

BUSINESS



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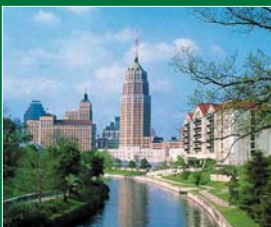
DECEMBER 2011
Volume XIX, Issue XII

FOCUS

Creative Lodging Solutions Named Small Business of the Year



Photo by Dan Smith Photography



INSIDE: Registration Opens for 2012 Leadership
Visit to San Antonio, Texas | See Page 11

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A PUBLICATION OF



UPCOMING EVENTS:

PRESENTED BY:



BUSINESS RESOURCE ROUNDTABLE
presented by **Community Trust Bank**
Tuesday, December 13, 3:30 - 5:00 p.m.
Location: Commerce Lexington Inc. First Floor
Conference Room - **SEE PAGE 8**

PRESENTED BY:



ANNUAL DINNER presented by **Kentucky Employers' Mutual Insurance**
Thursday, February 9, 5:30 - 9:00 p.m.
Location: Lexington Center (Bluegrass Ballroom) - **SEE PAGE 7**

BUSINESS FOCUS

DECEMBER 2011: VOLUME XIX, ISSUE XII

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BUSINESS FOCUS

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

2011 Chair of the Board:

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PNC

Publisher:

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Commerce Lexington Inc.

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Communications Specialist:

Elizabeth Bennett

Printing:

Post Printing

Mail Service:

Direct Response, Inc.

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 Dana Zinger at (859) 226-1607 or dzinger@CommerceLexington.com, and an account executive will contact you.

PERSONNEL UPDATES

Submit your company's personnel changes or additions to mturner@CommerceLexington.com by December 10th for the January 2012 issue. Personnel news might include promotions, additions, awards and milestones, recognitions and certifications and/or appointments. Information is published *only as space permits*.

CONTACT US

For questions or comments about Business Focus, contact Mark E. Turner at (859) 226-1606 or mturner@CommerceLexington.com or Liz Bennett at (859) 226-1615 or lbennett@CommerceLexington.com.



COMMENTARY

Collaboration Key Theme This Year and Beyond

You'll remember that I began the year at our Annual Dinner talking about MOMENTUM and leveraging what we gained from the success of the Alltech FEI World Equestrian Games just a few short months before. It's hard to believe that we're now more than a year removed from the Games, but the residual effects of that huge endeavor are still being seen across our community.



HARRY T. RICHART III
2011 CLX CHAIRMAN
OF THE BOARD

PNC BANK

Not only have the infrastructure and the planning capabilities of the Kentucky Horse Park enabled it to attract a multitude of events to its new facilities, but the Games showed us that there's nothing we can't accomplish by working together with a common purpose. Businesses, organizations, and nonprofits throughout the community are finding ways to strengthen themselves through partnerships.

One key collaborative effort locally is the Bluegrass Business Development Partnership (BBDP), which includes Commerce Lexington Inc., the Lexington-Fayette Urban County Government, and the University of Kentucky. This one-stop shop for entrepreneurs and business owners has received international recognition and has helped streamline the economic development process for companies like Allconnect, Florida Tile, nGimat, Tiffany & Co., Tempur-Pedic, Neogen, and others. Many of which have cited the BBDP as a valuable "feather in Lexington's cap" when it comes to recruiting companies or helping them grow.

That collaboration has recently been expanded to a regional level with the Bluegrass Economic Advancement Movement (B.E.A.M.) initiated by Lexington Mayor Jim Gray and Louisville Mayor Greg Fischer. Again, the idea behind this effort is to create an economic advantage for Kentucky by leveraging the assets and opportunities of our two regions in the area of advanced manufacturing. I applaud both mayors for their leadership and commitment to this project, and I am pleased that Commerce Lexington Inc. will be playing an active role in this initiative.

During our Leadership Visit to Greenville, South Carolina in June, we saw first-hand how a collaborative focus transformed that city over

SEE "CHAIRMAN" ON PAGE 14



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SUBMITTED BY:

Kelly Cain, Gina Greathouse & Kimberly Rossetti, Commerce Lexington Inc. Economic Development Division



Lexington Mayor Jim Gray, center, read a proclamation in honor of Global Entrepreneurship Week. With Mayor Gray are Warren Nash, left, director of the Lexington Innovation & Commercialization Center, and Shirie Hawkins, director of the Bluegrass Small Business Development Center. (Photo by Doug Steele)



Wanwisa "Pang" Hartman, left, and Michael Hartman, right, founders of FrogDice, were on-hand to tell their story of entrepreneurship at the kick-off of Global Entrepreneurship Week. With them is Warren Nash, director of the Lexington Innovation & Commercialization Center. (Photo by Doug Steele)

Global Entrepreneurship Week Puts Entrepreneurs at Forefront

The Bluegrass Business Development Partnership participated in Global Entrepreneurship Week (GEW), November 14 - 18, in Lexington. The week kicked off with a proclamation in honor of Global Entrepreneurship Week by Lexington Mayor Jim Gray at Base 163 downtown.

On November 17, a luncheon called "Thinking Outside the Box for Success" featured keynote entrepreneurial speaker, Ms. Lori Cheek, Founder and CEO of Cheek'd Inc. from New York. Overall, there were

ten events in the region that focused on entrepreneurs during Global Entrepreneurship Week.

Lexington, Kentucky was among cities in more than 120 countries worldwide participating in Global Entrepreneurship Week. Throughout the week, nearly 24,000 partner organizations will host more than 37,000 events to help aspiring entrepreneurs spot opportunities, take risks, solve problems, be creative, build connections and learn from both failure and success.

Venture Club's Entrepreneurial Celebration Set for February 1, 2012

On February 1, 2012, the Lexington Venture Club will host its annual Entrepreneurial Celebration. Each year, we recognize start-up companies that have received funding for the previous calendar year. The event will be held from 5:30 p.m. to 7:30 p.m. and the location will be announced soon. Lexington Mayor Jim Gray and University of Kentucky President Dr. Eli Capilouto will be speaking at the event. The cost to attend is \$30 per person and to RSVP, please contact Stacy Lackey at (859) 225-5005 or slackey@commercelexington.com. Visit www.lexingtonventureclub.com for location announcement.



BY THE NUMBERS:

In 2011, Commerce Lexington Inc.'s Economic Development Division has responded to calls from the following:

- New Business:** 72 new prospects interested in finding a new location or expanding operations.
- Existing Clients & Local Entrepreneurial Companies:** 36 companies with potential expansions in Lexington.
- Client Visits:** 32.
- Existing Business Visits:** 138.

Economic Development: On the Road

Commerce Lexington's economic development division has been on the road this Fall for several marketing trips. In October, the team traveled to **Detroit** and met with companies that had potential expansion opportunities in Lexington. The team identified the companies based on their industry sector within our new targeted industries. During the trip, the team also met with several existing business headquarters to thank the companies for their presence in Lexington and learn of any economic development needs that Commerce Lexington Inc. can address.

Our economic development team also participated in a consultant luncheon event in Atlanta in November through the **KentuckyUnited** initiative. KentuckyUnited is a statewide economic development marketing initiative to promote the state and

increase awareness of the business attributes throughout the Commonwealth.



Advantage Kentucky, an economic development marketing partnership of Lexington, Louisville, and Northern Kentucky, visited the New York area in November to meet with site selection consultants. The Kentucky Cabinet for Economic Development's Deputy Commissioner, Mr. Joe Kelly, also attended the trip to market the state programs and resources. A special event was held for key consultants in the area during the visit.



Bluegrass BIO Reception

On October 6, the Bluegrass Business Development Partnership hosted a **Bluegrass BIO** reception for Central Kentucky's biotech companies. During the event, the companies heard from our keynote speakers about available resources and incentives for biotech companies. Thank you to our speakers for the event:

- > **Mr. Gene Fuqua**, Executive Director, Office of Innovation and Commercialization, Ky. Cabinet for Economic Development.
- > **Ms. Laurie Daugherty**, Associate Vice President, Kentucky Science & Technology Corporation.
- > **Mr. Warren Nash**, Director, UK Innovation and Commercialization Center.



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Nearly 300 People Attend Hiring Our Heroes Veterans Career Fair

With veteran unemployment rates typically 50 to 75 percent higher than the civilian unemployment rate, the U.S. Chamber of Commerce launched Hiring Our Heroes in March 2011, a nationwide effort to help veterans and their spouses find meaningful employment. The goal is to have 100 local veterans career fairs, led by local chambers of commerce, within the first twelve months. Commerce Lexington was honored to be able to bring this opportunity to veterans in central Kentucky.

Commerce Lexington Inc.'s **Business & Education Network** partnered with the Kentucky Office of Employment & Training and the Central Kentucky Career Centers to bring this opportunity to area companies and Kentucky veterans on October 25th at the Lexington Convention Center. Key supporting partners included the Kentucky Dept. of Veterans Affairs & Veterans Trust Fund, Kentucky Employer Support of the Guard & Reserve (KYESGR), USDOL Veterans Employment & Training, local veterans service organizations, and the Lexington Herald-Leader/Kentucky.com.

Nearly 300 people attended the Hiring Our Heroes Veterans Career Fair of whom 75 percent identified themselves as veterans, the target audience for the career fair. By all accounts the 150+ exhibitors indicated they were impressed with the number of qualified individuals who attended. The true success will be the number of job offers and acceptances the jobseekers receive. Ongoing follow up with companies and individuals will be conducted over the next several months.



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THURSDAY, FEBRUARY 9, 2012 | 5:30 - 9:00 P.M.

Commerce Lexington Inc. Annual Dinner Slated for Thursday, February 9, 2012

PRESENTED BY:



Kentucky Employers' Mutual Insurance

Commerce Lexington Inc.'s 2012 **Annual Dinner presented by Kentucky Employers' Mutual Insurance** will be held on **Thursday, February 9**, at Lexington Center's Bluegrass Ballroom. The pre-dinner reception is scheduled from 5:30-7:00 p.m., while dinner and the program will run from 7:00-9:00 p.m.

Join us for great networking, good food, and a little business, as we take a look back at 2011 and highlight the organization's focus for 2012. We'll also present several awards, including the Ambassador of the Year, Volunteer of the Year, Public Policy Advocate of the Year,

and our Distinguished Leader Awards from our Leadership Lexington youth and adult programs.

Jeri Isbell, Vice President - Human Resources for Lexmark International, will take the reigns as Chair in 2012 and outline her priorities for the year.

TO REGISTER:

The cost to attend the 2012 Commerce Lexington Inc. Annual Dinner is \$85 per person, or \$850 per table of ten. To register, e-mail to rsvp@CommerceLexington.com.



Annual Dinner Photo by Bill Straus Photography

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Networking is from 3-3:30 p.m., while the program runs from 3:30 - 5:00 p.m.

Have you ever forgotten a person's name a second or two after you were introduced? Or sent an e-mail or made a Facebook post you later regretted? Small blunders in any business situation can severely hinder your reputation and ruin your relationship with others.

During the next Commerce Lexington Inc. **Business Resource Roundtable presented by Community Trust Bank** on **Tuesday, December 13**, from 3:30-5:00 p.m. at the Commerce Lexington Inc. First Floor Conference Room, **Diane Abadi** of **The Etiquette and Protocol School of Lexington** will put you on a path of "Perfecting Your Professional Presence" through her six proven steps that will help you master confidence, competence and credibility.



DIANE ABADI

ABOUT THE SPEAKER:

Diane Abadi is a graduate of two of the most respected institutions in Protocol and Etiquette training; The Protocol School of Washington, Washington, D.C. and The American School of Protocol, Atlanta, Ga. She thoroughly understands the importance of observing various protocols and soft skills training especially when doing business in an increasingly diverse economic and social climate. Diane earned a Bachelor of Arts Degree at Fairleigh Dickinson University, a Masters Degree from Rochester Institute of Technology and an Endorsement in Gifted Education from the University of Kentucky.

ABOUT THE ROUNDTABLES:

These events provide a topical presentation that is relevant to the success of small business owners and business professionals. They also allow members the opportunity to discuss ideas, share best practices, and work through challenges.

HOW TO REGISTER:

The Roundtables are open to Commerce Lexington Inc. members at no charge. However, please register prior to the event by contacting Liz Bennett at (859) 226-1615 or lbennett@CommerceLexington.com.

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All Things Considered

RESOURCE ROUNDTABLE

Tuesday, December 13, 3:30 - 5:00 p.m.
(Networking from 3:00 - 3:30 p.m.)

Where: Commerce Lexington Inc. (330 East Main Street, Lexington)

Cost to attend: No cost for Commerce Lexington Inc. members, but please RSVP to Liz Bennett at lbennett@CommerceLexington.com

Topic: Tips to Perfecting Your Professional Presence

Kentucky Eagle, Inc. Hosts Next Commerce Lexington Business Link

Get your holiday networking into high gear at the next Commerce Lexington Inc. Business Link event sponsored and hosted by Kentucky Eagle, Inc. at its new facility (2440 Innovation Drive) on **Thursday, December 7**, from 4:30 - 6:30 p.m.

Don't miss this great opportunity to build your client base and momentum for your leads heading into 2012, while visiting the first Anheuser-Busch beverage distributor in the United States to achieve LEED certification status. You'll also be able to sample great food pairings with some of Kentucky Eagle's exciting new products.

Commerce Lexington member surveys consistently name networking as the top reason that businesses join our organization. This is a great opportunity to take advantage of a ready-made crowd, while enjoying great food and interaction with other business professionals.

TO ATTEND:

The cost to attend the Business Link event is \$5 for Commerce Lexington members, \$10 for non-members (payable at the door). No pre-registration is necessary.

EXHIBIT SPACE:

Limited exhibit space is available at this event for Commerce Lexington Inc. members only. The cost to exhibit is \$125. Contact Liz Bennett at lbennett@CommerceLexington.com to reserve your exhibit space.

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BUSINESS LINK

Wednesday, December 7, 4:30 - 6:30 p.m.

Where: Kentucky Eagle, Inc.
(2440 Innovation Drive)

Cost to attend: \$5 for CLX members, \$10 for potential members.

Exhibit Space: Limited exhibit space is available to CLX members at a cost of \$125. Contact Liz Bennett at lbennett@CommerceLexington.com to reserve space.

LATEST COMMERCE LEXINGTON NEWS

<http://news.commercelexington.com>

Members Can Reduce Costs Through Office Depot Discount Program

One of the many great benefits of being a member of Commerce Lexington Inc. is the cost-saving that businesses can realize through our Member-2-Member Discount Program. Whether you're looking to lower your costs of small business **health insurance**, **office supplies**, or **payroll services** thanks to our affinity partnerships or through one of the many discounts being offered by numerous Commerce Lexington members, there are plenty of opportunities for you to try out new products or services at a reduced rate.

OFFICE DEPOT DISCOUNT PROGRAM:

As a member of Commerce Lexington you can take advantage of the large-scale savings on school supplies, business/home office supplies, quarterly specials and more. The Office Depot Discount Program is a benefit aimed at lowering your supply costs. It is convenient, secure and doesn't cost you anything to sign up.

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2012 Commerce Lex. Leadership Visit Site Set for San Antonio, Texas

MARK YOUR CALENDARS NOW for the **2012 Commerce Lexington Inc. Leadership Visit to San Antonio, Texas, June 4 - 6, 2012**. Commerce Lexington Inc.'s annual Leadership Visit is designed as a learning opportunity for community leaders to study other cities and to apply the best of what they see and hear to the Bluegrass Region. The group also examines challenges in our own community, what is working well at home and ways to improve.

Many people are familiar with San Antonio's famed River Walk, and of course the historic Alamo, but the city and its region offer so much more. San Antonio has been a city of innovation and steady growth for decades, while its cultural blend of people has created a truly unique and authentic city.

The strength of the city's economic structure is its diversity, which is as varied as San Antonio's cultural makeup. Its growing economy is steeped in biosciences, information security, military, and education. While traditionally known for its tourism/convention business and large military presence, San Antonio has shed its two-dimensional label and today has multiple industries driving its economy. This has resulted in the greater San Antonio area having one of the most robust economies in the country.

San Antonio, the seventh-largest city in the nation with a population of 1.3 million people, is also one of the fastest-growing cities. San Antonio is recognized as one of the best places to buy real estate, one of the best places to retire, one of the most recession-proof economies, and one of the best places for entry level jobs.

A delegation from Commerce Lexington Inc. last visited San Antonio during a Leadership Visit in 1983, so it will be interesting to see what changes have taken place since then. For more information about this



trip or the opportunity to become a sponsor, contact Lynda Bebwsky at lbebwsky@CommerceLexington.com.

REGISTRATION INFORMATION:

Registration is now available for the 2012 Leadership Visit to San Antonio. To download a registration form, visit the following link: http://www.commercelexington.com/events/leadership_visit.aspx

Stay Connected to CLX Even on the Road

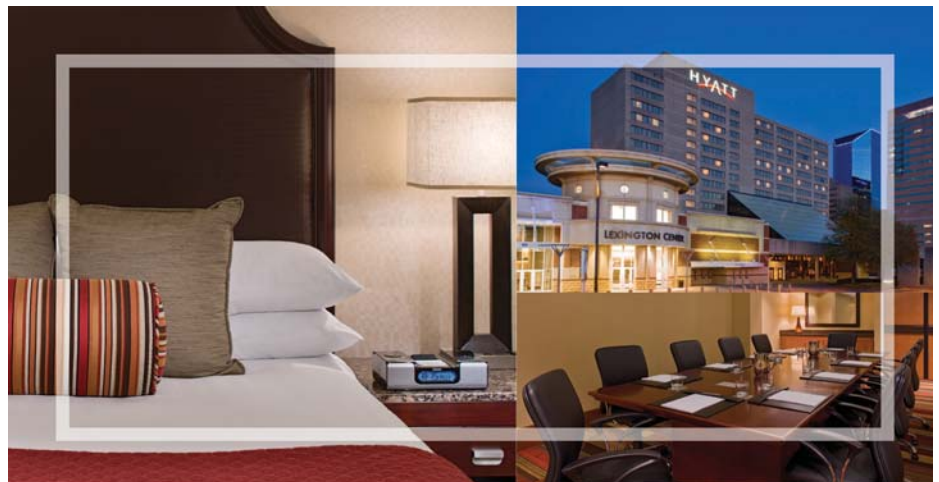
Commerce Lexington Inc. recognizes that business owners, professionals, and entrepreneurs lead busy lives. There are plenty of ways to stay up to speed on Commerce Lexington events and programs.

FACEBOOK:

These days, it seems everyone is on Facebook. Commerce Lexington Inc. has been posting photos, video files, and time-sensitive public policy issue alerts to our Friends on Facebook. Join over 1,300 other people, and become a friend of our group page at www.facebook.com/groups/CommerceLexington.

YOUTUBE:

Keep up with the latest events, announcements, and press conferences on the Commerce Lexington Inc. YouTube Channel at www.youtube.com/commlexingtonky. We continually post clips from a variety of events, such as Public Policy Luncheons, economic development announcements, Good Morning Bluegrass, Annual Dinner, press conferences and more.



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On November 9-10, about 50 Central Kentucky business and education leaders participated in the third annual Kentucky Regional Tour presented by Community Trust Bank. This two-day bus tour took the group to Winchester, Mt. Sterling, Morehead, Ashland, Maysville, and Paris.

The simple gesture of putting our feet on the ground in another community to learn more about their successes and challenges sends a powerful message and one that Commerce Lexington Inc. has benefitted greatly from, especially within the State Legislature. The people are extremely happy to talk about their communities and tell us how we can partner with them on a variety of issues.

This year's tour took the delegation to portions

of Northeast Kentucky, mostly along the I-64 corridor. The group began the trip at the Ale-8-One bottling plant in Winchester, and then headed to the Gateway Regional Arts Center in Mt. Sterling.

Later at Morehead State University, the group experienced some phenomenal facilities like the Space Science Center, the Recreation and Wellness Center, and the Center for Health, Education & Research. Day one wrapped up with a reception and dinner in Ashland.

Day two featured a panel discussion at the Paramount Arts Center in Ashland, lunch at Caproni's Restaurant and a visit to EKPC's Spurlock Power Station in Maysville, before finishing up at legendary Claiborne Farm in Paris.



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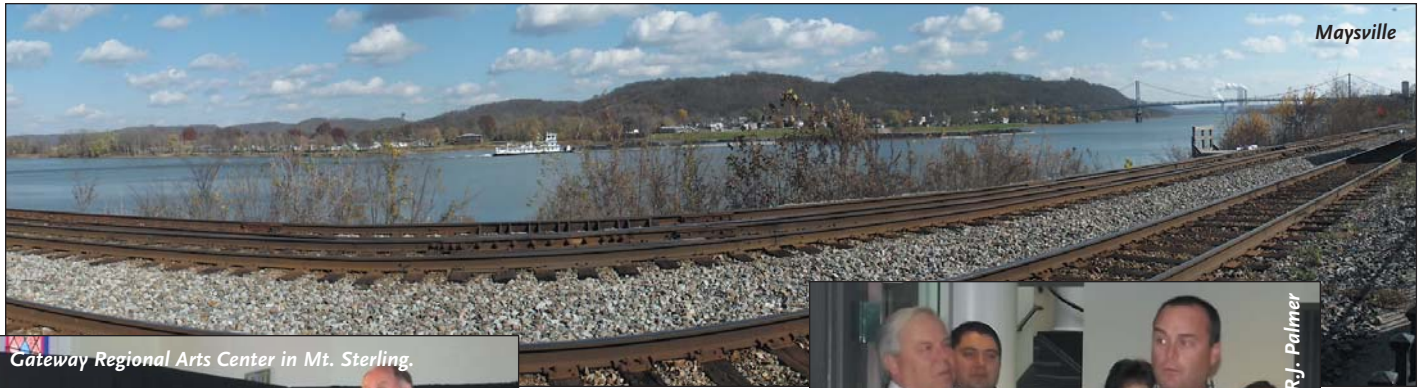
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Images from Kentucky Regional Tour Presented by Community Trust Bank



Maysville



Gateway Regional Arts Center in Mt. Sterling.



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the last couple of decades. A multitude of agencies and organizations working together, as well as a commitment to the city's master plan, have helped Greenville surge to the top of many economic rankings.

People are certainly taking note of the Bluegrass Region as well, as the area has earned some 30 top economic rankings over the last two years. Just this year, the region has been named among the top cities for finding a job (#1 - Forbes), for college graduates (#6 - The Daily Beast), for

business and careers (#4 - Forbes), for best value (#6 - Kiplinger), and for young people (America's Promise Alliance). It takes a collective effort to achieve this kind of recognition and sustain our momentum.

In the same way that our region's success depends on collaboration, Commerce Lexington's efforts require collaboration for maximum effectiveness - from its advocacy efforts to its many small business programs to the Kentucky Regional Tour to its leadership development programs, and

more. By working together, we are able to accomplish so much.

While my time as Chairman of Commerce Lexington Inc. is coming to an end, I look forward to working with many of you in the future to further this organization and our community. It has been an honor and a privilege to serve as your Chair, and I want to thank the Board of Directors, as well as Bob Quick and his staff for all of their support this year. It truly is a team effort.

Women Leading Ky.'s Winter Roundtables Kick Off January 17th

January marks the return of Women Leading Kentucky's Winter Networking Roundtable Luncheons. The topic of the Winter Series of events is "Couples Making a Difference," highlighting several local power couples and their hard work within the community.

On Tuesday, **January 17**, University of Kentucky President **Dr. Eli Capilouto and his wife Dr. Mary Lynne Capilouto** will kick off the Winter Series of Networking Roundtables, while Rebecca and Ben Self of Seedleaf and West Sixth Brewing Co., respectively, will be the featured couple on Wednesday, **February 15**. Rounding out the series on Thursday, **March 15**, will be Anthony and Eunice Beatty of The Anthony Family Foundation and more.

TO REGISTER:

The Networking Roundtable Luncheons are held at Sal's Chophouse in the Lansdowne Shoppes (Tates Creek Road), beginning at 11:30 a.m. The cost to attend is \$35 per session or \$100 for the entire series. Register online at www.womenleadingky.com. Seating is limited, and pre-registration is required.

Commerce Lexington Inc. is a proud co-sponsor of Women Leading Kentucky's Networking Roundtable Luncheons.

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Dr. Kenneth R. Troske
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"An Overview of the State and Local Economies: Recent Developments and Implications for 2012"

Dr. Mark E. Schweitzer
Senior Vice President and Director of Research, Federal Reserve Bank of Cleveland

"A View from the Federal Reserve"

Dr. Aaron Yelowitz
Associate Professor of Economics, Gatton College of Business and Economics, University of Kentucky

"How Will the Affordable Care Act's Employer Mandate Affect Kentucky Businesses?"

Please visit our website for further topics and speakers.

For more information about the event, call 859.257.8746 or 1.800.284.6407 or register online at www.gatton.uky.edu/eec
Early registration is recommended.

Co-sponsored by:



Creative Lodging Solutions Named 2011 Small Business of the Year



Creative Lodging Solutions was named the 2011 CLX Small Business of the Year at the Salute to Small Business Awards Luncheon on October 28th.

At the 2011 Commerce Lexington Inc. Salute to Small Business Awards Luncheon presented by Cumberland Valley National Bank & Trust Co., **Creative Lodging Solutions** was crowned this year's Commerce Lexington Inc. Small Business of the Year. The overall winner is selected from the category award winners and will now be submitted by the Bluegrass Small Business Development Center for state and national recognition through the U.S. Small Business Administration.

Creative Lodging Solutions (CLS) was founded in 2002 by Michael L. Tetterton, Carolyn Hundley, and Marsha Couch with the sole purpose of saving companies millions of dollars in hotel and travel expenses through its customized lodging programs that specialize in long-term, project-based stays. Tetterton's extensive hotel industry background and an excellent business model have fueled the company's rapid growth, landing it on the Inc. 500|5000 list of the fastest-growing, private companies in America for the second consecutive year.

CATEGORY AWARD WINNERS:

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GREEN INITIATIVE AWARD:
DelCotto Law Group PLLC

LEGACY AWARD:
Barney Miller's

MINORITY BUSINESS AWARD:
Bluegrass Veterinary Specialists

NONPROFIT AWARD:
Blue Grass Community Foundation

YOUNG ENTREPRENEUR AWARD:
Benezet and Associates

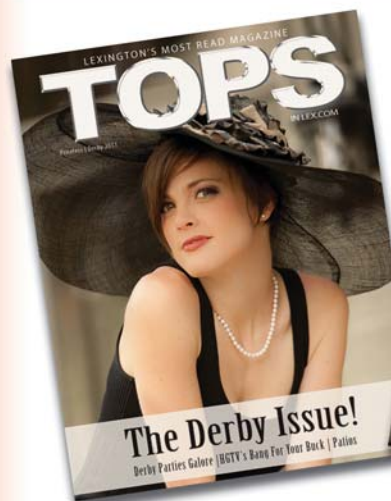
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Salute to Small Business Luncheon
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Leadership Lexington Youth Class Explores Health Services & Environment

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SPECIAL THANKS:

Shriners Hospitals for Children

Excerpts of "Go Green" Article by Roshnee Raithatha (Henry Clay H.S.)

On Wednesday, October 5, the Leadership Lexington Youth Program met at Commerce Lexington for our Go Green Session. Jim Embry, of the Sustainable Communities Network was our first speaker. He spoke to us about sustainability, and our role as individuals in the community. Mr. Embry reminded us about our innate connection with the environment, and how important it is for us to maintain it for future generations.

We heard from Jill Barnett who is the Communications Director of Lextran. She spoke about Lextran's initiatives to Go Green. The majority of our class had never ridden a Lextran vehicle, so we rode a hybrid bus to our next location, the Plantory.

Before entering the Plantory, we met with representatives from Bluegrass Pride to take part in a Dumpster Dive! We sorted and weighed waste from two businesses to determine the amount of recyclable material that was thrown away. Next, we entered the Plantory to learn about its function and meet its Director, Shannon Stuart-Smith. The Plantory is a center for innovation, collaboration and positive social change. There, various non-profit organizations work in a stimulating environment to achieve goals.

One quick bus ride later, we arrived at Awesome Inc. Awesome Inc. exists to establish and grow entrepreneurial companies. Awesome Inc. fosters creativity and imagination in all people. Brian Raney, founder, spoke to us about the ups and downs of running a company and gave us a perspective on adult life.

The next two sites we visited were homes that utilize sustainable practices. The first was a Jimmy Nash home, and the second was a Ball Home.

Our last activity of the day was back at Commerce Lexington. We learned about budgeting and financing from Mike Hilton and Leslie Farmer.

Excerpts of Health & Human Services Day Article by Macy Early (Henry Clay H.S.)

Health facilities do not exist solely for the old, chronically sick great-grandparents. Human services do not exist solely for the poor, marginalized unemployed. Health and human services help United States Military Veterans. The first stop of the Leadership Lexington Youth Program's Health and Human Services Day introduced my fellow high school cohorts and I to the stories of such men at the Hope Center, which serves homeless men in Lexington.

Health and human services help 26-year-old blue collar workers from along I-75 and I-64. Dr. Paula Fox from Saint Joseph East described her hospital as a vital stopping point for cardiac victims along these major interstates, victims who demand fast attention in order to survive.

Health and human services help the nearly 11% of children in the Fayette-Urban County area who lack health insurance by engaging in partnerships-such as the one between Saint Joseph East and the American Medical Association-to educate community members about lifestyle choices that ensure longevity.

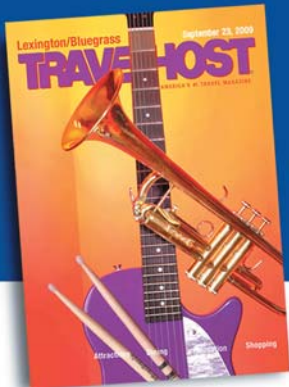
Health and human services help the more than 100 children who pass through Shriners Hospital as inpatients, outpatients, or clinic visitors on a daily basis. More personally, programs at the Health Department benefit you and your family through epidemic control, HazMat regulation, vaccination clinics, school nurses, disaster relief, and healthy behavior programming.

Health and human services organizations like God's Pantry help more than 2,000 families each month who must choose between electricity bills and food. Lexington's services benefit each member of the community and ensure a fully-functioning, smoothly-running dynamic. As these programs receive increased demand, they need increased contribution from individual citizens such as you and me.

Watch for a recap of the Leadership Central Kentucky program's visit to Jessamine County by Erin Wright of KCTCS in the next issue of Business Focus, or read it on-line now at www.leadershipcentralkentucky.com

Read the full recaps of both of these day sessions at www.leadershiplexington.com

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Leadership Lexington Class Explores City's Public Safety System

Article by Darya Buneyeva, OfficeWare

Ray Larson, the Fayette County Commonwealth's Attorney began the day with, "This is going to be a far more interesting day than an enjoyable one." Mr. Larson and Lance Williams with Kentucky American Water were the day chairs for the Public Safety session for Leadership Lexington class of 2012.

Our day began at the Juvenile Detention Center, a holding area for children ages 11-18 who are awaiting sentencing for crimes ranging from skipping school to armed robbery to murder. We toured the intake area, living quarters, as well as the classrooms where 6 teachers from the Fayette County Public School System conducted lessons. Children who are staying at the detention center for longer terms have an opportunity to get pre-GED testing, ACT prep, and obtain High School diplomas. John Smith, Youth Service Program Supervisor showed us how juveniles get to experience structure and security that unfortunately some of them may not receive at home.

Upon arriving at the Fayette County Adult Detention Center, we were greeted by the Director, Ray Sabbatine. We learned about the daily challenges that his employees deal with when admitting detainees with substance abuse, serious mental illnesses, and anger issues by watching the footage from the surveillance camera in the booking area.

We then made our way to the Circuit Court where Sheriff Bernard Palmer gave us an up-close look at the cells and holding areas for the pre-trial inmates. Deputy Sheriff Palmer showed us the consequences that can occur when bad decisions are made. Mr. Larson then showed us several court rooms and explained the procedures that happen behind the scenes.

After lunch, we saw a presentation by Marshall Griggs, a Battalion Chief of the Lexington Fire Department. We learned about the different equipment available for emergency care, heavy rescue, ladder trucks, and hazardous materials.



Later, we broke into smaller groups to tour the Lexington Police headquarters. There we met Zambo, the German shepherd K-9 officer and a Segway Police officer. We explored our CSI talents in the forensic services lab, detective questioning rooms, and with the polygraph machine. We then observed the busy 911 room that gets 2,500 - 3,500 calls a day and learned about smart911.com that is available to Fayette County residents.

At the end of the day, we got to discuss our Police ride-alongs from the previous weekends. We shared stories of everyday police life and learned a greater appreciation for their jobs. In the next month, we have scheduled Lexington Fire Department ride-alongs that we are all looking forward to in hopes that they are as eventful.

As Mr. Larson previously stated, this was a very interesting, but challenging day. We got a rare opportunity to experience first-hand how the Fayette County Public Safety system functions. We now have a greater understanding and appreciation for all of the hard work that these brave men and women do to keep our community safe.

Editor's Note: Darya Buneyeva grew up in Voronezh, Russia. When she was 16 years old, Darya won a scholarship to come to the United States as an exchange student.

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Ambassador Spotlight: Bob Conochalla, Firehouse Subs



BOB CONOCHALLA

Bob Conochalla, Owner/Operator
Firehouse Subs

535 South Upper St., Lexington, KY 40502

Phone: (859) 226-0111

E-mail: bconochalla@firehousesubs.com

About Firehouse Subs: Firehouse Subs has 450 locations throughout the United States. Bob's Upper Street location opened 5 years ago, and this year two more restaurants opened in the market - one in Nicholasville & another on Leestown Road in Lexington.

About owning a restaurant: "My main responsibility is to make sure our customers are served a quality product, in a clean

restaurant, quickly and with friendly smiling faces. It's challenging, but can be very rewarding."

About Lexington, KY: "Lexington is one of the best cities I've lived in. With my career, I've traveled throughout the country. I've lived in Florida, Washington State, Wisconsin, New York state. This city has so much to offer.

His experience as a Commerce Lexington member: "It gives me the opportunity to meet the most influential people in our community through our morning breakfast program. I learn what's happening in my city, my state and my country by attending functions. At the Business Resource Roundtables, I learn from other businesspeople topics that will enhance my business. Commerce Lexington is my eyes and ears to the world. You can't put a value to it."

Read more about this Ambassador at www.CommerceLexington.com > Get Connected > Volunteer Opportunities

Welcome New Commerce Lexington Inc. Members

New Commerce Lexington Inc. members for the period of October 19, through November 17, 2011

Ameriprise Financial

Financial Planning Consultants
Mike Binz, ChFC, CFP, Financial Advisor
2417 Regency Road, Suite B
Lexington, KY 40503
Phone: (859) 276-2588
Web: www.ameriprise.com/michael.a.binz/profile

Britton Osborne Johnson PLLC

Legal Services
Ms. Anita M Britton, Managing Member
200 West Vine Street, Suite 800
Lexington, KY 40507
Phone: (859) 963-2241
Web: www.bojfirm.com

Christopher Michael

Furniture Dealers
Ralph Martino, Owner
842 East High Street
Lexington, KY 40502
Phone: (859) 243-8867
Web: <http://christophermichaelfinefurniture.com>

Counter Culture +

Stone & Granite
G.J. Gerard, Sales & Showroom Manager
944 National Avenue
Lexington, KY 40502
Phone: (859) 246-0007
www.countercultureplus.com

Country Boy Brewing Company, LLC

Brewery
Daniel Harrison, Co-Owner
436 Chair Avenue
Lexington, KY 40508
Phone: (859) 229-7003
www.countryboybrewing.com

DirecTV

Satellite Equipment & Systems
Steve Shapiro, Area Sales Manager
3717 Ridgeview Way
Lexington, KY 40509
Phone: (859) 351-6967
Web: www.directv.com

Firehouse Subs

Restaurants
Brandon Greene, Owner
1781 Sharkey Way, Suite 130
Lexington, KY 40511
Phone: (859) 317-8008
Web: www.facebook.com/firehousesubs

Grimes Mill Winery

Wineries
Mr. Philip DeSimone, Owner
6707 Grimes Mill Road
Lexington, KY 40515
Phone: (859) 543-9691
Web: www.grimesmillwinery.com

Hillbilly Specialties, LLC

Food Products
Larry Owens, Partner
696 Longwood Road
Lexington, KY 40503
Phone: (859) 554-5256
Web: www.hillbillyspecialties.com

ImmediaDent

Dentists
Carolyn Johnson, Practice Mgr.
2358 Nicholasville Rd., Suite 156
Lexington, KY 40503
Phone: (859) 381-0680
Web: www.immediadent.com

James Motor Company

Auto Dealers-New Cars
Mr. Mark Gold, General Manager
2440 Richmond Road
Lexington, KY 40502
Phone: (859) 268-1150
www.jamesmotorcompany.com

Justice Shamrock Glass

Glass
Ms. Jennifer Withers, Controller
1021 West New Circle Road
Lexington, KY 40511
Phone: (859) 231-8167
Web: www.justiceshamrock.com

LAVA Systems

Electronics Equipment
Mr. Cooper Stofer, Owner
124 N. Broadway
Lexington, KY 40507
Phone: (859) 721-0151
Web: www.wantlava.com

Lexington's Real Estate Company - LRC

Real Estate Developers
Phil Holoubek, President
333 West Vine Street, Suite 300

Lexington, KY 40507
Phone: (859) 255-6706
Web: www.lrcrealestate.com

Myers Printing Inc.

Printing Services
Michael Myers, President
737 Price Avenue
Lexington, KY 40508
Phone: (859) 255-9413
Web: www.myersprint.com

Parlay Social

Bar
Bob Estes, Owner
257 W. Short Street
Lexington, KY 40507
Phone: (859) 244-1932
Web: www.parlaysocial.com

The Prichard Committee

Education/Public Information
Dr. Stu Silberman, Executive Dir.
271 W Short Street, Suite 202
Lexington, KY 40507
Phone: (859) 233-9849
www.prichardcommittee.org

Quality Cash Register

Point of Sale Equipment
Vanessa Campbell
301 United Court, Suite #8
Lexington, KY 40509
Phone: (859) 948-1765
www.qualitycashregister.com

Rod Hatfield Chevrolet, LLC

Auto Dealers-New Cars
Ms. Karen M. Wood, Controller
232 West New Circle Road
Lexington, KY 40505
Phone: (859) 299-2772
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948 Edgewater Drive
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Climbing the Corporate Ladder

CEFEX, Center for Fiduciary Excellence, LLC, has certified **Benefits Administrators, LLC** of Lexington, as adhering to the American Society of Pension Professionals & Actuaries Standard of Practice for Retirement Plan Service Providers. The company is the first to successfully complete the independent certification process for retirement plan service providers.

Airports Council International-North America (ACI-NA) has selected **Blue Grass Airport** as the recipient of two awards in its 2011 Excellence in Marketing and Communications Contest. The airport received a First Place Award for Best Special Event (2nd Sunday at Blue Grass Airport) and a Third Place Award for Best Annual Report.

The **Bluegrass Chapter of the American Red Cross** recently elected Stites & Harbison PLLC attorney **Laura Mays** to its board of directors for a one-year term.

Bluegrass Community & Technical College: **Melissa H. Jones** has been named as associate vice president of business services, **Justin Ball** has been named associate dean of business affairs, and **Remi Bellocq** has been named executive director of equine programming.

Central Bank & Trust Co. announced the following promotions: **Shawn Presnell** to Vice President/Financial Planning; **Tim Austin** to Assistant Vice President/Loan Services; **Diane Williams** to Client Services Officer; and **Jared Paul** to CRE Officer.

Crowe Horwath LLP has been recognized nationally as one of *Consulting Magazine's* Best Firms to Work For in 2011, as well as locally in several states. The awards are based, in part, on the work/life balance programs Crowe provides for its more than 2,400 personnel.

Dinsmore & Shohl LLP attorneys **Chauncey S. R. Curtz**, **Barbara B. Edelman**, and **Linsey W. West** have been recognized as Lawyer of the Year by *The Best Lawyers in America, 2012*. Meanwhile, twelve lawyers from Dinsmore's Lexington office were recently selected by their peers for inclusion in the 2012 edition of *The Best Lawyers in America*, including: **Glen S. Bagby**; **Mindy G. Barfield**; **Chauncey S.R. Curtz**; **Barbara B. Edelman**; **Kermin E. Fleming**; **Robert W. Fleming**; **Ellen Arvin Kennedy**; **Wade C. Lawson**; **John R. Rhorer, Jr.**; **Joseph H. Terry**; **Charles E. Ward**; and **Linsey W. West**.

DMD Data Systems again made *CRN magazine's* Fast Growth 100 list for 2011. This is the company's third time on the national list, which recognizes the fastest-growing solution providers, resellers and value-added resellers in North America.

The **Downtown Lexington Corporation** (DLC) announced two additions to its staff, including

Penny Ebel as vice president of special events and programs, and **Devin Luckett** as membership coordinator.

Frost Brown Todd LLC announced that **Edward A. Receski** has been named the new Member-in-Charge of the Lexington office. Additionally, **Mark Flores** has re-joined the firm as an associate in the business litigation department.

God's Pantry Food Bank announced the following officers and board of directors for the 2012 Fiscal Year. Officers: President, **Steve Jennings** (Crowe Horwath, LLP); First Vice President, **Kent Barber** (DelCotto Law Group, PLLC); Second Vice President, **Mike Ferguson** (Kroger); Treasurer, **Tim Schuler** (Traditional Bank), and Secretary, **Myra Ridley** (Toyota Motor Manufacturing, Kentucky, Inc.). Board Members: **Mindy Barfield**, **Carla Blanton**, **Ken Brandenburgh**, **John Burkhard**, **Dr. Don Frazier**, **Jeff Ginnan**, **JoAnna Glover**, **Alison Lundergan Grimes**, **Matt Gute**, **Jerry Hale**, **Dave Harper**, **Carlean Hefner**, **Scott Morris**, **Tom Padgett**, **Greg Schaaf**, **Kathy Scorsone-Stovall**, **Lisa Smith**, **Charles Ward** and **Harvie Wilkinson**.

Greenebaum Doll & McDonald PLLC: **Adam Clay Reeves** has joined the firm as an associate in the Lexington office. Meanwhile, 54 of the firm's attorneys were selected for inclusion in *The Best Lawyers in America 2012*. Those recognized from the Lexington office included **Michael L. Ades**, **Wendy Bryant Becker**, **Jack C. Bender**, **Carolyn M. Brown**, **Anne A. Chesnut**, **Bruce E. Cryder**, **Martin J. Cunningham**, **D. Craig Dance**, **Margaret A. Miller**, **David A. Owen**, **Henry C.T. Richmond III**, **Gregory R. Schaaf**, **Phillip D. Scott**, **Jennifer S. Smart**, **Stephen W. Switzer**, and **Job D. Turner III**.

American Water, parent company of **Kentucky American Water**, announced that **Nick Rowe**, currently the senior vice president of American Water's Eastern Division and a former Kentucky American Water president, has been named senior vice president - Central Division, with his office to be based in St. Louis.

KET Executive Director **Shae Hopkins** has been selected as a member of the inaugural board of Digital Promise, a research center that aims to infuse more digital learning into the nation's classrooms. Board members were appointed by Secretary of Education Arne Duncan based on recommendations from the U.S. House of Representatives and the U.S. Senate.

Kentucky Employers Mutual Insurance (KEMI) announced that **Kevin Ickes** has been promoted to legal services manager.

Lexington Center Corporation recently welcomed **Rebecca Colbert** as event manager.

The **Lexington Legends** announced appointments to leadership and management positions follow-

ing the retirement of President and Chief Executive Officer **Alan Stein**. **Andy Shea** is now president and chief operating officer, while **Seth Poteat** has been named general manager.

McBrayer, McGinnis, Leslie & Kirkland, PLLC announced that **W. Terry McBrayer** has been selected for induction into Junior Achievement's Bluegrass Business Hall of Fame. Members of the Hall of Fame are individuals whose work has moved the Central Kentucky community in a better, stronger direction. Additionally, Managing Member **James H. Frazier** has been named by *Best Lawyers* as the "Lexington Best Lawyers Real Estate Law Lawyer of the Year" for 2012. Only a single lawyer in each specialty in each community is honored with this title.

Midway College announced that **Dr. Marlene Helm** has joined the college's faculty. Helm most recently served as the Commissioner of Social Services for the Lexington-Fayette Urban County Government.

New Horizons Computer Learning Center welcomed **Sarah Alsup** as its new operations and marketing manager in the Lexington office.

Office Suites PLUS recently hired **Allen Bell** as area manager for Kentucky, Tennessee, Ohio and Florida.

The Lexington Chapter of the **Society of Financial Service Professionals** has been named a Gold Medal of Honor winner in the Society's 2010-11 Excellence in Chapter Achievement program. The award recognizes the Chapters that excel at building a strong local organization and offer exceptional support to the national Society.

Wells Fargo Insurance Services recently named **James L. Morris** as commercial marketing manager for its Lexington office.

Wyatt, Tarrant & Combs, LLP announced that **Michael D. Baker**, **John P. Brice**, **Mary L. Fullington** and **Karen J. Greenwell** have been named "Lawyer of the Year" for their practice areas and markets in *Best Lawyers in America, 2012*. Additionally, 18 of its Lexington attorneys have been included in *The Best Lawyers in America, 2012 edition*, including **Mike D. Baker**, **John P. Brice**, **Robert J. Brown**, **J. Mark Burton**, **Christopher R. Cashen**, **Debra H. Dawahare**, **Mary L. Fullington**, **Karen J. Greenwell**, **James T. Hodge**, **Richard M. Hoppgood**, **Kevin L. Johns**, **Glen M. Krebs**, **Mark T. MacDonald**, **Erin Brisbay McMahon**, **George J. Miller**, **W. Craig Robertson III**, **Jeff A. Woods**, and **Joseph J. Zaluski**.

SUBMIT PERSONNEL NEWS:

Submit your company's personnel changes, additions, or promotions for *Business Focus* magazine to mturner@CommerceLexington.com by the 10th of the month prior to the upcoming issue (i.e. December 10th for the January 2012 issue). Information is published only as space permits.



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COMMERCE LEXINGTON INC. UPCOMING EVENTS

DECEMBER 2011

- 1** Registration opens for 2012 Leadership Visit to San Antonio, Texas (June 4-6, 2012) - **SEE PAGE 11**
- 7** Business Link sponsored & hosted by Kentucky Eagle, Inc., 4:30-6:30 p.m., 2440 Innovation Dr. - **SEE PAGE 9**
- 7** Leadership Lexington Youth Program Media & Arts Day.
- 8** Leadership Lexington Adult program presented by W. Rogers Company: Health & Human Services Day.
- 13** Business Resource Roundtable presented by Community Trust Bank, 3:30-5:00, at Commerce Lexington Inc. first floor conference room. - **SEE PAGE 8**
- 14** Leadership Central Kentucky presented by Kentucky Utilities Co. at Franklin County.
- 15** New Member Orientation Luncheon presented by AT&T Advertising Solutions, 11:30 a.m. - 1:00 p.m., at Commerce Lexington's first floor conference room.

JANUARY 2012

- 4** Leadership Lexington Youth Program Mid-Year Session and Shadowing.
- 10** Business Resource Roundtable presented by Community Trust Bank, 3:30-5:00, at Commerce Lexington Inc. first floor conference room.
- 12** Leadership Lexington Adult program presented by W. Rogers Company: Mid-Year Session & Economic Development Day.
- 17** Women Leading Kentucky's Networking Roundtable Luncheon features Drs. Eli and Mary Lynne Capilouto, 11:30 a.m. - 1:30 p.m., Sal's Chophouse (Lansdowne Shoppes), More information at www.womenleadingky.com.
- 18** Leadership Central Kentucky presented by Kentucky Utilities Co. at Scott County.
- 18** An Evening in the Bluegrass Legislative Reception, 5:30 - 7:30 p.m., at Buffalo Trace Distillery in Frankfort.

FEBRUARY 2012:

- 9** Annual Dinner presented by Kentucky Employers' Mutual Insurance at Lexington Center, 5:30-9 p.m. - **SEE PAGE 7**

