www.cdcbg.org

Choose2B Inspirational Apparel, LLC

Embroidery
Main Contact: Quentin Smith
400 Old Vine, Ste. 200-202
Lexington, KY 40507
Phone: (859) 420-8705
www.uchoose2b.com

Commonwealth Inspection Bureau, Inc.

Construction
Main Contact: Dixie Littleton
501 Darby Creek Road, Suite 63
Lexington, KY 40509
Phone: (859) 263-7800

Creekmore Marketing

Marketing Consultants/Services
Main Contact: Sean Larkin
400 Bellerive Blvd, Suite 150
Nicholasville, KY 40356
Phone: (859) 270-3169
www.creekmoremarketing.com

Families Hope, LLC

Home Health Service
Main Contact: Nana Nuro
540 Eureka Springs Drive
Lexington, KY 40517
Phone: (859) 309-9321
www.familieshope.biz

Fierce Photography

Photographers
Main Contact: Sasha Owens
170 Donabrook Ct., Apt. 2
Lexington, KY 40517
Phone: (859) 270-3216
www.instagram.com/everythingfierce

Fritts Million Insurance

Insurance
Main Contact: Dustin Million
1517 Nicholasville Road, Suite 402
Lexington, KY 40503
Phone: (859) 498-5860
www.frittsmillion.com

FWK & Associates PLLC

Accountants
Main Contact: Jesse Kelly
401 Lewis Hargett Circle, Suite 110
Lexington, KY 40503
Phone: (859) 219-0098
www.fwpllc.com

Gateway Children's Services

Non-Profit Organizations
Main Contact: Denise Spittler
37 North Maysville St.
Mount Sterling, KY 40353
Phone: (859) 498-9892
https://gatewaychildrensservices.org

Heller Built Construction

Building Contractors
Main Contact: Jennifer Heller
413 Bristol Rd., Lexington, KY 40502
Phone: (859) 509-6446
www.heller-built.com

HW Dukes Sports

Retailers
Main Contact: Alecia Thompson
120 E. Main St., Campbellsville, 42718
Phone: (270) 312-3491
www.handwteam.com

Independence Bank

Banks
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2136 Lakeside Ct., Lexington, 40502
Phone: (859) 967-1776
www.i776bank.com

iVisionary dba Strategic Advisors

Investment Planning Consultants
Main Contact: Stephen Dawahare
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Lexington, KY 40502
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www.ivisionary.com

Lexington Heart Specialists

Healthcare
Main Contact: Amber Lautzenheiser
1760 Nicholasville Rd., Suite 402
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Phone: (859) 278-0383
www.lexingtonheart.com

Men In Kilts Lexington

Cleaning Services Commercial & Residential
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365 Duke Rd., Suite A #22370
Lexington, KY 40502
Phone: (859) 972-7154
www.meninkilts.com

Merrill Lynch at the Summit at Fritz Farm

Financial Planning Consultants
Main Contact: Rebecca Hern
4023 Finn Way, Lexington, KY 40517
Phone: (859) 788-4542
https://fa.ml.com/kentucky/lexington/rebecca-hern

Origin Hotel Lexington

Hotels/Motels
Main Contact: Michael Russell
4174 Rowan, Lexington, KY 40517
Phone: (859) 245-0400
https://originhotel.com/lexington

Patterson Dental Laboratory, Inc.

Dental Laboratories
Main Contact: Jarrod Patterson
2505 Larkin Road, Suite 101
Lexington, KY 40503
Phone: (859) 277-9976

PaydataUSA

Payroll Services
Main Contact: Leslie Plowman
169 Burt Road, Lexington, KY 40503
Phone: (859) 277-7401
www.paydataUSA.com

Pedal Power Bike Shop

Specialty Stores
Main Contact: John Baumstark
401 S. Upper St., Lexington, KY 40508
Phone: (859) 255-6408
www.pedalpowerbikeshop.com

PODS For Business

Storage
Main Contact: Aaron Friedman
551A Horton Court
Lexington, KY 40511
Phone: (513) 822-0772
www.pods.com/business

Safe Harbor of Northeast KY

Non-Profit Organizations
Main Contact: Ann Perkins
P.O. Box 2163
Ashland, KY 41105
Phone: (606) 329-9304
www.safeharborborky.org

Silver Fern

Software Developers
Main Contact: Kevin Short
108 Esplanade, Suite 210
Lexington, KY 40507
Phone: (330) 621-8804
www.silverfern.group

Terri's Catering Inc.

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Main Contact: Teresa Sullivan
1024 Belly Hill Drive
Frankfort, KY 40601
Phone: (502) 330-1626
www.terriscatering.net

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Government Relations/Lobbying
Main Contact: Marc Wilson
302 Shelby Street
Frankfort, KY 40601
Phone: (502) 223-2180
www.topshelflobby.com

Triple Crown Chiropractic & Wellness

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Main Contact: Josh Page
1795 Alysheba Way, #4103
Lexington, KY 40509
Phone: (859) 335-0419
www.triplecrownchiro.com

Unicomp GA Inc.

Manufacturers
Main Contact: Scott Dansky
510 Henry Clay Boulevard
Lexington, KY 40505
Phone: (859) 233-2130
www.pckeyboard.com

Water Warriors Inc.

Environment & Ecological Services
Main Contact: John Gradek
110 W. Vine St., Suite 410
Lexington, KY 40507
Phone: (513) 288-5669
www.waterwarriorsinc.com

PERSONNEL ANNOUNCEMENTS

Corporate Moves, Company Awards and Notable Milestones

Jessica Bottoms recently joined **The Agency**, and will be working with the Price Pearson Group.

AZUR Restaurant & Patio recently won the People's Choice Award at the March of Dimes' Star Chefs event.

Bank of the Bluegrass & Trust Co. welcomed **Ivory Broadus** and **Cody Miller** as universal bankers at the Romany Road Financial Center. Additionally, **Al Isaac**, President of NAI Isaac, was elected to the bank's board of directors.

Blue & Co. announced the promotion of **Ryan Graham, CPA** to director in the audit department of the firm's Lexington office.

Bluegrass Crime Stoppers announced its board officers for 2022, including **Katina May** (Chair), **Rob Duncan** (Vice Chair), **Megan Vanover** (Treasurer), and **Mark Onishi** (Secretary).

CLARK Material Handling Company promoted of **Jim Clark** to product support manager.

Dean Dorton announced the addition of **Eric Riley** as a healthcare consulting director to the firm's healthcare consulting team.

For the third consecutive year, **Dean Dorton** has been listed by *Forbes* as one of the most recommended firms for tax and accounting services in the United States. Compiled from survey responses from CPAs, enrolled agents, tax lawyers, accountants, and CFOs, the list consists of 223 firms.

The board of trustees of **Georgetown College** recently named **Rosemary Allen, Ph.D.**, as its 26th president. Additionally, **Dr. Jonathan Sands Wise** has been named provost and executive vice president and will serve as the college's chief academic officer.

The **Kentucky Distillers' Association** announced that **Jack Mazurak** has been named as director of governmental and regulatory affairs.

Kentucky Employers' Mutual Insurance (KEMI): The following KEMI employees were recently selected to serve on American Association of State Compensation Insurance Funds (AASCIF) committees for 2022, including **Scott Brown** (Law Committee Chair), **Mark Bunning** (Finance & Investment Committee Chair), **Tim Feld** (National Issues Committee Advisor), **Jeff Floyd** (Safety & Health Committee), **Katy Grachek** (Human Resources Committee), **Michael Huff** (Policyholder Services/Underwriting Committee), **Patrick Simpson** (ERM Committee), and **Ryan Worthen** (Communications Committee).

Lexington-Fayette Urban County Government: Mayor Linda Gorton named **Tiffany Michelle Brown** as equity and implementation officer.

The **Lexington Legends** announced the promotions of **Colin Doddwill** to vice president of sales and business operations and **Michael Koltak** to vice president of baseball operations. The team also welcomed **Savannah Stephenson** as account executive, **Drew Fagaly** as facilities specialist, and **Taylor Retinger** as luxury suite manager.

Omni Architects: Erin Ruhl, AIA, and Nathan Tanner, AIA, have become associates at the firm.

Rose Grascch Camenisch Mains PLLC: Attorney **Bruce Simpson** has joined the firm in the Real Estate and Litigation Practices.

Stites & Harbison, PLLC attorney **Elizabeth Lee Thompson** has been named Woman of the Year for 2021 by the Fayette County Bar Association's Women Lawyers' Association. The award is given to a woman lawyer who has a distinguished legal career or is a leader in her area of practice and has a history of public service and has mentored or encouraged women in the legal profession.

Stites & Harbison, PLLC attorney **Greg Parsons** will be inducted as a Fellow of the American College of Construction Lawyers in February at its Annual Meeting. ACCL, one of the nation's leading legal associations, only designates the top 1% of the construction bar in the U.S. with this honor.

Stock Yards Bank & Trust has been named as one of the Best Banks to Work For by *American Banker* and Best Companies Group. The Best Banks to Work For program identifies, recognizes and honors U.S. banks for outstanding employee satisfaction. Stock Yards Bank was one of only 90 banks featured on the 2021 list.

John Bunch, SIOR of **SVN | Stone Commercial Real Estate**, has achieved the SIOR office designation awarded by the Society of Industrial and Office REALTORS. Individuals who hold the SIOR designation are top producers in the commercial real estate field.

WealthSouth's John L. Cadwell attained Certified Financial Planner (CFP) credentials from the Certified Financial Planner Board of Standards.

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 and as space permits.



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COMMERCE LEXINGTON CALENDAR OF EVENTS

FEBRUARY 2022:

- 8** **UK Economic Outlook Conference**, 8:30 a.m. - Noon, at Central Bank Center.
- 8** **Member Mixer presented by Melia Realty Group**, 10:00 - 11:15 a.m. via Zoom.
- 8** **Business Link hosted by Hilton Lexington Downtown** (369 W. Vine St.), 4:00 - 6:00 p.m. **- SEE PAGE 9**
- 10** **Leadership Lexington presented by McBrayer PLLC:** Health & Human Services Day Session.
- 11** International Trip: **Greece Informational Meeting**, 3:30 - 5:00 p.m., Commerce Lex. first floor conference room. **- SEE PAGE 9**
- 16** **Leadership Central Kentucky presented by LG&E & KU** at Scott County.
- 24** **Central Kentucky Day at the Capitol presented by Charter Communications** in Frankfort. **- SEE PAGE 14**

COVID PROTOCOL:

Based on CDC recommendations, Commerce Lexington recommends participants at its indoor events wear face coverings, except when eating or drinking.

MARCH 2022:

- 8** **EMERGE Conference presented by Forcht Bank**, 8:30 a.m. to 5:00 p.m., at Central Bank Center. **- SEE PAGE 7**
- 10** **Leadership Lexington presented by McBrayer PLLC:** Economic Development Day Session.
- 15** **@330 Series presented by Lexington Event Company**, 3:30 - 4:30 p.m. via Zoom. **- SEE PAGE 8**
- 16** **Leadership Central Kentucky presented by LG&E & KU** at Woodford County.

APRIL 2022:

- 6** **An Evening With Commerce Lexington presented by Fifth Third Bank**, 5:30 - 8:30 p.m., at Central Bank Center. **- SEE PAGE 12**
- 13** **Member Mixer presented by Melia Realty Group**, 10:00 - 11:15 a.m. via Zoom.
- 14** **Leadership Lexington presented by McBrayer PLLC:** Diversity Day Session.
- 20** **Leadership Central Kentucky presented by LG&E & KU** at Clark County.