



The Bluegrass gets buff

How niche gyms
are catering to
fitness enthusiasts

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COVER STORY

Custom, boutique gyms are sprouting up all over the Bluegrass. They are offering members workouts that get results quicker while offering tight-knit communities and unique experiences.

Cover photo by Abby Laub

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This issue will remind you of just how successful our young professionals really are! From entrepreneurs to entertainers, the Bluegrass is full of talent.

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Lexington – Opportunity city

As if you need more evidence that young professionals are on the move and making things happen in Central Kentucky, this issue will confirm what you already know: our YPs have got it going on.



Abby Laub is editor of BG Magazine. She can be reached at abby@lanereport.com.

Read on ... We know how to build businesses, how to give back, how to enrich the lives of others, start families and eat well. We are fit, throw great parties, and we are hilarious. And we are just getting started making this the best place in the country to live, work and play.

In fact, *USA Today* even named Lexington to its Top 10 Bucket List Destinations. MyLife.com also ranked it No. 3 of the 10 Best Cities to Start a New Life. We have good people, good food, great education, hospitality

to boot, scenery that rivals the best in the country and a thriving social scene.

In this issue, stories about successful young business people such as Markey Hart Hutchinson and Kristin Tatem, and inspiration from the fittest among us like Kelly Jennings and Noelle Dick are sure to inspire you to reach new heights in your personal and professional lives.

Might I suggest enjoying the newest issue of *BG Magazine* with some hot cider and the smell of fall leaves? “Like” us on Facebook and tell us all about it.

All the best,
Abby Laub
Editor

Visiting the Red River Gorge area is one of my favorite activities in Central Kentucky in the fall.



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Gluten-free foods that taste great

Necessity often is the mother of invention. One Lexington mother invented a bakery — out of necessity — to keep gluten away from her son. **Denise Walsh** is the owner of **Gluten-Free Miracles**, a bakery and café on Burt Road, off Nicholasville Road. All baked goods, lunch items and foods for pre-ordered dinners are gluten-free. Some items have no dairy and others are Paleo diet-friendly. Today, there are plenty of people with Celiac disease and even more with a sensitivity to gluten, a protein found in wheat, barley and rye. Those who don't mind gluten wouldn't even know the menu items at Gluten-Free Miracles are missing that ingredient, if the bakery's name hadn't clued them in.



Bour-Bon

As spring sprang, so did **Bour-Bon Restaurant** into Central Kentucky. In Paris, that is, right on Main Street in a building that dates back to 1877 (many Bourbon County residents may remember it as **Jones Shoe Store** once upon a time). Owners **Joseph Clay**, **James Clay**, and **Biz** and **Catesby Clay** are all about farm-to-table sourcing of local ingredients for Bour-Bon, which is a **Kentucky Proud**-certified restaurant. Beef tartare, braised leg of lamb and wood oven quail are among the menu offerings, as is **CaffeMarco**, the organic coffee roasted in Paris, Ky.



Distilling bourbon in Bourbon County ... again

Until now, there hasn't been a distillery in Bourbon County since 1919. The county that gave the drink its name will soon be producing a new bourbon, after a hiatus of almost a century, all in the name of history and community pride. **The Gentleman Distillery** opened a gift shop in downtown Paris in the spring. As of this fall, owners **Andrew Buchanan** and **Curtis Mackley** will be distilling white spirits at first: vodka, gin, rum, apple jack and flavored moonshines in 200-mL and 375-mL bottles. Bourbon itself needs to age, so the Gentleman's small-batch bourbon releases will need another nine or 10 months. In the meantime, check out T-shirts and tours on Main Street in Paris.



Magical, mythical must-read

A Lexington author made a Top 3 list in *USA Today* this summer for "must-read romances." **Megan Whitmer's** book "**Between**," a young adult fantasy novel, is the first in a trilogy. It was released in July and a month later already had made national news. Whitmer has worked for **Fayette County Public Schools** and **Shriners Hospital for Children**; now she's a full-time writer. "Between" is available at **Morris Book Shop** and **Joseph-Beth Booksellers**, as well as online.

Old spots are new

The former **Ramsey's** on East High is now locally owned **Chatham's Southern Comfort Food**. If that conjures up images of fried green tomato pimento cheese sammies, soup beans and cornbread, sweet potato casserole, and shrimp and grits — well, those images would be correct. Speaking of the south, North Carolina-based **Cook Out Fresh Hamburgers** has opened on South Broadway in the former **Coach House** location.



Fayette Mall expansion

There's been a major redevelopment and expansion at **Fayette Mall** this year. **Sears**, which owned that particular building in the mall, closed in January. Fayette Mall, owned and managed by **CBL & Associates Properties** of Chattanooga, bought the former Sears



space and will have 29 tenants when all is said and done. Near the food court, the mall's center court will be a play area. On Nov. 7, there will be a grand reopening to show off the new middle wing. **Santa** also

arrives that day, ushering in the holiday season with a new Santa experience. New this fall at Fayette Mall: **Brighton Collectibles**, the **Cheesecake Factory**, **Clarks footwear**, **H&M**, **Jos. A. Bank**, **Michael Kors**, **Newk's Eatery** and **Oakley**, among others. **Red Bang Bang's** second sushi Lexington location opened in August.

Brews and bread and so much more

Take an abandoned 120-year-old warehouse that used to be the site of **Rainbo Baking Co.**, divvy up the space for a variety of businesses and projects, and now the north side of town is one of the hippest places around. Collectively called the **Bread Box**, the 90,000-s.f. building has some cool clients. **Bluegrass Distillers** is a new microdistillery making whiskeys and distilled spirits. There's space for the **Bread Box Studio Artists** and the volunteer community known as **Broke Spoke Community Bike Shop**, along with **Magic Beans Coffee Roasters**, a small-scale coffee roaster, and practice space for the roller derby team **Rollergirls of Central Kentucky**. The entire second floor of the building is the **Plantory**, a multi-tenant nonprofit incubator, where around 50 different nonprofit organizations can collaborate and communicate while they share office resources. **FoodChain**

is an indoor aquaponics farm; the tilapia they grow is cooked up and served at **Smithtown Seafood**, a local takeout fish and chips eatery, where patrons can also hang around and eat, by taking their food to **West Sixth Brewing**.



Pay It Forward Cocoa Porter, a robust porter brewed with organic, direct-trade cocoa nibs, is the fourth beer by West Sixth Brewing to be canned and produced year-round. Pay It Forward has been on draft in the taproom since 2012. With the cans, the company will give \$.50 per six-pack to a local nonprofit, selected on a quarterly basis with input from customers.



Bluegrass beauties

Photographer **Jeff Rogers** has a new book. “**Kentucky: Beauty of the Bluegrass**” captures the landscape and horses that Kentucky is known for around the world. This is his third coffee table book, joining “**Kentucky Wide**” and “**Kentucky Wide II.**” The 104-page book includes images of historic **Shaker Village**, urban cities and natural beauty.

French toast cocktail

Daniel Weeks, a bartender at Shorty’s on West Short Street, mixed fresh, muddled strawberries with vanilla, cinnamon, **Town Branch Rye** and **Ale-8-One** to create a French toast-inspired cocktail and take home the top prize of \$1,000 in the first **Town Branch Cocktail Contest** in August. Weeks calls his drink “**Town Toast**” and the craft cocktail is available at **Parlay Social**. Town Branch Rye was launched earlier this year by Alltech, who sponsored the contest. Cocktails were judged on taste, presentation and creativity. The other finalists were **Shayne Bates** of **Enoteca** in Lexington, **Adam Geissler** of **Bour-Bon** in Paris, **Jonathan Sizemore** of **Sutton’s Restaurant** and **Atomic Café** in Lexington, and **Lauren Sundberg** of **Marriott Griffin Gate Hotel**.



Victorian Square gets a makeover

Urban Outfitters is going into the corner space formerly occupied by **DeSha’s Restaurant** downtown. Opening in October, the two-level store on the corner of Main and Broadway is part of **The Square**, the shopping center’s new name. Other new tenants expected by the holiday season include Cincinnati-based **Tony’s Steak and Seafood**, an upscale restaurant; Knoxville-based **Alumni Hall**, a licensed college apparel store; and a pizzeria called **Pies & Pints**. The Square is already home to **Saul Good**, **Sincerely Yours**, the **Explorium**, **Lexington Children’s Theater** and **VisitLex** (Lexington Convention & Visitors Bureau). Leased and co-owned by **Jeffrey R. Anderson Real Estate** in Cincinnati, The Square is a 140,000-s.f. complex of buildings listed on the **National Register of Historic Buildings**.



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Barnes & Noble
Calypso Boutique
Lexington Convention
and Visitors Bureau

Now this is a salad

Vinaigrette Salad Kitchen opened July 30 on Leestown Road at 1781 Sharkey Way. Owners **Bryce Anderson**, **Evan Morris** and **Jason Thompson** also are involved with **Orange Leaf**, one location of which is right next door. Vinaigrette has three classic salads (BLT Deluxe, Caesar, Tuscan) and five signature salads (Bluegrass Blackberry, Chicken Taco, Orange Blossom, Santorini and Vegan Power). All eight salads were designed by local chefs **Ouita Michel** and **Sara Gibbs** and are customizable and made fresh for each customer. Dressings are made in-house, and local fruit is served with lemonade and iced tea.



Firehouse Subs opens alongside Jet's Pizza

Richmond Road near Man O' War is becoming quite the food strip. In between **Zaxby's** and **City Barbeque**, **Jet's Pizza** and **Firehouse Subs** are sharing a rooftop. Michigan-based Jet's has four locations in Lexington now.

Founded by former firefighting brothers and headquartered in Jacksonville, Fla., Firehouse Subs is known for its hot subs and a décor of

firefighter memorabilia. Local owners **Brandon Greene** and **Matthew Ishmael** own three Firehouse Subs restaurants in Lexington. The most recent is off Richmond Road on Sand Lake Drive, with a hand-painted mural depicting the SEC mascots cowering on the roof of a burning shopping center while the **University of Kentucky Wildcat** mascot charges towards them. Hot specialty subs like the **Hook & Ladder** and the **Smokehouse Beef & Cheddar Brisket** have been joined by a Hearty

& Flavorful menu this year, featuring six subs and four chopped salads under 500 calories. Since 2005 the **Firehouse Subs Public Safety Foundation** has given \$10.1 million to first responders in 41 states and Puerto Rico, including almost \$124,000 in Kentucky, for purchasing life-saving equipment.



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Now open in Hamburg

A&W Restaurants has opened its second corporate location of **A&W Burgers Chicken Floats**, this one on War Admiral Way in Hamburg near **Hobby Lobby**. The restaurant serves root beer floats with root beer made fresh on site, burgers cooked to order with a choice of toppings, and hand-breaded chicken tenders. During the grand opening week in August, the company donated 50 percent of all sales to **Shriners Hospital for Children** and the **Lexington Humane Society**. A&W Root Beer (caffeine-free, by the way) has been around since 1919 in Lodi, Calif. A&W Restaurants is headquartered in Lexington.



Day trip for shopping

The Outlet Shoppes of the Bluegrass, off I-64 in Simpsonville, between Lexington and Louisville, opened this summer. The 375,000-s.f. center by **Horizon Group Properties** and **CBL & Associates Properties** is the only outlet center in Kentucky. Featuring 90 stores and restaurants, the center is expecting to create 1,200 jobs for the community and generate more than \$130 million in annual sales. A projected 6 million visitors each year can shop at well-known designer outlets such as **Banana Republic**, **Brooks Brothers**, **Chico's**, **Coach**, **Converse**, **Guess**, **J. Crew**, **Michael Kors**, **Nike**, **Saks Fifth Avenue OFF 5th**, **Tommy Hilfiger**, **Under Armour** and **Vera Bradley**. There also are specialty carts and kiosks throughout. **Gucci**, **Kate Spade** and **Tumi** will be opening this fall.

More bourbon barrels than people in Kentucky

For the first time since 1977, more than 5 million bourbon barrels are resting in Kentucky warehouses. The commonwealth's legendary bourbon distilleries filled 1.2 million barrels last year, the most since 1970. Production has skyrocketed 150 percent in the past 15 years, resulting in 5,294,988 aging barrels at the end of 2013. The last time bourbon inventory reached the 5 million mark, a gallon of gas cost 62 cents

and "Star Wars" debuted in theaters. Kentucky is the only place in the world that taxes aging barrels of spirits. The tax-assessed value of aging barrels this year is \$1.9 billion, an increase of \$81 million from 2013. Distilleries paid \$15.2 million in ad valorem barrel taxes last year to the state and local communities. Ad valorem taxes have increased 52 percent since 2006.



Fall brings **LYPA's** newest Rising Stars class

The Lexington Young Professionals Association has a longstanding reputation of getting the area's YP's more engaged in their business and social circles. We asked 2014 LYPA President Fausto Sarmiento to let us know what is happening with LYPA this time of year.

"The Lexington Young Professionals Association works to ensure that area young professionals have a place where they can socialize with their peers, get professional advice to develop their careers, and give back to the community. This year, LYPA members had the chance to heat up a cold winter by learning to dance salsa and merengue, thanks to Alondras Latin Entertainment and the Arthur Murray Dance Studio of Lexington. LYPA members hosted the Young Professionals Association of Louisville at Keeneland's Spring Meet. We helped kids explore the aviation museum, raised funds for mentorship programs, and helped fund a scholarship for kids with autism.

"LYPA members learned about issues affecting downtown Lexington straight from Renee Jackson, director of the Downtown Lexington Corp. LYPA members are some of the fittest young professionals in Lexington and showcased their athletic prowess through our first official team that ran together during the Midsummer's Night Run. Our partnership with the Lexington Sports and Social Club continues to be one of LYPA's most popular benefits. On every anniversary that you

continue to be a LYPA member, you get a free season with the LexSSC. We are organizing more LYPA teams for some of the fall and winter leagues, so get ready to be competitive!

"The fall brings some of our seasonal favorites: We are planning a big fall bash at Belle's Cocktail House. Our annual ArtSEE event at the Lyric Theater in order to showcase area artists and organizations. Our most popular events, LYPA's Halloween Party and LYPA's Holiday Party, will provide members with a great way to connect with each other. We are lining up more CEOs and other individuals who have an impact on our community to give our members advice on professional development strategies.

"LYPA is also excited about recognizing this year's outstanding young professionals at our annual Rising Stars Awards Banquet. The Rising Stars Awards will be held on Wednesday, Oct. 15, at Malone's Banquet Hall on Tates Creek. Griffin Van Meter and Whit Hiler, the dynamic duo behind the Kentucky Kicks Ass campaign and other initiatives organized by Kentucky for Kentucky, will deliver a keynote address that promises to help young professionals learn how to have a positive impact on the community...in ways they may not expect! Visit our website, www.lypa.org."

Sarmiento serves as senior management consultant for the University of Kentucky's Bluegrass Small Business Development Center. He will be one of the featured guests at the 2014 LYPA Rising Stars Awards Banquet to be



LYPA members enjoy social outings as well as professional development opportunities.

conducted at Malone's Banquet Hall on Oct. 15. The Annual Rising Stars program is designed to honor the young professionals who are emerging leaders in the Lexington area, including Fayette, Franklin, Bourbon, Clark, Scott, Woodford, Jessamine, Madison and Mercer counties.

Keynote speakers, Griffin Van Meter and Whit Hiler of Kentucky for Kentucky will discuss how you can utilize the strategy that helped promote the Kentucky Kicks Ass campaign into a way that you can get involved in making Kentucky a better place to live, work and play.

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RING

just for fun

by Abby Laub

A woman with blonde hair and a surprised expression is pouring white wine from a bottle into a glass. She is wearing a black top and blue jeans. The background is a light-colored wall with a window. The text 'Cocktails, swear words & shenanigans' is overlaid in large white letters.

Cocktails, swear words & shenanigans

Inside the brain of Lexington's funniest blogger

When Lexington resident Mandy Otis started a blog, she didn't really know what type of genre she would have. The answer is a really funny "accident."

When the self-professed lover of wine, wife, mother of two, professional and Kentucky native started writing her blog "Words by the Glass" in 2011, it started as place to "keep all of my stuff and share when I felt like it." Little did she know, a few years later she would have several million people reading a single post and more Facebook fans than most Kentucky towns have people.

I asked Otis a few questions and, lucky for you, I let her do most of the talking.

Abby Laub: Where are you from?

Mandy Otis: I am from Catlettsburg, Ky. That's right, you've never heard of it. No, it's not full of cattle. Yes, it's very small. It's part of the Huntington-Ashland area. My family moved to Hazard when I was 15, and I graduated from high school there. This was a disaster of epic proportions to a shy 15-year old girl with braces. I left Hazard with straight teeth and my virginity in 1994. I went to Georgetown College and majored in political science with a double minor in history and philosophy (apparently my dream was to be unemployed forever) with the idea of becoming an attorney. Instead of applying to law school after graduation, I spent five years in Nashville going to bars and concerts. I moved back to Lexington in 2003 to attend graduate school at UK's Patterson School of Diplomacy and International Commerce. I have been here drinking wine and procreating since then.

AL: You did manage to find some work. Tell me about your career until now and how starting your blog played into that.

MO: My career is hard to explain. I wish I had chosen one field so I could just say "I'm a tomato picker" or whatever. My first job out of college was in accounts receivable financing — I nearly fell asleep just saying it — in Brentwood, Tenn. I hated it so much that I went to grad school. (Just a bit of advice to all you young-ins: studying for the GRE is a bitch when you're five years out of college, so keep that in mind). After The Patterson School, I went to work for a congressman for several years. I have also worked at the Ken-

tucky Office of Homeland Security. I took a two-year break to have my first child and stay home. My latest career endeavor was as the executive director of an after-school program for middle school students. I have also been writing grants on a contract basis for various non-profits for about 12 years. I apparently lack focus. Writing is what I love and I hope to make a living at it before I shrivel up and die.

The blog was an accident. I've been writing for a very long time. I think the age of 12 is when I started writing really

From "The Victoria's Secret Swim Catalog Buying Guide"

"If you're chasing children at the beach, I suppose an ass crack bikini isn't that bad. At least it's convenient since chasing kids usually ends up in a wedgie anyway. No more pulling your bottoms out of your crack, mom friends. You can just leave it up in there. Fashion forward ..."

awful poems that will never see the light of day. If I could do it over, I'd major in creative writing. That's just as useful as political science, right? I think back then I simply lacked the self-confidence to put myself out there in such a personal way.

I started the blog in 2011 as somewhere to keep all my stuff and share when I felt like it. "Words by the Glass" is intended to communicate my love of writing short pieces of entertainment. Oh, and wine. My love of wine.

AL: When did your husband, Jason, and rug rats, Isaac and Landon, get added to the mix?

MO: I met Jason in 2005 and we married in November 2006. It's funny because Jason and I ran in many of the same circles for many years, but never officially met. When I was on the rebound from a divorce, my best friend pointed to Jason while he was singing and playing one night with his band and said, "He's cute, how about him?" I rolled my eyes, and said, "Yeah, dating a cute guy in a band is exactly what I need." We did eventually meet and then I ruined his bachelor life.

Isaac was born in 2008 and Landon was born in 2011. I think everyone knows how that happens, right? If not, I've been honing my speech for the birds and the bees, so let me know.

AL: So, your plan to marry an old rich guy didn't work out? Jason owns PrintLex. What's it like being married to a young entrepreneur building his business instead?

Some of Mandy's favorite works vary from the funny side to the serious side. Here are some excerpts from her blog posts:

From "The Ocean"

"The sun is kneeling down behind the ocean, begging me to stay a little longer, and I abide. My chair sinks into the sand with each passing wave and I linger in the wet sand for the precious moments left until darkness. I'm pulled in by the rising tide and swallowed whole with the last drop of light before night fall."

MO:

It is so annoying to live with someone who does everything right. I always think he will know what to do in every situation. I'm like, "The dishwasher doesn't work, what's wrong?" He says, "I don't know anything about dishwashers." And this shocks me because I always think he will know the answer to any given question. He could just say, "The flux capacitor fell off the thing-a-ma-bob." I'd believe him.

AL: What do you like about blogging and why do you talk about "assfolds" so much?

MO: I've started referring to blogging as "brain bleed" because that's really what it feels like sometimes. I think about writing every day. At times, I'm so gripped by an idea that I must get it on paper. The person who coined the term "assfold" is a close friend of mine and he really did say it's how you tell if a girl is old enough to look at. It just popped into my mind as I was writing

Are you new to the area, a recent college graduate, or looking to get involved in the community?

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The Lexington Young Professionals Association provides social, professional development and community service opportunities to young professionals in the local community.

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about the Victoria Secret bathing suits. After that, it sort of became the calling card for body pride on my blog. It's just a fun way to say, "I look good, and I reject your stupid diets and standards."

AL: When your Victoria's Secret swimwear blog post went viral and reached millions, how much wine did you drink to celebrate?

MO: Oh, was I supposed to count? Counting is hard.

AL: How many hits did it get, and were you surprised to see that happen?

MO: The initial post got 4.5 million hits as well as some entertaining hate mail. I think it was so popular because what I said is what most people are thinking. The day I pulled out that particular catalog, I was on my last breath of energy and patience. I was struck, in that moment, by the insanity of our culture and how ridiculous the expectations are for women. Work, raise your kids, do laundry and, for the love of god, don't get fat! The messages we receive are contradictory, and we are bombarded with them from all angles. As women, we reject the ideas in many ways, but at the same time we are perpetuating them. The post itself was a joke, but it actually became a bigger message without the intention of doing so. Even the models who are beautiful by any standard are air brushed for the catalog and then go on extreme diets before live shows. What we're seeing in the catalog is not even attainable for the models themselves! I think the majority of people appreciated the joke, but then also said, "Yeah, that's crazy!"

AL: You have almost 10,000 followers now, occurring in a short amount of time! How much did you have to pay these people to like you?

MO: That's classified, but let's just say people are surprisingly cheap.

AL: What are your favorite topics to write about?

MO: I love writing about the completely absurd or absurd aspects of totally normal things. I'm working on my first short story and my long-term plan is to write a book. I have no idea how to go about it, but that's never stopped me before.

AL: Where do you draw your inspiration from?



Mandy Otis often draws inspiration for blog posts from her family life – particularly her sons, Isaac and Landon.

MO: Inspiration is completely random and comes at unexpected times. Sometimes I try frantically to write down a note or type one in my phone so I won't forget an idea that hit me. My children have eaten my memory. I won a Bad Ass Blog Award from Indie Chicks for "Best Mommy Blog" in 2014, so I draw a great deal of material and inspiration from being a mother as well. Parenting is truly out of my element and it has taken time for me to be an individual again after having kids. I also love funny and inappropriate things, as you might have gathered from my blog. I also think farts are funny.

AL: You touch on serious subjects mixed in with the fun. What are you trying to do for your readers, ultimately?

MO: I'm being myself when I write. Making people laugh is my favorite thing, but there is also a range of emotion inside me that must escape at times. My writing isn't for everyone, but my ultimate goal is to either make you laugh or make you feel like you aren't alone. Life is such a mixture of emotions and experiences, and I try to reflect that in what I write.

AL: Do you laugh hysterically when you write?

MO: I do laugh and giggle in private at some of the random thoughts I have. I rarely share those with the world because they are just so terribly offensive or just outright juvenile. God knew what he was doing when he gave me boys. Writing is usually an exercise of necessity. I'm letting the crazy out. I truly believe that life is nothing to face without cocktails, swear words, and shenanigans.

To read more of Mandy's work, visit www.wordsbytheglass.com. ■

How the
fitness industry
is changing
in Lexington

Bodies built by boutiques

Inside a quaint, candlelit studio, CycleYOU instructor and chief operations officer Noelle Dick turns up the music and begins calling out inspirational messages to her students.

"This hour is for you, so turn off the rest of the world," Dick says through a headpiece microphone while perched atop her stationary bicycle. "Just focus on you."

While Lexington may be best known for its stunning horse farms and craft bourbon, the demand for boutique workout experiences like CycleYOU is on the rise. The popularity of these niche gyms has

skyrocketed in recent years, partly because of a universal desire among Lexingtonians for a more personalized workout experience.

The city's niche fitness market is growing all the time, with centers offering ballet barre classes, surf simulation instruction, CrossFit, yoga, Pilates and more.

As Lexington residents sought svelte figures for swimsuit season, boutique fitness facilities flourished. Such niche players represent one of the hottest trends in the multi-billion dollar fitness industry dominated by large commercial gyms.

Regular CycleYOU attendee Jaclyn Norberg said no other indoor workout captivates her attention like the upbeat cycling class.

"The instructors are really motivating and it's great for cross training," said Norberg, who mixes CycleYOU into her weekly workout regime that also includes strength training and running. "I never liked to cycle before I did CycleYOU."

Norberg, a Ph.D. student of exercise science at the University of Kentucky, takes advantage of the gym's Groupon promotions and student discounts to help cut costs.

"I like going to CycleYOU because it has what I need and the one thing I enjoy doing," Norberg said. "Also, everything is provided for you — the equipment is really nice."

CycleYOU started out as a triathlon store, Swim Bike Run Kentucky, and training center for athletes who already owned their own bikes. But about a year and a half ago, Dick was inspired to offer spin classes after being exposed to a similar exercise movement in New York City called Soul Cycle.

"It's like dancing on the bike or a party on the bike," said Ian Baker, assistant manager of CycleYOU. "You do free weights, abs, push ups, and it's all while you're riding. It's choreographed to music and it's inspirational."

"It's been so popular because it's not like a regular spin class where you're focused on doing particular intervals or climbing hills. It's more focused on the instructor and the personal journey they give to the clients," he continued.

The demand for CycleYOU exploded since its inception and attendance has doubled since the same time last year. The support for classes has allowed the boutique gym to build a new studio, where they have added strength, yoga, and boxing sessions.

Unlike a traditional gym with monthly membership fees and contracts, CycleYOU offers the option to pay per class and has package options that never expire. Two to three spinning classes are offered daily, including a Friday night sweat session to the tune of a party DJ and lights.

Pure Barre is another boutique workout facility that has captivated a wide following in Lexington. Located on High Street in Chevy Chase, it holds the distinction of being the largest, most established barre franchise in the nation.

The Pure Barre movement has partially spread because of its effective technique that improves clients' bodies in a minimal amount of time. But the experience is about much more than just the workout.

"Pure Barre is a community for us," said manager Victoria Lundy. "We all have parties, everyone hangs out, and it's definitely something where when you get into it, it's not just the workout that keeps you there. It's the camaraderie and the community feel. I've seen many friendships form at Pure Barre."

In the past year, Pure Barre has seen an astounding 50 percent rise in clients, Lundy said. The age range is wide — from 12-year-old girls getting in extra ballet training, to 70-year-olds working on their overall health fitness. Most of the clientele are women.

Pure Barre is the main workout regimen for most of its clients, which can pay by the class, or purchase package options, Lundy said. New clients have the opportunity of buying one month of unlimited classes for \$99.

Another niche workout trend on the rise is the recently opened Surfset Fitness, a boutique surf

simulation workout gym that was featured several years ago on the hit TV show "Shark Tank."

Located at the Shops at Main and Rose and owned by Lauren Wall, Surfset is one of several franchise gyms throughout the nation with a total body approach inspired by the sport of surfing. Classes at Surfset draw from the real movements of riding waves on a surf board and are geared toward building balance and muscle, and achieving optimal fat burn.

"Boutique gyms are more personalized and you know exactly what you're going for," Wall said. "You're not confused by all the weights and machines. It's almost like you have a personal trainer with you because of the smaller classes."

Wall said she had also tried to make Surfset's prices affordable to draw more people in. The first class at the gym is free, and individual sessions are priced at \$15. Package options are also available, with a 25-percent discount given to students and members of the military.

Some of the many other Lexington boutique gyms include CrossFit, SweatLex, Title Boxing Club, Lexington Healing Arts Academy, Mix on Vine, Bikram Hot Yoga, and Reform Pilates.

BOUTIQUE GYMS ARE MORE PERSONALIZED AND YOU KNOW EXACTLY WHAT YOU'RE GOING FOR.

Continued on page 17



Noelle Dick poses in her Cycle You studio.



Title Boxing Club offers a unique "hit-it-hard" experience, with a room full of punching bags and boxing gloves for a high intensity workout.



Mix on Vine has an array of classes including aerial yoga.



Surset owner Lauren Wall demonstrates a workout at her downtown gym, which simulates a surfing experience on an unstable surfboard for a total body workout that is unique to anything else in Lexington.



Though it is a large gym, Lexington Athletic Club offers more and more unique fitness options, like a strength training club called The R3SISTANCE that focuses on barbell, kettlebell and body weight exercises.

Why CrossFit?

Within a modest-sized building in Nicholasville's Brannon Crossing Shopping Center, a group of muscled and focused athletes at CrossFit 859 appear to be training for an elite strength competition.

Grunts of determination and slamming barbells echo across the room full of participants with intense expressions. A woman furrows her brow as she performs a gymnastic exercise on suspended rings, and nearby a man swiftly squats and then presses dauntingly heavy weights overhead.

The CrossFit fitness regimen — consisting of varied movements at high intensity for a specific period of time — officially started 14 years ago by California-based gymnast Greg Glassman.

Since then, its popularity has exploded as people have become addicted to the empowerment of the exercises, the quick results from the workout, and the communal aspect within the gym.

CrossFit is based on three different types of training: endurance, weight lifting and gymnastics. The latter refers to any exercise that involves body weight control. Each CrossFit workout is drastically different so members are never bored and their bodies never get used to the same routine. The workouts also are a race against time, and all members post their results together on a board.

"The point of Cross Fit is to get good at everything and be ready for anything at any time," Jennings said. "Our members don't know what the workout is going to be until they come in here that day."

He explained how CrossFit results are driven by both the quality of the programming and the social component.

"That drives the intensity up ... when you're working out next to somebody doing the same thing — especially if you have any competitive

bone in your body — you put your time on the board and you want it to be better the guy that was next to you," he said.

CrossFit has gained considerable attention not just for its body transformation success stories, but also for its safety concerns, as injuries have been reported from using improper form and technique.

Jennings was dismissive to these concerns, however, as long as members remain realistic about their skill levels. CrossFit 859 has several coaches present during each workout to assess members' fitness capabilities and make sure they are doing each exercise safely and effectively.

"Ignorance is ignorance, but the job of our coaches is to make sure that people aren't doing too much," he said. "We assess individual needs as they come in. (Risk of injury) really comes down to good or bad coaching."

Kelly Jennings is one of the owners of CrossFit 859 and says the workout produces very quick results.

Kelly Jennings, a co-owner of CrossFit 859, believes there are several reasons the CrossFit regimen has caught on like wildfire, with a current total of more than 10,000 gyms in 100 counties — more than double the number two years ago when ESPN began airing the annual Reebok CrossFit games.

One of CrossFit's biggest allures, Jennings said, is that it satisfies a desire to try something new. Inside CrossFit gyms or "Boxes," as they're commonly known, there are no treadmills, elliptical or bikes but rather wooden jump boxes, kettle bells, gymnastic rings, tires, climbing ropes, and other oversized equipment not found in a standard athletic club.

"I think people are wanting more out of working out," Jennings said. "People are tired of walking around the gym not knowing what to do, or doing the same exact thing every single day and not getting any results."

CrossFit might seem intimidating at first, but Jennings stressed that it doesn't take long for the exercises to take effect.

"It builds really quickly ... after a month or two month, you'll start understanding everything," he said. "You see a drastic change in people."

Since opening CrossFit 859 two years ago, Jennings has seen impressive results, including a 50-year-old who lost more than 60 pounds and got off diabetes medication to a college track runner who could run a four-minute mile but was able to put on 35 pounds of pure muscle and improved his track career.

Jennings' three "dominating" total body moves to include in an effective workout — burpees, pull-ups, and kettlebell swings — saying that they are solid staple movements to increase strength.

Continued from page 14

"I've been to the bigger, corporate gyms, but I personally need a lot more accountability when I work out," said Rush Scott, a speech therapist who faithfully attends classes at Reform Pilates on High Street three to four times a week. "I have a knee injury and neck issues, so I had to find something that was low impact, but still a good cardio workout with a lot of strength and core work as well."

Reform, which offers classes seven days a week, has a maximum of four people in each session to allow for more individualized instruction and support.

"It's an intense, full-body workout," Scott said, adding that doing Pilates regularly had diminished her knee pain. "Another thing that really appeals to me about Reform is the one-on-one attention. It's like a little family, and we motivate each other too — it's really neat."

Some larger gyms, such as Lexington Athletic Club, also are offering



Photo by Abby Laub

Pure Barre has exploded in popularity and is one of many niche gyms in Lexington. Participants utilize a ballet bar, hand weights and other tools for a unique workout designed to create a leaner appearance and strengthen muscles.

more tailored fitness experiences to compete with boutique clubs. At LAC, members can participate in a CrossFit strength training community as part of their membership, as well as "Piyo," a Pilates-yoga infusion. And there are many opportunities to seek out more niche fitness opportunities within the "big box gym."

The YMCA of Central Kentucky continues to innovate its programming, offering custom classes like Aqua Zumba, Circuit Training with TRX, and in the summertime — free sunrise yoga at Triangle Park.

If you are looking for a new fitness regimen to challenge your body and work with your schedule, check out all the area has to offer and see what works best for you. ■



Esther Zunker is associate editor for BG Magazine. She can be reached at editorial@lanereport.com.

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Wednesday, September 17

Sal's Chophouse, Lexington, KY
12:00-1:30pm



Julie Wilson
Editor & Publisher
Story Magazine

Tuesday, October 7

Sal's Chophouse, Lexington, KY
12:00-1:30pm



Dr. Christine Riordan
Provost
University of Kentucky

Thursday, October 30

KSU Campus, Student Ctr Ballroom
Frankfort, KY - 12:00-1:30pm



Jill Jones
Executive Vice President,
Brown-Forman

Thursday, November 20

Sal's Chophouse, Lexington, KY
12:00-1:30pm



Laura Douglas
Vice President
LG&E - KU

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Agenda: 11:30am-12:00pm – Registration / Networking / Visit Exhibitors
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by Anne Sabatino Hardy

Markey Hart Hutchinson has become known far beyond the Bluegrass lately for the preppy chic baby and kids attire at The Beaufort Bonnet Co., and for the savvy social media stylings that have skyrocketed the brand from homespun to household name. Featured recently in *Forbes* magazine for her ability to deliver a popular Instagram stream of highly curated images, Hutchinson has used her intuition for fashionable choices to build her brand and grow her business from bonnets to beachwear to bow ties and beyond.

She said she got it at a boutique in Beaufort, S.C. When [Betsey] started wearing it, everyone wanted to know where it was from — at restaurants, on walks, on the beach, people I didn't know were contacting me on Facebook and I was sending all these people to this lady's website. One day one, the site had been taken down."

That might have been the end of the road if not for Hutchinson's determination. She sought out the owner on social media and eventually found her, overwhelmed with the

zines, catalogs and online. She also created a series of online tutorials and live classes called Beginners Photography Class, where clients can learn the basics of their Digital Single Lens Reflex (DSLR) cameras, lighting and more.

"I decided to splurge on Kristin's photos. I had done a round or two with another photographer and it just wasn't working," Hutchinson said.

"The photos at first weren't really doing the brand justice," Tatem said. "The Beaufort Bonnet Co. has gotten a lot of props for social

Behind a brand: Insights on image from two female entrepreneurs



Markey Hart Hutchinson owns The Beaufort Bonnet Co. and recently was featured in *Forbes* magazine.

Growth of The Beaufort Bonnet Co. has been Hutchinson's focus since 2012, when she purchased the patterns for the original bonnet (what she calls the line's "secret weapon") and a couple of other products, and began her business in earnest.

"A friend of mine actually gifted a bonnet to [my daughter] Betsey," she said. "I saw a picture on her Facebook and had to have it.

workload and considering ending her business venture. They struck a deal, and Hutchinson walked away with the foundation of The Beaufort Bonnet Co.

The expanded line is carefully designed with Hutchinson's drive for detailed perfection — every color, every piece has a personal and particular name, usually harkening to a childhood friend, a special memory, a favorite place. Production of all pieces is completed entirely within the United States. Hutchinson guides and guards all aspects of her brand, and one that has been most important, perhaps, is the polished image that graces her website, advertising, catalog and now-famous Instagram.

When Hutchinson found herself in the midst of launching her new business, she realized she needed a way to share not only the products, but also the lifestyle, the personality of The Beaufort Bonnet Co.

That's where Hutchinson's fellow businesswoman, childhood friend and cousin comes in.

Kristin Tatem is the owner of Kristin Tatem Photography and is, herself, a fiercely entrepreneurial, creative and forward-thinking business owner. While she may be most familiar to clients as a portrait photographer creating beautiful photography for baby, newborn, family or portrait shoots, she's also the eye behind shoots on the popular fashion blog Seersucker + Saddles and other commercial and fashion spreads featured in maga-

media, but you can't really sell things unless it's a great image, and when it comes to that kind of branding it's the product in the photograph — the way it's all put together."

"These shots really bring the product to life," said Hutchinson. "They show people how to style the product, how to wear it. They can see that you can wear the bonnet to the pool and the beach, that you can wear the bloomers or a dress any time, not just at Easter or a special event."

The photos are captured moments, Tatem said.

"And people want to see themselves in those moments," she said. "But it takes a lot to get those shots and we're each perfectionists about different things."



The Beaufort Bonnet Co. features upscale baby and children's clothing.

"We bring different strengths to the work we do together — and our perspectives are so different," said Hutchinson. "She'll be looking at a photo and want to throw it out because it's out of focus, but I love it, and I'll throw one out for a bow being crooked that she thought



Kristin Tatem is the photographer for Beaufort Bonnet Co.

"It's great that we're both business owners now — we get it — how the schedule goes, and what you have to do to make it work," said Tatem. "We've been able to have those conversations entrepreneur to entrepreneur about business decisions and how to make things work."

"I think it's in our blood, probably. Our grandfather started Greenbrier, my father started his own business," said Hutchinson. "I have a special place in my heart for my family, but also really for women who just go out and start a business and they just bust their ass and do it."

They each have passion for their own businesses, but also for the increasing numbers of women who are committed to being business owners. And they offer some advice to others considering business ownership:

"I think it's important to build your business around your family — your business has to work for you, but you also have to be

committed," said Tatem. "I think a lot of people have these dreams and they dream about doing something — and they can, but you have to make sure you dream, but do. Do something. Move forward. Take those steps and put yourself out there or you're not going to achieve that."

"You question yourself all the time, like are you spreading yourself too thin? But if you put in the time now and work so hard now, possibly that's going to buy you time later, and the financial security later to be able to provide your children with experiences and opportunities that you want to have," Hutchinson said. "It's a gamble, though. You don't know if it's going to pay off, and you don't know that you're going to be successful. It's a risk. You have to go all in. You have to be so determined and so passionate about it that nothing is going to discourage you." ■



Anne Sabatino Hardy is a correspondent for BG. Reach her at editorial@lanereport.com.

was great. When you combine both of us being perfectionist in what we're trying to portray in the picture, these photos come out amazing."

In addition to creating great images in support of a company, and a client, the two also find a great degree of support in one another, and encourage each other to work through the challenges in each of their businesses.



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by Anne Sabatino Hardy

The host with the most

How to throw a great Bluegrass dinner party

Something of a throwback, the old school dinner party is making a comeback. Don't be left under the table when the next invitation comes your way. Better yet, gather up your own guest list and throw your own. Here, some of the Bluegrass' finest weigh in on etiquette, menus, wine selections and everything else you need to know to be the best guest, or the host with the most at the next dinner party.

Brigitte Nguyen is a California accountant turned southern chef who moved to the Bluegrass to pursue her two loves, her husband Michael and food! Here, she offers a perfect recipe for fall featuring short ribs and Brigitte-proclaimed "best friend": braising. (Hint: "You will have a meal that benefits from a long cooking time, so you won't have to worry if cocktail hour runs long. Nothing will get overcooked, nothing will get cold, and you're guaranteed to have something flavorful, moist, and comforting.")



Photo by Abby Laub

Who wouldn't want to eat at her table? Chef and food lover Brigitte Nguyen presents her Hoisin Braised Short Ribs.

Don't worry about perfection at your party. Even a chef experiences the unexpected.

"We once thought it would be a fantastic idea to order in a bunch of lobsters and have a New England-style boil with corn, potatoes, drawn butter and giant lobsters," Brigitte said. "We forgot the bibs and you can imagine the rest. Lobster aftermath was everywhere, from the walls to our guests' hair and outfits. We ended up doling out a bunch of white Hanes t-shirts and reveling in the mess."

Pro-tips from Brigitte: "Forget about the dishes! I have to remind myself of this one all the time, as I'm always eager to rinse the plates or load the dishwasher. Clear the dishes and set them out of your way, perhaps in a sink of soapy water to make your life easier later, but don't waste a single minute of time when you could be laughing with your guests. Some of the best conversations

Hoisin Braised Short Ribs

Ingredients:

- 4 lbs boneless beef short ribs
- Salt and freshly ground black pepper
- 1 tbsp. olive oil
- 10 cloves garlic, crushed
- 2-inch knob ginger, sliced into thin coins
- 1/4 cup rice wine vinegar
- 4 scallions, green parts sliced thinly for garnish and white parts sliced into 1/2 inch pieces
- 1 12-oz. bottle light beer, such as West Sixth's Lemongrass Wheat
- 1 cup hoisin sauce
- Toasted sesame seeds, to garnish

Preparation: Season the short ribs heavily with plenty of salt and freshly ground black pepper. Heat the oil in a large Dutch oven over high heat. In batches, brown the short ribs on all sides to render some fat and caramelize the edges of the meat. Once all the meat is browned, remove all but a couple tablespoons of fat from the pot. Add the crushed cloves of garlic, slices of ginger, and whites of the scallions, and sauté briefly over medium heat until fragrant, about 2-3 minutes.

Transfer the meat back to the pot and cover with the beer and rice wine vinegar. Simmer, partially covered, for 2 to 2 1/2 hours, until meat is fork tender. Skim excess fat from the top and discard.

Add the hoisin sauce, stir, and season to taste with additional salt and pepper, if needed. Place the pot, uncovered, in a 300-degree oven for 30 minutes to further reduce the sauce.

Turn the oven down to 200 degrees until ready to serve.

When ready to serve, remove the ribs from the liquid. Crush the garlic into the sauce and strain out the ginger, scallions, and any errant bits of garlic. Skim the excess fat from the top or use a gravy separator to remove the fat. Serve the ribs and sauce over jasmine rice, mashed potatoes, or even mashed sweet potatoes with a crisp, green vegetable such as steamed bok choy or sautéed sugar snap peas. Garnish with sliced scallions and toasted sesame seeds.

between me and my husband happen after everyone leaves, as we clean up the dishes and finish off the wine,” she said.

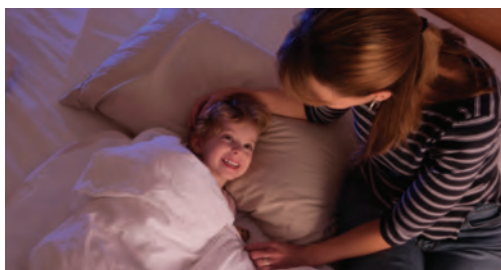
“Sit back and relax. Inviting someone into your home for a meal you’ve prepared is one of the most personal and generous things one can do. Don’t ever apologize about the messy kitchen or the overcooked vegetables. No one notices and even if they do, they’re too busy enjoying the company and a night off from cleaning their own kitchen to care.”

Entertaining etiquette with the owners of Adelé

Heather Reilly and Meghann van den Dool are friends and co-owners of **Adelé Lexington**, a stylish boutique featuring gifts for the home, friends or baby,



including jewelry, candles, books and more. The shop also offers custom interior design services. Opened only a couple of years ago, Adelé has become a standby for fashionable gifts and accessories and is the perfect spot to swing by for a quick thank-you gift if you’re lucky enough to be invited to someone’s party.



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Buds and business co-owners Meghann van der Dool and Heather Reilly in their boutique, Adelé, on South Ashland.

While it's not absolutely required to bring a host or hostess gift, your friend will appreciate your generosity and feel appreciated. Plus it's good juju.

"One of our most popular hostess gifts are these horseshoe wine stoppers," the store owners said. "Horseshoes are the ultimate symbol of Kentucky. These are a chic take on this classic token of good luck and will adorn a prized bottle of wine in all its glory."

"Nice candles are always a thoughtful gift, especially those in a beautiful container. This new collection made in Asheville, N.C., is hand poured into colorful Moroccan glassware. Once it has burned down the wax can be frozen and popped out so that the glass can be used as a vase."

Gifts are a thoughtful way to say "thank you" to your host or hostess for their time spent putting together an evening full of delicious food, good drinks and fun friends.

Favorite times: "Our favorite gatherings are those that are spontaneous, usually on the back patio at our good friends Sam and Brooke Coy's house. The food is always gourmet, the drinks are stellar and if it is a really good night, the record player is spinning by the end of the night."

Don't forget the wine

Never forget the wine! Whether you're hosting or attending, a great (read: well-selected, not necessarily expensive) bottle of wine



Zaca Mesa Viognier (\$18.95): A classic full-bodied California Viognier, richly flavored of honeysuckle, apricot and sweet sage. **Viña Alberdi** (\$19.95): An excellent value for traditional Rioja. Medium bodied and elegant, with notes of dried cherry, pepper and leather. **Sean Minor Pinot Noir** (\$19.95): A quintessential silky smooth Sonoma Pinot Noir, reminiscent of ripe cherries, cola and earth.

Share the Bluegrass with this gold horseshoe wine stopper. A classy gift for a generous host or hostess, \$23, Adelé. ✪ Bring a little bling to your next dinner party with gold polka dot coasters, \$26 for a package, Adelé; or tie up your gift with a bubbly accent "Cheers" gift tags, \$20, Adelé. ✪ Light up your host or your home with varieties of hand-poured candles in beautiful Moroccan glass cups, \$25, Adelé.

can make the night. **Renée Saunier Brewer**, owner of **Wine+Market** and **Enoteca**, and wine expert offers a couple of selections in a reasonable price range that provide flexibility to pair with a wide range of fall foods.

It's in her blood. "Wine has always been a common thread that bonds together virtually all aspects of my life. Across our gatherings among family and friends we always celebrate with wine, and each group has its own 'cheers' ritual," Renée said. "My ancestors owned and farmed vines in Champagne, wine was on my family's dinner table every night as a child (where I was always allowed

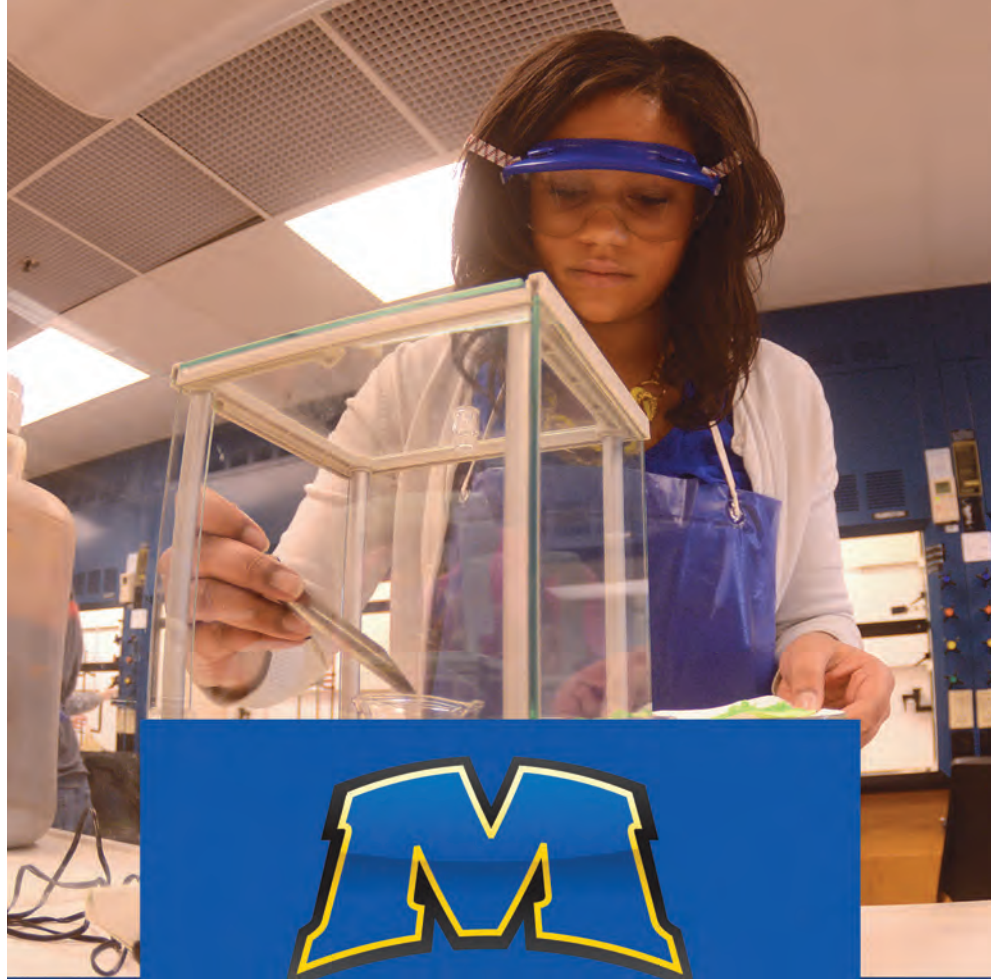


A toast to great wine: Wine expert and local business owner Renée Saunier Brewer is rarely without a glass of cheer or a good recommendation.

a water with a splash of wine), wine is on my dinner table today, and my husband and I met while working at a winery. Wine is a frequent topic of professional and casual conversation, it's a reason to travel, it is my livelihood and my passion. We live and we breathe and we drink and we love wine!"

Pro tips: If you're in a shop such as Wine + Market or a restaurant, most employ sommeliers or others to help you make good selections within your price range. While there are some established "rules" of wine (white for fish or chicken, red for red meats, etc.), many experts now agree the number one guideline is drink what you like!

Wine Spectator Magazine suggests also considering balance of the "weight" or body of the food and the wine to avoid one overpowering the other; and determining the most prominent element of an entree to help determine the best pairing — earthy rich foods may pair best with a hearty red, whereas a crisp white will compliment citrusy dishes. Also, don't be afraid of the rose! Once relegated to subpar status thanks to a certain brand of "White Zin," roses are making a comeback. ■



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When it comes to childbirth, local professionals are making the experience better for everyone

Knowledge is power



Birthing is big business for the healthcare industry, but for other businesses in the Central Kentucky, catering to women is more than just a hospital bed and doctor visits.

This is partly because not all birth experiences are equal, according to area professionals — who also happen to be parents — who are in tune with what Bluegrass families want and need to have successful pregnancies and deliveries.

“As a business owner working closely with women in our area, I think we are just skimming the surface in promoting education surrounding childbirth and postpartum,” said **Julie Six** on the topic of childbirth practices in Central Kentucky.

Six, a certified doula for the past nine years, is owner of The Birth Haven, a Lexington-based full service doula group. Six, a mother of three, is a certified

Hypnobabies instructor, has a bachelor’s degree in applied communication and public relations and is director of public relations for Doulas of North America. But most of all, she

just likes to help women have births they can look back on and be happy about.

An enormous part of that process is education and advocating that women do their own research specific to their situations and needs.

“Many women don’t realize that they can advocate for themselves during pregnancy and birth, that they can ask for informed consent and receive it and that some providers practice outside of actual evidence based guidelines. When women become informed about their options, they receive better care, feel good about asking questions and are able to stand up for what they know will be best for their babies and themselves.”

Better practices and trends also help. In Lexington, Six said, there has been a drastic increase in hospital midwifery care over the past few years.



Julie Six owns The Birth Haven, a full-service doula group.

"This option of midwifery for low-risk women is decreasing unnecessary intervention and increasing birth satisfaction for women all over Central Kentucky," she said.

Lower rates of intervention often mean higher satisfaction rates, lower costs and healthier outcomes for mom and baby.

Additionally, there is a vast number of women who hire doulas to support them their pregnancies, births and postpartum. Doulas are essentially highly knowledgeable but non-medically trained birth coaches. Using them statistically lowers intervention rates. The Birth Haven has six doulas, and women can hire them as late as the time they are going into labor.

"The Birth Haven clients are stay-at-home moms, business professionals, entrepreneurs and medical professionals, among others," Six said. "We attract families seeking optimal care and continuous support from well respected doulas in the community. Women who have chosen to take out-of-hospital childbirth education classes, who are invested in having their safest and most ideal experience and who take time to stay healthy and low risk definitely make my job easier."

The Lexington-based founders of Mama Seeds (mamaseeds.com) agree that knowledge is power when shaping successful birth experiences.

Anne Rust, owner of Lexington's own Baby Moon; **Dr. Michelle Bennett**, a full-time pediatrician at Pediatric and Adolescent Associates of Kentucky; and **Megan Winfield**, a full-time software project manager at Dell, all are professional working moms who are passionate about empowering modern mothers with strength, flexibility, support and inspiration. Though mamaseeds.com, which has seen huge growth since its founding just two years ago, is not specifically targeted to Central Kentucky, Rust, Bennett and Winfield are deeply involved with what is going on locally.

"I don't think we're doing too bad on a lot of fronts," said Rust about childbirth education in the area, but noted that hospitals locally don't fare quite as well. Cesarean and intervention rates are high, and facilities and practices are lagging behind.

Rust pointed out that University of Kentucky Medical Center is going for "baby



From left, Anne Rust, Dr. Michelle Bennett and Megan Winfield founded mamaseeds.com

friendly status" and is making great strides in things such as keeping mothers and babies together, promoting better lactation services and encouraging Kangaroo Care.

"On the side of lactation support [in hospitals], that is improving. It's still not where it needs to be but it's improving," Bennett said.

Winfield noted how much hiring Rust as a doula "saved her life," but that many women don't know what a doula does or where to find one.

"When someone stays with a laboring mom the whole way through, outcomes go way up," Rust said. "A doula stays with the mother and the partner otherwise you are really alone."

How Central Kentucky stacks up

Cristen Pascucci, Lexingtonian and vice president of internationally respected Improving Birth, had a few thoughts on how Lexington and Kentucky as a whole rank on the list of childbirth experiences and best practices.

"Unfortunately, we rank at the bottom of the list nationally," she said. "Our state is fifth worst in the country for average C-section rate, with several hospitals in Kentucky performing C-sections on two out of three women who give birth there."

Across Kentucky, Cesarean (C-section) rates vary from 11 percent to well over 60 percent – a big red flag. That is partly because vaginal birth after Cesarean (VBAC) is almost nonexistent in a majority of Kentucky hospitals.

The American Congress of Obstetricians and Gynecologists just released a big statement of how to reduce Cesarean section rates and one of their recommendations was to hire a doula, Rust said.

"It's really not just all touchy-feely, it's really about statistical benefits of having a doula there with you," Bennett said.

In that area, Lexington is succeeding. Nearby Louisville has no doulas, Six said.

"The Birth Haven has been open to the public for a year now and the growth has been amazing," she said. "I believe our professionalism, quality of care, amazing doulas and our determination to create a team work environment with providers in the area have made us successful. We are absolutely dedicated to supporting women in whatever decisions they choose for their births, whether it be a planned Cesarean section, unmedicated birth or birth with an epidural."



Cristen Pascucci helped form Improving Birth.

"This is a huge public health issue as we're learning more about the increased risks of repeat surgeries," Pascucci said.

Instead, she said, women should not be receiving unnecessary and unwanted intervention during the experience of childbirth.

"What many people don't realize is that over-intervention is a safety hazard," Pascucci said. "It's one of the reasons our C-section rates are so high. It's hard to measure [birth experience] quality, and Cesarean rates are rough indicators of quality of care, but when 1 or 2 out of 3 women are giving birth by surgery, and having all future children by surgery, something's wrong."

She continued, "What we'd like to see is low C-section rates – because that means moms are staying healthy and care providers are skilled at facilitating uncomplicated births."

Experts weigh in on their favorite things:

Julie Six, Megan Winfield, Anne Rust and Michelle Bennett agreed on some of their favorite resources for expectant and new mothers in the Lexington area:

- **Baby Moon.** Massage, yoga, acupuncture, classes, support and more. baby-moon.org
- **Mama Seeds.** Online community empowering modern moms. mamaseeds.com
- **The Birth Haven.** Central Kentucky's only full service doula group. thebirthhaven.com

- **Improving Birth.** Advocates for evidence-based maternity care and informed birth options. Also with a Lexington branch. improvingbirth.org
- **La Leche League of Lexington.** Breastfeeding support for families. www.llli.org
- **Blossom.** Clothing and accessories for new and expectant mothers and their children. blossomclothinglex.com
- **Lexington Women's Health.** Obstetrics, gynecology and midwifery. lexingtonwomens.com
- **Evidence Based Birth.** Online community devoted to best birth practices based on evidence founded by a Lexington mother and Ph.D. evidencebasedbirth.com

Young professional couples waiting longer to have babies

For some young professionals, the issue is not how to have a baby, it's when to have one or whether to start a family at all.

The Mama Seeds trio pointed out many pros and cons to delaying childbirth.

"The pros are that you're older and wiser, you've had a chance to experience more in life," Bennett said. "You're more settled in your community, you're more likely to have a career, a network, a house, and that security definitely has a benefit for you as a couple and for your baby."

She continued, "But from a medical perspective, if you can be done having children by the age 35, that is ideal. We know that by the age 35, it does become more dangerous for the mom and the baby, and that chart becomes pretty steep the older you are. It's also the dad's age that matters. Starting at age 35, the dad's fertility begins to decrease as well."

Rust, who didn't have her first baby until 37, said one benefit of waiting is having the resources to be able to take time off of work and be home with baby. Also, "you've had a life. You've done stuff and you are probably more settled in your marriage and have a better perspective on life."

On the other hand, waiting too long means funding retirement and college expenses all at once.

Winfield laughed, "Plus, the body does not bounce back nearly as fast as it does in your 30s as it does in your 20s. And you have more energy when you're in your 20s."

On a more serious note, she said also hears from many couples who regret spending so many years on birth control only to discover later on that they struggle to start a family.

These issues cross demographic lines, Rust said, but the women and families who visit

Baby Moon are actively seeking out additional support and education.

"The resources are there, you just need to find them and use them. We're so lucky to have what we do and there's still room for improvement, but it's a matter of being proactive," Winfield said.

It's also about seeing birth as an investment.

"Invest in your experience," Bennett said. "It's so much more important to invest in your experience than all of the high

chair and clothes — all of that you're never going to remember. But what you're going to remember for the rest of your life is that birth experience and the experience of being pregnant and those first weeks at home with your new baby. It's worth the investment"

She continued, "It's the one experience you don't want to look back on and think 'Wow I should have done that better, I should have researched more.'" ■

I wish someone had told me...

The founders of mamaseeds.com — Megan Winfield, Anne Rust and Michelle Bennett — weighed in on some things every new family must do.

1. Take as much time off work as you possibly can. Six weeks is not enough. "Be creative," Winfield said. "If you can't take extra time past six weeks — I couldn't — but I worked out with my employer that I could work from home two days a week after I went back for 'X' amount of time. That kind of thing a lot of employers are willing to work with you on. I think that it's not always black and white so don't be afraid to ask but go in with a plan and see it like a business deal. You can even put together an official proposal."
2. Rust added, "Most employers at the professional level are going to work with you on that."
2. Don't go back to work for the first time after baby on a Monday. Longest week ever.
3. Think hard about childcare and the location. Maybe you can spend lunch breaks with your baby or maybe a grandparent can watch your baby for a day or two out of the week. Look at your situation as completely unique.
4. Working from home is an option, but be realistic about how much you will actually be able to get done.
5. Don't forget about paternity leave. Many companies offer it.
6. Don't wait too long to seek out breastfeeding support. Have a plan before you even go into labor.





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A look at some of our new favorites

The Bluegrass just keeps getting better. It's no secret how much we love this area and Kentucky as a whole, and we also love sharing things that are making an impression on us.

1. **Dad's Favorites Deli** always draws a crowd at lunch for downtown workers. It's no wonder. Founder James Caudill's expansion to downtown from its cultish-like following in its original Gardenside location was quickly popularized thanks to offerings such as asiago sun-dried tomato spread BLT sandwiches and belly-satisfying pot roast sandwiches. For more information visit dadsfavorites.com.



Photo by Zoya Tereshkova

Laura Gallaher, co-executive director of the Common Good Community Development Corporation, interacted with children during summer youth program in July. Common Good is a faith-based nonprofit organization that serves children and families in North Lexington.

2. **Kenwick.** Just when we thought Lexington real estate couldn't get any hotter, the Kenwick Neighborhood (think 40502 but more affordable and younger) began to gain some serious footing. Expect to pay anywhere from \$125,000 to \$300,000 in this absolutely charming neighborhood that is being bought up largely by young professionals looking to live downtown in older homes with plenty of character in a more attainable price range. Craftsman style bungalows, Cape Cods and Victorian-era houses all mix to make this tightly knit neighborhood (which also received a nod from "This Old House" in 2013) one to seriously consider if you're home shopping. Plus, it has easy access to both downtown and New Circle.

"Charm, affordability, and location are just a few things that make the historic Kenwick neighborhood so desirable," said Alicia Huff, realtor and co-owner of The Kentucky Life. "Home prices in Kenwick are steadily rising and days on the market are decreasing which means owning a home in this neighborhood is a good investment."

3. **Common Good.** Working to "advance holistic community development" in North Lexington, Common Good founders Laura and John Gallaher's organization is just another example of how young professionals are working to improve the landscape and culture of downtown Lexington, particularly on the north end where people traditionally have struggled. The after-school program is always looking for volunteers and is a great way to help serve students and families in need. Common Good provides students with a nutritious meal, a safe place to be during after-school hours, increased accountability in making good grades, a place to hang out with peers in a supervised environment, and a chance to form positive bonds with adult mentors. For more information on how to get involved visit commongoodlex.org.



Reed's Ferry on the Green River is one of the hundreds of places photographed by Map Dot, Kentucky.

4. Sure, the Bluegrass is awesome — but there are so many other parts of this lovely state we call home that are beckoning to be explored! Western Kentucky based young professionals founded **Map Dot, Kentucky**. Map Dot (be sure find on Facebook and Instagram) provides endless inspiration for off-the-beaten-path and small town exploration around the commonwealth. Visit kentuckymapdot.com.

5. Have you been to the made over **The Mall at Lexington Green** lately? The once abysmal shopping plaza is now a bastion of upscale style. Did someone say White House | Black Market? There's also lululemon athletica (which also offers free fitness classes), Charming Charlie and Hot Mama, to name a few. There is literally something for everyone and you don't have to fight the mall parking lot. Another win: it's all walkable.




The Mall at Lexington Green has become an upscale shopping destination.



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