

b **g**

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A Taste of Fresh

Young professionals leading
the farm-to-table movement

Page 14



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The Lane Report

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Spring 2014
Volume 6, Issue 1



COVER STORY

A roasted and braised Colibri Sheep Farm lamb shank sits on the table at Graze Market & Cafe in Winchester. Central Kentucky residents love farmers markets and are seeking out all things fresh and local as the farm-to-table movement gains ground in the area. Read the story on Page 14.

Cover photo by J.A. Laub Photography

4 NEW IN THE BLUE

The Bluegrass is endlessly improving and bringing new opportunities for work, play and life. Find out what's happening in the area, new business openings, places to eat and drink, interesting events and more.

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Our highly educated workforce and business friendly atmosphere are welcoming hot new companies to the area.

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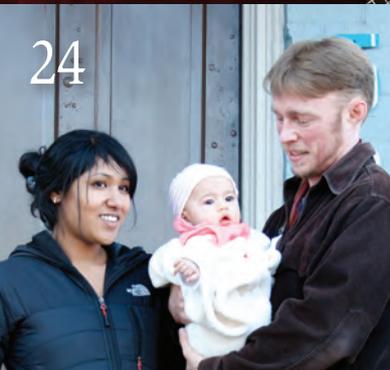
One young couple bucks the trend and settles in a historic home in downtown Lexington.

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Career advice for every young professional, including tips for how to entertain corporate guest in the Kentucky Room at Keeneland.

28 HOT SPOTS

Some not-to-miss scenes for this spring.



Spring is finally here

The Bluegrass comes alive in the spring. After a long, frigid winter, we have the pleasure of watching playful Thoroughbred foals frolic in their pastures, flowers blooming, grass



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

exploding with green inside picturesque horse farms and the buzz of people enjoying the warm temperatures again.

Our region also is alive with opportunity, and in this issue we will show you just a few of them — from high-tech companies bringing new careers to the area, to farmers developing new markets for their mouthwatering products. Ambitious young professionals, such as Nathan Ball of NOHMs (page 10) and Lauren-



Photo by J.A. Laub Photography

Make a farm visit part of your spring outings. (Brookview Beef Farm in Winchester is pictured above.) It's a great chance to enjoy some fresh air, smell some dirt, see how your food is grown and check out some cute critters. Our cover story on Page 14 will give you even more ideas on how to enjoy farm fresh food this year.

tia Torrealba (page 14) are leading the charge and making Lexington and beyond an even better place to live, work and play.

BG's New in the Blue section (page 4) is busting at the seams. We couldn't fit everything in that we wanted to, but we hope you will check it out to find out just a few of the new things going on in our area.

And a new addition to BG is our hot spots section. We will highlight a few of the things that impressed us most about the Bluegrass and share them with you.

Thank you for reading, and Happy Spring!

All the best,
Abby Laub



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Hot and spicy spot for Cuban cuisine

When 2014 opened, so did **Brasabana**, a local restaurant owned by Jeremy Ashby, Bernie Lovely, Robb Mudd and Miguel Rivas. Formerly **Friends & Company**, the Lane Allen restaurant has bright colors and warm wood tones, and features local artwork on the walls. “Brasa” is Spanish for “hot coals,” the small controlled fires used for slow cooking meats in Cuba and the Caribbean. “Habana” is the Latin name for Havana. Put them together and Brasabana is a favorite hot spot for food and fun in Lexington. Brasabana holds 130 guests, including seating for 25 at the bar. The menu for lunch and dinner seven days a week is Cuban-inspired, with tropical flavors of Latin America and the Caribbean. Executive chef Miguel Rivas is from the Dominican Republic, and his dishes include empanadas, mojo chicken, ropa vieja, shrimp ceviche and tres leches cake, to be washed down with a mojito, margarita or specialty tropical drink.



CenterPointe construction work finally begins

Construction workers began moving dirt finally for the new 10-story building at the **CenterPointe** development in downtown Lexington, a project by The Webb Companies. Construction is scheduled to be completed by May 2015. **Stantec**, an international engineering and design firm headquartered in Alberta, Canada, will occupy the top two floors of the offices of CentrePointe on West Main Street. Stantec employs more than 13,000 specialists in over 200 offices; Lexington will be among one of its largest offices.



An artist's rendering of the completed CentrePointe project.

CMMI Architecture & Interior Design

LexTalks at the Livery

On East Main Street, a few doors down from the **Kentucky Theatre**, **The Livery** is a downtown spot to hang and get some work done. Offering shared office space to the public during the day, The Livery is the brainchild of Bo Harris, A.J. Hochhalter, Corey Maple, Bradley Nolan and Grant Ostrander. They open up The Livery as a rentable venue for weddings and corporate events on evenings and weekends. The Livery also hosts an occasional meeting of the minds they call **LexTalks**. LexTalks events are free, but tickets are required, for an intimate setting of 50 or so people to learn about local businesses and support them, keeping things local and awesome. Previous speakers have included Ben Self of **West Sixth Brewing**, Chris Ortiz and Sal Sanchez from **A Cup of Common Wealth**, and photographer Magnus Lindqvist. Keep up with the next speaker and date for LexTalks on Twitter @Livery_Lex.



County Club fires up the barbecue

Owners Hunter Guyon, Johnny Shipley and Chesney Turner took the old **Rainbo Bread** day-old storage building on Jefferson Street and turned the space into a rocking restaurant and bar. With a seating capacity of 50 inside, it's not a country club, but **County Club**. Chef Shipley fires up Kentucky-sourced smoked meats for barbecued chicken, cow, goat, hog and sheep. Daily specials are served for dinner Tuesday through Saturday, and brunch and dinner on Sunday.

The patio and bocce ball court will open in spring. The name came about, as the best names do, late one night in a kitchen over beers.





Get fun, Lex

Get Air Lex opened right before Christmas in **Brannon Crossing**, in the former **Spirits Liquor 'n Party Superstore**. The indoor trampoline park has 8,000 s.f. of trampolines in all shapes and sizes, for kids and adults to exercise and have fun. TV screens show instant replays of trampoline tricks, and there is space for private parties for birthdays, fundraisers and corporate events. Get Air Lex also hosts a dodge ball league and has Get Air-obics fitness classes.



Mix on Vine

East Vine Street is home to a mix of luxury lifestyle businesses under one roof. Owned by Karen Piazza and Lydia Nemeth, **Mix on Vine** encompasses **Sip**, a coffee and treat bar; **Bloom**, a full-service hair salon with a “blow and braid” bar; **Vibe & Fly**, two fitness studios with dance classes, aerial yoga and suspension training; and **Hang**, a contemporary art gallery. Mix on Vine sums it up with their tagline: “One part cool. All parts you.”



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Most Spirited Central Kentucky Community



Photo by J.A. Lauro Photography

During the **2013 Bourbon Chase** last October, Danville was voted “Most Spirited Community” by the participants in the 200-mile relay race, for the town that shows the most hospitality and enthusiasm for the Bourbon Chase runners. The prize is awarded at the finish line of the race, which started in Shepherdsville and ended in downtown Lexington. Danville loves to roll out the red carpet for events like this, which had thousands of runners from around the world. **Danville High School** opened its doors for participants to eat, shower and rest up. The 2014 Bourbon Chase is Oct. 10-11, from Clermont, Ky., to **Triangle Park** in Lexington.

Pick Up *BG* at These Locations

- Parlay Social house by jsd
- Wines on Vine
- Corner Wine Blossom
- Pink Spider
- Third Street Stuff & Coffee
- the Morris book shop
- Adelé
- Fitness Plus-Bellerive
- Pure Barre
- Stella’s Kentucky Deli
- Euro Wine Bar
- UK Bookstore
- LexArts
- Kennedy’s Wildcat Den
- Joseph-Beth Booksellers
- EKU Bookstore
- Commerce Lexington
- Barnes & Noble
- Calypso Boutique
- Lexington Convention and Visitors Bureau

Appalachia Proud

Starting with around 22 members in 2004, the **Kentucky Department of Agriculture**’s program to promote agricultural products grown here in the commonwealth now has 3,300 members and counting. As **Kentucky Proud** celebrates its 10th anniversary, a new spin is the Appalachia Proud program. Designed to recognize agriculture, food production and agritourism in Eastern Kentucky, **Appalachia Proud** recognizes local producers in 37 counties to Lexington’s east and south. In addition to promoting success stories from growers in the region, the program will activate FFA chapters in every school district in the region, and help colleges and universities develop niche products.



Fayette Mall to welcome hot new stores

By this fall, there will be a new store in Fayette Mall. High-end retailer **Michael Kors** will be located near the food court in the north mall, for clothing, handbags, accessories, jewelry and shoes. **Brighton Collectibles** also is setting up shop, next to Michael Kors, with women’s belts, leather accessories, fine fragrances, shoes and gifts. **The Cheesecake Factory** also announced it would open at the mall, as will Swedish clothing retailer **H&M**. There will be nearly 30 new stores in the former **Sears** location.



Rupp TV

That's right, **Rupp Arena** has its own in-house video channel called Rupp TV, where fans can watch all kinds of behind-the-scenes goings-on at Rupp before and after being in the building. Video segments are viewable online at RuppArena.com/RuppTV and on **Facebook**, **Instagram**, **Twitter** and **YouTube**. Shanel Perry, a UK graduate and former **UK Dance Team** member, is the Rupp TV news correspondent. She conducts preshow concourse interactions with fans, as well as backstage interviews with performers and production crew members at the arena.



Mike McNally photo

Past Olympic gold medalist Phillip Dutton and Mighty Nice compete in the 2012 Rolex Kentucky Three-Day Event at the Kentucky Horse Park. Rolex Stadium at the park seats 5,300 and is one of the top equestrian venues in the United States.

Rolex Kentucky

The 37th annual **Rolex Kentucky Three-Day Event** is April 24-27 at the **Kentucky Horse Park**. It's actually four days of competition for human and equine athletes from around the world, and a good opportunity to enjoy the great outdoors. The International Trade Fair will have a new "Kentucky Uncovered" section this year, featuring Kentucky-made products. Partners for Youth is the official charity for 2014. General admission tickets are \$15 to \$35 per day, with free admission for military personnel and their families on Thursday and Friday, and free admission on Friday, April 25 for Kentucky college students with a student ID.

Masterson Equestrian Trust Foundation

Putting another spotlight on Lexington as the Horse Capital of the World, **Masterson Station Park** was the site of the inaugural **Masterson Equestrian Trust (MET) Benefit Hunter Pace** last fall. The benefit drew 210 competitors in a timed cross-country event that mimics the conditions a rider might experience while fox hunting, and raised \$10,000 to improve and maintain the equine facilities at Masterson Station Park. The park is a recreational site for the entire community. In addition to three shelters, a dog park and fields for football and soccer, the equine facilities include an indoor arena, cross-country course, dressage rings and wide open spaces for horse riding. The Parks and Recreation Department also facilitates an equestrian riding lesson program.



More brewing at West Sixth



Local craft brewery **West Sixth Brewing** started two years ago and has had such an amazing response from the community, it's expanding into an additional 13,000-s.f. of space at the **Bread Box** on West Sixth Street. There will be a new 40-barrel brew house, six 80-barrel fermenters, a 1,200-s.f. cooler and centrifuge, for a system that will allow West Sixth Brewing to produce about three times more beer. The company's newest permanent beer, joining IPA and **West Sixth Amber**, is **Lemongrass American Wheat**, brewed with Sorachi

Ace hops and almost six pounds of fresh lemongrass per batch. The Bread Box is also home to the **Bread Box Studio Artists**, **Broke Spoke** community bike shop, **FoodChain**, **Magic Beans** coffee roasters, **Rollergirls of Central Kentucky** and **Smithtown Seafood**.

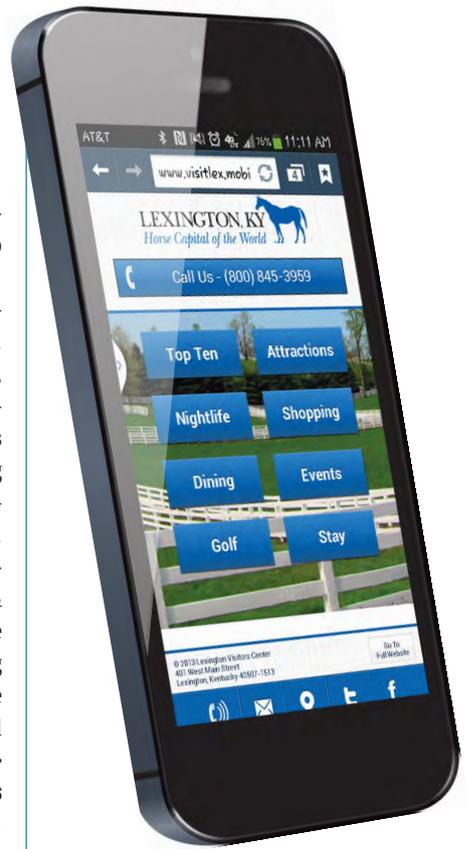


Flying north and south, and with new food

Between May 29 and Aug. 12, **Allegiant** will have nonstop seasonal jet service between Lexington and Myrtle Beach twice a week. Starting June 5, **US Airways Express** will have nonstop service from **Blue Grass Airport** to **Philadelphia International Airport** three times a day.



In late February a new full-service Mexican restaurant opened at Lexington's Blue Grass Airport. **Pepper's Mexican Grill & Cantina** is in Concourse B, near several airline gates. Passengers can have burritos, quesadillas, tacos, taco salads and margaritas daily from 10 a.m. to 8 p.m. There's a large dining room and an express counter. Pepper's Mexican Grill & Cantina is one of four dining options at the airport operated by **Five Brothers and Sisters Farmers Market**.



VisitLex goes mobile

The **Lexington Convention and Visitors Bureau** recently changed its name to **VisitLex**, and now has an award-winning mobile site, VisitLex.mobi. Based on user friendliness, GPS and mapping features, visual appeal and content geared for travelers, the editors of *ConventionSouth* named VisitLex.mobi to its list of "The South's Best Destination Apps and Mobile Sites." Sports event professionals also honored VisitLex in the 2014 Readers' Choice Awards for *SportsEvents* magazine.

UK's Job Club helps the unemployed

If you find yourself downsized or laid off or otherwise looking for a new career, **Job Club** just might be the answer. It's a semimonthly program through the **UK Alumni Association** and the **Cooperative Extension Service**, open to anyone in the community. You don't have to be a UK alum. No regis-

tration is necessary either, and there's no charge. Job Club offers job-search strategies, motivation and networking. The meetings are conducted the second and fourth Tuesday of each month from 9 to 10:15 a.m. at the Extension office on Red Mile Place (not to be confused with Red Mile Road).



Lexington hits all the right notes for job growth

Lexington moved up 93 spots to No. 44 on the list of large cities for the **2013 Best-Performing Cities Index**, ranked by the **Milken Institute** by how well metropolitan areas create and sustain jobs and economic growth.

Lexington is No. 17 in a Top 25 list of high-tech counties. Michael Mandel, of the **Progressive Policy Institute**, named Fayette County right along with **Silicon Valley** and **Austin, Texas**, in an index of areas that created new jobs in technology and information jobs.

Kentucky leads the nation in new businesses created, with a 6.05 percent year-over-year increase in new businesses opened (6,686 of them) during the second quarter of 2013, according to the **U.S. Bureau of Labor Statistics**. Many of those were micro-enterprises, employing five or fewer people. For the entire year of 2013, Kentucky exported a record \$23.1 billion in Kentucky-made products and services, and created 274 new business projects totaling \$3.17 billion in investment.

A third First Watch

The daytime café known as **First Watch** first opened in Lexington on Richmond Road in 2012, and a year later had a second location on South Broadway. The third breakfast, brunch and lunch restaurant is coming by late spring to a newly constructed free-standing outparcel, complete with patio, in **Hamburg Place**. With a multi-unit franchise agreement with **Holland Rosen Group**, First Watch will open a total of eight restaurants in Lexington and Louisville by 2016. First Watch is open seven days a week from 7 a.m. to 2:30 p.m.



FirstWatch®
The Daytime Café

All things denim

If your outfit of the day includes denim, **Morton James** is your boutique. Next to **Graeter's** in **Chevy Chase Place** on Euclid, Morton James is owned by Halie Rogers (her middle name is Morton and James is a family name), with denim brands like **Citizens of Humanity, Goldsign, Mother, Paige** and **7**. There are shirts and dresses by **Frank & Eileen, Mara Hoffman** and **Raquel Allegra**, and other casual wear for men and women. The store is open Monday through Saturday.



Taste a new brewery in Paris

Spring 2014 will see a new brewery and tasting room in Paris. Building on the momentum for “shop local in Paris,” **Rooster Brewing** is located in a newly renovated historic building on Main Street, where the cellar has space for more than 3,000 gallons of beer. The interior of the tasting room is a hand-crafted effort just like the beer, with custom-designed tables and stools, and a 20-foot bar made out of Kentucky coffee bean wood. In addition to guest taps and bottled craft beers, owner Ralph Quillin will offer four Rooster Brew brews: **8th Street**, a bourbon barrel-aged porter; **Dark Matter**, a barrel-aged stout; **Elephant**, an IPA; and **Sleepy Puppy**, a lighter blond session ale. Food trucks will be on hand for eats.

ROOSTER BREWING
PARIS KENTUCKY

COMM TRUST HP

A highly sought-after high-tech scene

Lexington proves its value in skilled job market



From left, Nathan Ball, CEO of NOHMs Technologies Inc., which recently launched its headquarters in Lexington, posed with Kentucky Gov. Steve Beshear, Commerce Lexington CEO Bob Quick, University of Kentucky President Dr. Eli Capilouto and Lexington Mayor Jim Gray at the grand opening. The company plans to create up to 162 jobs and invest more than \$5.3 million in the project and will utilize the Kentucky-Argonne Battery Manufacturing Research and Development Center and UK's Spindletop Administration Building.

Everyone knows Lexington has horses, bourbon and basketball but it also is quickly gaining a reputation for its technology business sector.

For example, earlier this year Funai Electronic Co. Ltd., was one of more than 20 companies to announce its opening in Lexington. The company, which will be located on the Lexmark campus, is a subsidiary of a multi-billion dollar company headquartered in Japan and will employ nearly 50 people, with an impressive average wage of \$100,000 year.

"This is a prime example of an innovative company teaming up with an innovative and high-tech workforce," said Gov. Steve Beshear in a press release about the corporation that represents a \$4.2 million investment in Kentucky. "Kentucky's reputation for employing educated and skilled workers is gaining the attention of companies around the world."

Funai Lexington Technology Corp. will support research and development in the inkjet and microfluidic technologies. Microfluidics is the use of engineering, science and technology to

design systems in which small volumes of fluids will be handled. In April 2013, the company announced the acquisition of Lexmark's inkjet technology assets, more than 1,000 patents and a manufacturing facility in the Philippines. Funai has been a design and contract manufacturer for Lexmark International since 1997.

The company was preliminarily approved for tax incentives up to \$1.2 million through the Kentucky Business Investment program.

Funai is one of many high-tech companies moving to Lexington. The city is fast becoming

a leading location for high-tech information jobs. In a recent job index report by the Atlantic Cities, Lexington was ranked 17th in America's Top 25 High-Tech Hotspots. Lexington grew 14.2 percent in high-tech information jobs from 2007 to 2012.

Mayor Jim Gray said bringing good jobs to Lexington was one of his main objectives when taking office three years ago.

"Create jobs and create the environment that will create good jobs, run government efficiently, and build a great American city," he explained. Everyone in the world wants a good job. And today more people are employed in Lexington than ever before — but we can get stronger."

The jobs are coming to Lexington because the talent is here, Gray added.

"Today, the jobs are going to where the talent is located," he said. "And since we live in a university city, we've got loads of talent. That's why quality of life and quality of place are so important, keeping our home grown university talent and attracting even more. Place-making is about attracting entrepreneurs, innovators and high-tech companies to locate in Lexington, plus helping existing businesses to grow."

The city's strong relationships with University of Kentucky, Transylvania University, and Bluegrass Community and Technical College help make Lexington a hub of talent and innovation, Gray said.

NOHMs Technologies Inc. can attest to that. The battery development company moved to town in 2013 because of the University of Kentucky's research capabilities.

"Lexington's a nice place to live and the state has been very supportive, but the big reason we're here is because the Center for Applied Energy Research here at UK," explained Nathan Ball, CEO of NOHMs. "The center has a battery research development lab. There is a big dry room with no moisture in it and there's a big clean room as well, which is a room with no dust in it and it's equipped with everything we need to do battery research. It's a facility unlike anything else in the country that's open access."

NOHMs is one of nine tech companies that moved to Lexington in 2013, adding 190 new jobs and investing \$7.5 million.

"We've found a combination of incentives that gives us a competitive advantage over other cities, especially with high tech companies. And now we're improving our odds with the Jobs Fund, a unique program that will make Lexington even more attractive to industries



Nathan Ball (top photo), CEO of NOHMs Technologies Inc., praised The Center for Applied Energy Research (middle, above and below photos) at the University of Kentucky, which investigates energy technologies to improve the environment. It is a non-academic unit that is staffed by professional scientists and engineers, has extensive interactions with faculty members and students, and provides analytical services for outside organizations.



with high wages," Gray explained in a press release earlier this year.

Teamwork has been a successful strategy for Lexington. The Bluegrass Business Development Partnership, a collaboration among the city, Commerce Lexington and the University of Kentucky, works to attract and grow jobs through a combination of incentives. The nine companies received federal Small Business Innovative Research (SBIR) grants and were drawn to Lexington, in part, by the state's match program, as well as the partnership's rent subsidy program for companies that have received a state SBIR matching grant.

The nine companies that moved to Kentucky include Bauer Labs, Directed Energy Inc., Hitron Technologies, Inc., Mercury Data Systems, New Global Systems for Intelligent Transportation Management, Nicolalde R&D, NOHMs Technologies, Inc., Science Tomorrow and Twin Star TDS, LLC. The companies are focused on software and IT, renewable energies, communications, life science solutions and advanced manufacturing.

NOHMs, which originated in Ithaca, N.Y., in 2011 as a Cornell Technology startup, moved five highly educated people to Lexington from upstate New York last year, and has since hired five more locally. NOHMs also operates a location in Rochester, N.Y.

Ball, a Houston native who has a master's degree in chemical engineering from King Abdullah University of Science and Technology in Saudi Arabia and also spent time working in Beijing, said the \$20 million University of Kentucky facility made perfect sense for his blooming business.

NOHMs has multiple clients and partner and has worked hard to secure funding for its costly research. Ball said the line of work was something he got involved in while his wife was getting her doctorate in biomedical engineering at Cornell and joked that "there is not much else for an engineer to do in Ithaca" besides work with Cornell tech startups. He ultimately co-founded the company with a Cornell professor.

NOHMs has developed a battery that is based on lithium-sulfur chemistry. The company's vision is to commercialize lithium-sulfur battery technology to revolutionize vehicle markets, including everything from spacecraft to electric automobiles. The company believes its lithium-sulfur batteries can deliver enough energy at a cost low enough to allow mass commercialization of electric vehicles.

“For electric vehicles, the biggest problem is they are far too expensive,” Ball said, adding that Tesla Motors pays about \$30,000 apiece for the batteries in its cars and is subsequently building a plant in California to produce them at a lower cost. “With our technology, we replace some of the expensive materials and components inside lithium ion batteries with sulfur, which is a very low cost and abundantly available and environmentally friendly material, that also happens to have much higher energy and better performance than most lithium ion batteries today.”

The United States Air Force by 2017 will be utilizing batteries developed by NOHMs for their radios. Ball said his company also is working with a North American cell phone

“We’ve found a combination of incentives that gives us a competitive advantage over other cities, especially with high-tech companies.”

— LEXINGTON MAYOR JIM GRAY

manufacturer that’s very interested in the technology. Auto manufacturers also are looking into NOHMs’ technology.

He pointed at 2022 as a possible completion target for vehicle batteries, explaining that they take longer to develop — largely because of the obvious aversion to risk by auto manufacturers — but the market is enormous.

As is the potential for NOHMs to grow.

“We started from very humble beginnings

with no money, no personnel and no facilities,” Ball recalled. “So we wrote a bunch of grants and tried to get funded. We got funded by the Air Force project. They were interested in looking at lightweight battery technology, which we have. We have since had a lot of success not just through the the Air Force, but through other Department of Defense programs, and we’ve had lots of support form the National Science Foundation.”

Some of the companies **making waves** in Lexington

During Global Entrepreneurship Week at the end of 2013, the Lexington Venture Club recognizing the first recipients of the Lexington eAchievers award for excellence in entrepreneurship.



Twenty-five start-up companies in the Bluegrass region were honored with the award for receiving at least \$1 million in funding and/or creating five new jobs in fiscal year 2013. Together, these companies raised more \$25 million in capital funds, created 89 new jobs, and have a combined average annual wage of over \$60,000. The companies represent industry sectors in biotechnology, advanced manufacturing, IT and software development, energy technologies and business services – further demonstrating Lexington’s position as a leading location for technology-based jobs.

The companies recognized included:

- AllTranz Inc.
- Allylix
- AntiOp LLC
- Biomedical Development Corp.
- Coldstream Laboratories Inc.
- Equinext LLC
- Four Tigers LLC
- Frogdice
- HFL Sport Science Inc.

- Hitron Technologies Inc.
- iHigh.com Inc.
- Invenio Therapeutics Inc.
- Naprogenix Inc.
- Net Law Group LLC
- New Global Systems for Intelligent Transportation Management Corp.
- nGimat LLC
- PDxBiotech
- Seikowave
- Summit Biosciences Inc.
- TeleHealth Holdings LLC
- Transposagen Biopharmaceuticals Inc.
- uHAPS, Inc.
- VeBridge
- Vindico NanoBioTechnology Inc.
- Xact Communications

For more information about the Lexington Venture Club, visit lexingtonventureclub.com.

Attracting small businesses

Earlier this year, 26 high-tech Kentucky companies were awarded \$6 million in state funds in 2013 as part of a program to support and attract technology-based small businesses to the commonwealth.

The companies are receiving funding through the state’s competitive Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Matching Funds program. Kentucky’s program matches all or part of federal SBIR-STTR awards received by Kentucky-based companies. It also provides a match to out-of-state companies, should they be willing to relocate to the commonwealth.



Jim Stice, president and CEO of Twin Star TDS, explains how his high-tech company came to Lexington during the kickoff event for Global Entrepreneurship Week. Twin Star technology is local infusion directly to tissue that is a growing modality for treatment of infection, pain management and chemotherapeutic or other agents.

Since its inception in 2006, Kentucky’s SBIR-STTR program has awarded nearly \$43 million to support 90 companies. These 90 businesses have leveraged an additional \$76 million in federal funds and created nearly 400 jobs. A total of 28 companies relocated their businesses to Kentucky for the program. Last year, of the 26 grant recipients, nine (see main story) are relocating to Kentucky from as far away as Oregon.

Ball said Kentucky has been a wonderful partner, specifically for the laboratory opportunities, partnerships with the automotive sector, and support from organizations such as the Kentucky Science And Technology Corp., the Kentucky Cabinet for Economic Development and local investors like the Bluegrass Angels.

Gray hopes to continue to attract and retain more high-tech companies.

“Lexington is investing in basic public services in our neighborhoods such as a public safety, street paving, sewers and parks,” he said. “The project to reinvent Rupp Arena and create an arts and entertainment district everyone can enjoy is an investment that will create jobs and attract private investment.”

Lexington recently launched the JOBS Fund, an incentive program that provides gap financing aimed at companies with high potential. The city committed \$1 million to the fund.

“This type of investment supports job growth through the expansion of existing companies and by attracting new businesses to our city,” Gray said.

“And we also recognize how vital high-speed Internet access is, not just for growing



Nine high-tech companies moved to Kentucky from other states in 2013. Representatives from some of those companies posed for a photo during Global Entrepreneurship Week with Congressman Andy Barr, fourth from right, and some of the local officials who helped them get started in Central

technology-based jobs, but all industries and residents,” he added. “My office is monitoring the efforts of Gov. Steve Beshear and Congressman Hal Rogers to support the expansion of broadband access in Kentucky, and working on efforts that will benefit Lexington. In a global economy, cities must provide the right tools and infrastructure to help businesses stay competitive.”

The work is paying off and the feedback is coming in. When Bingham McCutchen, an international law firm, chose Lexington last year

over 300 cities for their Global Operations Center, “they gave us great feedback,” Gray said.

“They loved Lexington’s educated workforce, our tremendous quality of life and our optimistic spirit,” he added. “Like other university cities, we have lots of individuals with degrees, we have an outsized arts and culture sector, we have attractive neighborhoods and yet we have a low cost of living. It is rare to find that combination, but Lexington is in that sweet spot.” ■



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by Abby Laub

A taste of fresh

Young professionals leading the farm-to-table movement



Top photo: The menu at Graze Market & Café changes almost on a daily basis based on supply from local farms and the creations of chef Craig Devilliers. Right: Douglas and Jenny Owens own Brookview Beef in Winchester and are some of the young professionals in the area leading the way in the local fresh food movement.



Among the specialties at Graze is a pork tenderloin (from Wholesome Living Farm) with roasted figs and honey and pickled cabbage.

It is no secret that Central Kentucky residents love farmers markets and are seeking out all things fresh and local as the “farm to table” movement gains ground in the area.

South African natives and Kentucky transplants Laurentia Torrealba and Craig Devilliers are bringing new meaning to farm to table with their recently opened restaurant, Graze Market and Café (grazelex.com), on the Fayette-Clark County line (150 Combs Ferry Rd., Winchester) that will allow area food enthusiasts to taste fresh ingredients like never before.

“People can come in here and they understand why a local burger might cost a little bit more once they have it,” Torrealba said. “We hear nonstop, ‘Oh my gosh this is the best burger I’ve ever had.’ It’s the flavor. Everyone talks about the flavor. They come to realize that every one of our meats that comes through here never have been frozen.”

And you might even catch a glimpse next door of one of the grass-fed, grass-finished Devons at Brookview Beef, which owns the property where Graze’s quaint 130-year-old building sits. All of the menu’s beef items come from Brookview, which is owned by Lexingtonians Douglas and Jenny Owens. Torrealba owns Colibri Farm in Clark County and raises the restaurant’s lamb.

Chef Devilliers, who formerly was a chef at Bellini’s in downtown Lexington, has the

pleasure of preparing the restaurant’s fresh meals in an open kitchen in sight of the customers.

“People will watch me and talk to me when I’m cooking,” Devilliers said, laughing, “I’m like sweating, and throwing pans...I’m getting used to it.”

The idea of Graze is to use the freshest, most local ingredients possible in response to the “big uproar” for local, fresh products grown in healthy and sustainable ways. Graze likes knowing that the

products served in their restaurant help support the local economy and keep small farms in business, Torrealba said.

Owens said Brookview Beef has benefited from this mindset.

“I guess people are just overall concerned about what they are putting in their bodies,” he said. “The health I think drives it, and then people are just concerned about their local communities. I think people are frustrated that they can’t do certain things on a national scale and so they want to improve it locally — and food is certainly one of those things. Everyone’s got to eat and you might as well support your neighbors.”

Brookview Beef markets about 30 steers each year and has about 90 females on the farm now. Although he sacrifices a little bit of cost per pound selling to Graze, Owens said it is worth it to bring his brand to more people and to help people appreciate the history of the building the restaurant sits in (a post office off the old Pine Grove railroad stop).

“It’s great for developing a brand for me and for Laurentia and her lamb,” Owens said, noting that other restaurants that follow a similar model, like Windy Corner Market, have

been very successful. “Every little bit helps. This allows farmers to realize that there are actually true markets for things they raise, and maybe they didn’t know that before.”

Torrealba, who has a masters in animal science from University of Kentucky and previously worked for Alltech, said she always wanted to be a farmer and is happy to have found an opportunity through her lamb. Colibri, which has been raising lamb for about five years, now has a flock of about 50 ewes.

“Sadly it is becoming harder and harder to make a living as a farmer, and you have to be in love with that lifestyle,” she said. “You have to choose that lifestyle and find niche markets, do value added. It’s becoming increasingly difficult because there is just so much that people can pay. You need to find niche markets as a producer.”

The strategies are working in Central Kentucky. Jeff Dabbelt, market manager at Lexington Farmers Market, said the city’s five markets have seen continual growth, and last year’s sales are expected to top \$2.4 million.

“Beyond that we do know that we set a record with 80 members last year,” he noted. “They don’t all appear at one time. That speaks not only to volume but an array of products and different business models, from



Chef Craig Devilliers prepares a Brookview Beef strip steak.

juice and coffee to traditional tomatoes and vegetables.”

He noted that the Lexington Farmers Market also serves as a model for vendors to further their business and open brick-and-mortar venues, like Le Petite Crêperie.

Overall, he said, there is an increased, deepening interest in agriculture and the farm to table movement.



Owned by Laurentia Torrealba and her family, Colibri Farms specializes in lamb.

“I think CSA (community supported agriculture) growth is a good example,” Dabbelt said. “Lot more farms are offering CSAs. It’s a great way to really learn what seasonal productivity looks like and some of the successes and failures that happen in a given year.”

the animals, look at the plants — or maybe it’s just a conversation about where they are from.”

Owens takes it very literally.

“For me it literally means I’m on the farm everyday and I see this calf that I’ve raised

He speculated that though there is an increase in trendy farm to table dinner events, everything is farm to table, depending on what the definition of a local farm is.

“Local or regional, whatever that definition might be,” he said. “Can you look the owner of that farm in the eye? You can literally walk the farm, meet

and then slaughtered, and I see the steaks and there it is,” he laughed. “So it truly is a literal as it can be. But I think for a lot of people farm to table is just re-identifying with nature and farming in a way that they haven’t in a past.”

Chef Devilliers and Torrealba said they hopes people will come to appreciate new kinds of food.

“We’ve had so many people that have never had lamb who have come in here and have tried lamb burgers and just loved it,” Torrealba said. “It’s becoming a little bit of our signature thing.”

Devilliers, who doesn’t have classical training but was raised on a large South African game reserve and learned how to

Central Kentucky a **fresh food** destination

Seeking out farm fresh food is sometimes as simple as meeting farmers at the area’s many farmer’s markets, joining a community supported agriculture program (CSA) or eating at restaurants that prioritize serving local food!

Just to name a few benefits, consumers get food that is fresh, often picked the same day or the day before — plucked at the peak of ripeness and therefore more nutrient dense and flavorful. Eat a tomato from the grocery store in December compared to a farm fresh tomato in July and you’ll feel, smell and taste the difference. It’s almost like eating a different product entirely.

Some of our favorites local food spots

We have compiled a list of some of our favorite locations in the region to score some seriously fresh food that was probably produced less than a couple hours from where you live — whether it is fresh free-range eggs, herbs, cheese, pasta, beef, fruit or vegetables.

Douglas Owens of **Brookview Beef** said his favorites are **Red River Rockhouse** (redriverrockhouse.com) in Campton (bonus — it’s only three miles from Natural Bridge State Park) and **Table 310** (tablethree-ten.com) in the heart of downtown Lexington.

Laurentia Torrealba echoed similar thoughts, boasting about Red River Rockhouse and also **Blue Door Smokehouse** (facebook.com/bluedoorsmokehouse) with Chef Jeffrey Newman for her favorite local food options.

1. The Weekly Juicery (theweeklyjuicery.com). The juicery serves fresh, cold pressed juice as well as a few limited menu items. During the warmer months, the juice service serves tons — literally — of fresh food in the form of juice.

2. AZUR Restaurant & Patio (azurestaurant.com). Chef Jeremy Ashby says local farmers can be



seen backing their trucks up to the restaurant’s back door on an almost daily basis during the growing season and on Saturdays from 9-3 in the spring through fall, AZUR hosts a small farmer’s market on its patio, and some of the goods are used to serve a farm to table breakfast on Saturdays.

3. Stella’s Kentucky Deli (stellaskentuckydeli.com). Both for its charming, cozy location on Jefferson Street and prices that are hard to beat, Stella’s is an ideal location for breakfast or brunch in the summer. But hurry in, the food runs out!

4. Alfalfa (alfalfarestaurant.com). A favorite for the farmer’s market crowd on the weekends, Alfalfa for years has prided itself on its local fare. Don’t miss the fresh blueberry pancakes in the summer and Main Street location that lends itself to a nice downtown stroll to burn off your food.

5. Windy Corner Market

(windycornermarket.com). One of those must-bring-your-guests-to-when-they-visit-town locations, Windy Corner Market boasts a laundry list of local producers. It is part of the master Ouita Michels’ restaurant marvels and is situated in an inviting country environment. Michels’ also is chef at **Holly Hill Inn** (hollyhillinn.com) in Midway, which also offers a range of fresh ingredients from local farmers.



6. Natasha’s Bistro & Bar (beetnik.com). Chef Alex Jenkins, a three-time Best Chef in Boston award recipient, and the winner of the 2013 Taste of the Bluegrass event, emphasizes local, healthy ingredients, including non-GMO range-fed meats, Kentucky Proud products from **Marksbury Farms**, and produce and other products from local growers and purveyors. She is a frequent shopper at the downtown Farmers Market.



Craig Devilliers and Laurentia Torrealba, both originally from South Africa, are the masterminds behind the farm to table-themed Graze Market & Café.

cook from his mother and grandmother, said oftentimes he teaches people how to prepare meats or use certain cuts that they are not used to cooking at home, and they always are floored by the difference in taste of fresh meat.

“I love proteins and I’m really good with proteins,” he said. “I don’t cook out of a lot of recipe books, I’m terrible with recipes actually. So if it comes to cooking, I like to cook to feel, as opposed to following someone else’s thing.”

A Brookview strip steak cooked very rare to perfection is topped with a simple sauce his mom taught Devilliers when he was young – pepper, bourbon spiked garlic salt and cream reduced to a savory sauce.

He and Torrealba plan this summer to have casual cookouts and festival-like

pit parties (think: rotisserie lamb) in the Graze parking lot and invite local farmers to sell products.

In an average week, their lamb burger is a huge seller — and is modestly priced at under 10 dollars. The dinner menu, Devilliers

said, is more upscale and Brookview steaks are popular.

“The people who come in here know exactly what we’re about, they’re seeking out local slow food and that’s what we’re all about,” Torrealba said. “They know things might take a little bit longer to cook.”

On a given day the menu at Graze might only feature a few items. A local wine selection and mouth-watering made-in-house pastries also are available.

“It’s becoming more and more possible for more people to eat this way because there is a much bigger demand for it,” Torrealba said. “I think you’re going to see it become much more affordable and more available for everyone.”

The duo are seeking out more native Kentucky products — such as salsify, mushrooms and pawpaws, to name a few — to experiment with and constantly work with farmers to bring new foods for Graze customers.

And when you visit you might find a few South African specialties, such as scrumptious melktert (milk tart) in the mix.

For more information about Graze, visit grazelex.com. ■



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LYPA salutes its 2013 Rising Stars

Each fall, the Lexington Young Professionals Association ushers in a new class of Rising Stars. The annual program is designed to honor young professionals who are emerging leaders in the Lexington and in surrounding counties.

Amy Carrington, director of leadership development, Commerce Lexington

Amy Carrington graduated Magna Cum Laude from Samford University in Birmingham, Ala., with a journalism and mass communication degree. She completed an Honors Degree at Victoria University in Wellington,

Jessica Tretter, financial advisor, Keystone Financial Group / LPL Financial

After graduating from UK in 2004 with degrees in both finance and accounting, Jessica Tretter began her career in financial services working as both a banker and an investment representative at local bank. She joined LPL Financial in early 2011. She sits on the American Cancer Society's Leadership Council and chairs their signature fundraiser in Fayette County, Relay For Life. She serves on the board for the Lexington Clinic Foundation and the Lexington Humane Society. A graduate of Commerce Lex-

and producer of the Spanish-language informative television show "Insight para Ti with Elisa Bruce" on a local cable channel. He also works for the Fayette County Public School system in the migrant education program, assisting families of migrant farm workers with school enrollment for their children and other services.

Emily Sandford, owner, Authentically Social and blogger, Authentically Emmie

Emily Sandford is the blogger behind Authentically Emmie (authenticallyemmie.com), which has been featured in *Shape*, the *New York Post*, *Prevention*, *Skirt!*, *Business Lexington* and more. She also is the owner of Authentically Social, a social media marketing consultancy for health/wellness, fashion/beauty and lifestyle companies. Founded in 2012, her results-oriented social media, blogger outreach and community management plans have earned Sandford clients across the U.S. She recently was named Amazing Woman of the Year by Stiletto Women — a *Forbes*-ranked leadership-centric lifestyle company for modern working business women. She is an active member of the Junior League of Lexington and serves on the board of directors for AAF Lexington. She received her undergraduate degree and MBA from the University of Kentucky.



The 2013 LYPA Rising Stars are, from left, Amy Carrington, Katy Ross, Brandi Berryman, Stuart Hurt, Jessica Tretter and Davonna Saier. Not pictured are Richard Sanchez and Emily Sandford.

New Zealand, studying as a Rotary Ambassadorial Scholar. Carrington began her career at Georgetown College's Graves Center for Calling & Career. In 2008, she developed the Global Scholars Program, a Program of Distinction at Georgetown College, serving as its executive director for three years. Carrington completed her master's degree in Community and Leadership Development at the University of Kentucky.

She joined the Commerce Lexington staff in 2011 as director of leadership development two months later. She serves on the Lexington Forum Board and volunteers for Junior Achievement.

ington's Leadership Lexington program, Tretter is part of the 2013-2014 Leadership Central Kentucky class.

Richard Sanchez, migrant education program recruiter, Fayette County Public Schools

Richard Sanchez is a native of Lima, Peru. He moved to Puebla, Mexico, when he was 18 to study communication science at the University of the Americas. He moved to the U.S. at age 21 and continued his studies at Kentucky State University in Frankfort.

Since arriving in Lexington, Sanchez has been very involved with the Spanish-speaking community, including serving as the director

Stuart Hurt, co-owner, House by JSD

Stuart Hurt planted his roots in Central Kentucky as a UK student by becoming involved in various campus organizations such as the Student Advisory Council, the student ASID chapter. Through the years, he became involved in AVOL, American Cancer Society, Realtor Community Housing Foundation, LBAR Governance Board, Just Fund Kentucky, and his true passion, the Susan G. Komen Lexington Affiliate.

Hurt earned his certified interior designer certification. He was awarded Cincinnati's Interior Design Award for remodeled space under 3,000 s.f., is a registered contractor with the state of Kentucky and has been featured

for design excellence in various publications. He writes for several magazines and is co-owner of House, a retail storefront and interior design studio.

**Brandi L. Berryman, project manager,
Lexington Downtown Development Authority**

Brandi Berryman has worked for the Lexington Downtown Development Authority since 2009. She works on a variety of planning, urban design and development projects. She holds a Masters of Architecture from UK. Her previous experiences include work at local design/build firm Gray Construction and work on affordable housing, university housing, and the world's largest mall in Dubai with international architecture firm VOA Associates in Chicago. After some time away from Lexington, she returned to find a great fit for her design skills and passion for the community. Berryman is involved in a variety of community groups including Rotaract Club of Lexington (president), Habitat for Humanity (Young Professional Ambassador), Bluegrass Tomorrow Diversity Council, and AIA KY (associate member).

Katy Ross, attorney, Kentucky Public Protection Cabinet, Office of Legal Services, Department of Financial Institutions

As a Navy brat, Katy Ross grew up across the U.S. Finishing high school at St. Mary's Episcopal School in Memphis, Ross attended Sewanee: The University of the South where she was the vice president of her sorority and captain of the varsity equestrian team. Her love of horses brought her to the UK College of Law to study equine law. After several years of private practice, Ross is an attorney for the Kentucky Department of Financial Institutions. She is a board member of the Junior League of Lexington and serves as the membership hospitality chair of the League board. Ross also is a member of the board of directors of the Kentucky Hunter Jumper Association.

**Davonna Saier, owner, Eldercare Ease
Women's Health Public Relations Coordinator,
Baptist Health Lexington**

A 2006 graduate of Georgetown College, Davonna Saier earned a master's degree in Health Administration from UK College of Public Health in 2010. She has worked at Baptist Health Lexington for seven years, first as the patient advocate coordinator and now as the women's health and spirit of women public relations coordinator. Saier became a certified senior advisor in 2011, and in February of 2012

founded Eldercare Ease LLC, a small business providing consulting services for adult children of aging parents and others navigating the complex medical, caregiving and financial situations that arise as people age. She is also a professional singer.

Honorable mentions

Receiving honorable mentions were Allison Donnovan and Jessica Urgelles. The 2013 Rising Stars program was judged by



Elise E. Bruce, Michael Hartman, Susie McEuen, Warren Nash and Teresa Isaac.

For more information about LYPA and the Rising Stars Awards Program, visit www.lypa.org or [Facebook.com/LexYPA](https://www.facebook.com/LexYPA). ■

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by Abby Laub

Fear drives Chris Radcliffe to make most of his decisions. Change is his comfort zone.

“Fear is a huge factor in my life,” he said. “I am scared of every-freaking-thing. As soon as I realize I’m not doing something I want to do is because I’m afraid of it, then I do it.”

Whether it is trekking a glacier within inches of imminent death or making a bold career move, the Louisville native and Berea resident is all about challenging himself.

Conquering fear is one of the reasons the 33-year-old left a cushy photography job at Eastern Kentucky University to work for himself in the photography business. Several life-changing overseas trips and hours of self-reflection were involved, and a brief stint working as creative director for a large farm and ranch company confirmed the decision.

“I was sitting at a desk all day, every day,” Radcliffe said. “I had just gotten back

from a trip to Tibet. But I was trying to make a lifestyle choice, do I continue to chase for these things and be gone for months at a time with a family at home, or do I look for an 8-to-5 job and be off on weekends and have a schedule like everyone else we know and be able to go to the lake?”

Ultimately, adventure called – but more importantly he panicked when realizing that the “core of who I was was going away.”

Beginning as a kid investigating his family’s 30-plus acres with a cheap camera and continuing through college, Radcliffe’s appetite for adventure and capturing things on film was insatiable.

“I remember exploring my backyard with this little piece-of-crap teal blue camera and



shooting the pine trees and the snow and the sun reflecting off the ice,” he said. “We had 30 acres in the middle of nowhere, and I had no friends. I played alone a lot as a kid. I just explored constantly.”

In college, an internship at ECU led to a full-time job as campus photographer. Radcliffe ultimately would spend 10 years in the position, pursuing little freelancing gigs on the side.

Then, significantly, friends going to Carter Caves for an adventure race invited him to come photograph it. Radcliffe hit the ground running, thrilled by the elements of danger and excitement while capturing stellar images. He got lost in a dark flooded cave (a Boy Scout troupe saved him), and fell in love with photographing adventure racing.

Follow the

Cushy wasn’t comfortable for photographer Chris Radcliffe

A Tibetan Pilgrim is shown just below 18,000 feet on the kora (circumambulation or pilgrimage) around Mount Kailash in Western Tibet on Aug. 4, 2013.

“It was amazing,” he recalled. “I couldn’t believe – people do this? Everybody was smiling and happy and fit and well mannered; it was an atmosphere of high fives and chest bumps. Everybody was so cool and happy to be alive.”

That experience led to overseas adventure race photography, and he set a goal of being “the guy in the United States who people called to cover this stuff for editorial and commercial services.”

Radcliffe has now done six international photo trips, including to Patagonia in southernmost Argentina, to Tibet in mountainous western China and to the United Arab Emirates capital Abu Dhabi. He’s shot publication covers, including prominent *Triathlete* magazine, as the international experience makes each successive sale easier.



Photographer Chris Radcliffe especially loves this glacier stream leap photo because he had to leap the raging icy river himself, first, to capture the adventure race competitor behind him.

fear factor

Yet, he jokes he still is learning how to make the big bucks off of his adventures, which he sees more as personal projects.

“Every renowned photography blog talks about personal work,” Radcliffe said. “Mine has always been the expedition photography. I don’t do that necessarily to make money, but it’s an extension of who I am. And people connect with that; there are always good stories. You have to go develop stories and make yourself a more interesting person. It’s part of your brand.”

Meanwhile, to keep the lights on and provide for his family, he does commercial and corporate work, or heads to Nashville to shoot a country music band, and he does portraits – the bread and butter of photography work.

Acting with intention, giving himself a chance to grow and innovate, was an important part of the reason why he left EKU and then his creative director job shortly after.

“I felt like I had reached a plateau there,” Radcliffe said. “There was no elevation of my position.”

It can become an issue in any job, he explained.

“When you’re good at a thing, people want to keep you in that box because you provide a good service; they just want you to stay there. I don’t mean any slams on them. ... I loved higher education and I wanted to have a greater impact on it, but I couldn’t do it from that spot.”

Radcliffe recommends a nugget of advice from Steve Jobs about knowing if it is time to move on to a new job: “If I look in the mirror every morning and know it is the last day of my life, would I want to be doing what I am doing today? And if the answer were ‘no’ too many days in a row, I know it is time to change something.”

However, Radcliffe adds another dimension in his approach to such questions.

“You have to separate yourself from a lot of things,” he said. “You have to detach your-

self from personal aspirations and dreams and make sure the decisions you’re about to make is rooted in truth, because everybody gets frustrated and wants to walk out with the big middle finger in ‘Jerry McGuire’ style.”

He also recommends one should take time to reflect, read like crazy, journal and learn to listen to their instincts. Additionally, being nice goes a long way.

“I’m not a super business-savvy guy, but for me my secret to success is being likable,” Radcliffe said. “Work quality matters, but people want to work with those they can tolerate in consistent ways.”

Contrary to popular beliefs about keeping work and personal life separate, Radcliffe is a proponent of merging them if you love what you do.

“I like it to be together. I like to live in a perpetual state where it’s all existing at the same time,” he said. “I like to think about family when I’m working, and I like to think about work with my family. But not in a

distracting way – I like to do things at a soul level and produce a good that is intrinsic to who I am.”

Survival also is intrinsic for Radcliffe, who remembers having to jump across a raging stream heading down a glacier to photograph adventure race competitors leaping across the same divide.

“If you would have fallen in that...” he trailed off. “It was so damn cold, and there was a storm coming in.”

Primal instincts kick in – perhaps driven by fear.

“I’m not very strong, but I have an ability to struggle and just kind of go left-right, left-right through a lot of things,” he said. “When you’re only concerned with having enough food and water to sustain you and you’re going to get stranded otherwise, the things you think about and the things that are important float back to you in an effortless way.”

In a career, the principles are the same. Follow instincts.



Advice is good and relationships are important, “but most of the time when we are seeking the answer to a question we already know it,” Radcliffe said.

To see some of Radcliffe’s work, visit www.chrisradcliffephotography.com. ■

Central Kentucky photographer Chris Radcliffe’s images have landed on international adventure magazine covers.

Freelancers are on the rise

Like Chris Radcliffe, freelancers are on the rise in America.

According to a recent *Forbes Magazine* study, roughly one in three Americans are freelancers, and by the year 2020, they are projected to make up 50 percent of the full time workforce.

Quartz predicts that in 10 years 40 percent of the workforce will be freelance workers.

Freelancers benefit in many ways. Job freedom, saving time and money commuting every day, more flexibility and room for growth and the ability to shape a career around family. Employers also benefit, the most obvious reasons being not having to pay for insurance and benefits and costly office space.

There are downsides, though. Work is not always steady, benefits are often your responsibility, and by default freelancers must be business savvy entrepreneurs.

According to *forbes.com*, “The freelance economy is exploding at exactly the same moment that companies are undergoing a major shift in how they hire. Talent is moving from a fixed cost (and one that’s historically been one of the largest across a business) to a variable cost, with companies staffing up and down as needed. Businesses have the ability to quickly on-board hundreds or thousands of freelance workers — provided they have the tools and systems in place to manage them.”



Chris Radcliffe's trips found him spending days atop glaciers.



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by Zoya Tereshkova

Making downtown home

Dan and Shoba Dickinson refused to settle in the suburbs

While it's not unusual for a young couple to meet and go on dates downtown, what sets Dan and Shoba Dickinson apart is that after getting married, they ignored the unwritten law prescribing them to leave the busy city scene and settle in the suburbs. Instead, they made downtown home.

"It's nice to be close to things. So much is going on downtown. It's a lot more vibrant [than the suburbs]," said Dan, a software engineer at Lexmark.

Shoba, who works as a web developer for Awesome Inc. on Main Street, said she doesn't like to depend on driving.

"I want being able to walk, or bike, anywhere I need to go," she said, explaining that their new home on North Limestone is only a few blocks away from her office.

Biking to work is a thrill, since it's downhill the whole time. Coming back home is little harder, she laughed. Both Dan and Shoba, who are 34 and 28 respectively, are accomplished

cyclists, and often participate in racing events in Lexington. Their 9-month-old daughter, Aashi, is destined to become a cyclist, too: she just recently started traveling in her baby seat attached to her father's bike, and her first bike event was the Tweed Ride at the end of March.

Aashi, whose name means "beautiful smile" in Hindi, is the first generation downtown Lexington resident in the Dickinsons' family, and in retrospect, she was one of the reasons the couple decided to stay downtown.

"Growing up in Chicago, I walked a lot," Shoba said. "There were so many things going on, and I didn't have to rely on someone driving me. It was so cool, and that's what I wanted my child to experience."

Dan, who spent his elementary and most of middle school years in a small town Antioch, Mich., about an hour northwest of Chicago, had similar kind of childhood with a lot of running around and biking with friends. However, it all changed when his family moved to Frankfort. The subdivision where they lived was separated from the city by a busy country road.

"I was stuck in the neighborhood, and I hated it," he said. "It's not the kind of memories I want my child to have."

Their preference to live in a busy, stimulating urban setting was only one of the things that Dan and Shoba discovered they had in common when they first started dating.

"We were both programmers, into science, athletics, and progressive when it comes to politics," said Shoba.

Dan said there was an instant attraction from the minute he saw her walking into the Sunrise Bakery on Main Street with a group of friends on a cold November morning in 2010.



Dan and Shoba Dickinson are pictured with their daughter, Aashi, at their North Limestone home.

"I thought she was so pretty, and she had that radiant smile," he said.

"We talked, and I was like, 'Wow, he's smart.' For me, it was a big thing," said Shoba, who at the time already finished her bachelor's degree in physics from the University of Kentucky and was working on her second one in computer science.

Dan graduated from Purdue University with the degree in engineering in 2003 and started working for Lexmark while still a student.

Both said they knew they belonged together from day one, and soon they became inseparable. Four months later, Dan proposed. He was in a hurry, he said, because he suspected that Shoba's Indian parents were putting pressure on her to set up an arranged marriage.

"Believe it or not, it is still common," Shoba said with a smile. "There's even a website where parents pick prospective spouses for their children."

In five more months, Dan – with his green eyes, light hair and fair skin and wearing a turban and dhoti, a traditional Indian groom outfit – stood next to his brown-eyed, dark-haired, olive-skinned bride in a red sari with

days, just 150 guests and mere nine different outfits for the bride.

She also was wearing a lot of gold jewelry, all borrowed, and a fellow student from UK covered her hands, arms and feet with traditional henna designs. One compromise was made — Dan was wearing a white dress shirt, instead of being bare-chested as the tradition calls.

At least half of the couple's 30 Indian guests stayed in Dan's condo on Upper and Euclid for about a week.

"There were people sleeping everywhere," Shoba recalled. "I was thinking, if we buy a house, it better be a big one, so my cousins don't have to sleep on the floor when they visit."

The newlyweds' search for the house didn't last long. The Dickinsons found out that their friend Chad Needham, who already had renovated a number of properties downtown, including the old Spalding's Bakery at the corner of North Limestone and East Sixth Street and the pair of early 1800s houses on Constitution Street, was working on a three-story Victorian house on North Limestone. They paid him a surprise visit one day during lunch time.

"There were no floors on the first floor, and there were layers and layers of old wallpaper hanging from the walls, but the staircase, the original molding and the stained glass window were beautiful," Shoba said.

On the outside, the house looked like it came out of a fairytale: a little castle with elaborate blue trim and carved ledge, and a large oval-shaped window on the first floor in addition to the tall and skinny ones upstairs. The history of the house was another attractive point.

"We were fascinated by the story," said Dan, referring to the fact that it was built in 1892 and had belonged to the late saxophone legend George Gentry, who died in 2007. His portrait

can be seen on the large mural on Sixth Street, one block from the historic house. The couple made a decision on a spot and moved in eight months later.

"Chad did a great job," said Shoba, referring to the fact that while preserving all unique features of the house, Needham managed to make it very functional. The Dickinsons liked

that they were able to participate in some decision making, like choosing which room would be the master bedroom and nursery, or which floor to locate the washer and dryer space.

"It's like custom made, and it's so authentic and unique," said Shoba.



Dan and Shoba Dickinson raise chickens in their backyard off of North Limestone in downtown Lexington.

After persevering through the first winter and adjusting to the fact that no matter how many sweaters you wear, the heating bill is still shockingly high, the Dickinsons started a garden in the spring, and even set up a small hen house in their backyard. They became friends with neighbors and continued exploring downtown, every time finding new things to enjoy.

There is more to downtown than Friday night movies at the Triangle Park, Farmer's Market on Saturdays and some festivals on Sundays, Shoba said.

"Food trucks park near Cheapside Pavilion on Friday afternoons, and you can try different cuisines. Lexington Table Tennis holds matches in the Castlewood Park Club on Saturdays. There are bike polo tournaments in the Coolav-in Park on Sundays," she said.

She especially likes music events, block parties and potlucks in the downtown neighborhoods, which people start, promote and make an effort to keep regular.

Shoba said it's very satisfying to see that the older neighborhoods keep changing for the better, and a lot more historic buildings, brought back to life, are being used by people to live, work and play.

"Living here gives us that incredible sense of connection, sense of belonging to the community, and I'm so glad our daughter is growing up with that," Shoba said. ■



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The unconventional couple bike commutes together, baby and all.

gold ornament, in front of a Hindi priest who performed their wedding ceremony on the grounds of Talon Winery.

"I didn't insist on having a traditional Indian wedding. I said, 'It's up to you, I don't care,' but he wanted it all," Shoba explained.

Indian weddings can be lengthy and elaborate. The Dickinson's was "simple:" only three

by Katheran Wasson

Eyeing your next career move? Network!



Young professionals are smart to stay on the lookout for their next career moves — but that isn't always easy, despite an improving job market. So two local experts are offering their advice for plotting your steps to success.



Caroline Francis

The experts

Caroline Francis, career counselor with University of Kentucky Alumni Association (www.ukalumni.net)

Fausto Sarmiento, president of the Lexington Young Professionals Association (www.lypa.org)

Their advice

The top suggestion from both experts is the same: networking.

Francis said most jobs are found that way, and many companies are offering employee bonuses for recommending successful hires. All the more reason to keep in touch with people from all aspects of your life — high school, your college fraternity or sorority, neighbors, church, hobbies and volunteer work.

“When people learn your reputation ... anyone can be a potential link to a job opportunity,” Francis said.

Sarmiento echoed that statement. Although social media is a popular way to connect professionally, he said meeting people and shaking hands is still crucial to getting ahead.

“The key thing is to be engaged, be involved,” Sarmiento said. “They can achieve that by participating in a trade association, joining an organization like LYPA or volunteering for different tasks at their place of employment.”

Here's the experts' additional advice for young professionals on the

job hunt:

■ Get out of the house and get in front of people.

Francis suggests grabbing coffee at least once a month with someone outside your network, representing your company in the community and serving on boards. Sarmiento

said LYPA tries to schedule three events per month “to get members out of their normal work sphere” and allow them to meet other young professionals.

■ Make the most of social networks.

A solid LinkedIn profile is crucial these days, Francis said, as is contributing to group discussions on LinkedIn. “LinkedIn really is your friend,” she said.

■ Don't be afraid to think outside the box.

“One thing I've noticed is that the entrepreneurial bug has really bitten Lexington,” Sarmiento said. “Young professionals are ... stepping outside of the corporate ladder and really designing their own futures.”

■ If you're looking to move up in your current workplace, Francis suggests finding subtle ways to promote the work you're



Fausto Sarmiento

doing, asking for additional responsibilities or “stretch assignments,” and letting your managers know early on that you’re looking to grow professionally.

She suggested finding something each quarter to boost your resume, such as taking a seminar or training or publishing an article relevant to your field. Volunteer strategically to build your resume and do things so you’re “seen as a rising star,” she advised.

“In this day and age, people change jobs on average every 3.5 years, so it’s our responsibility to manage our own careers. Nobody else is going to do it for us, so we need to be proactive.”

■ When it comes to salary negotiations, do your homework. Know the market, what you’re worth and what sets you apart from the competition.

“Ideally, you want to wait until an offer is made to you, and then from there you can negotiate,” Francis said. “Role play that conversation beforehand, and just be confident in what you’re worth.”

■ Pay it forward. If you can help out a friend, colleague or acquaintance with his or her job search, do it.

“We all need to be doing anything we can to help others,” Francis said. “It really comes back around.” ■



Katheran Wasson is a correspondent for BG Magazine. She can be reached at editorial@lanereport.com.

Entertain colleagues Kentucky style at Keeneland

Lexington young professionals know it can be blast to take a break from the office and spend the day at Keeneland, but it’s also a prime spot for entertaining corporate guests.

“I think people find the best way to network is to let loose and have a little bit of fun,” said Kate Bunnell McLean, meeting and event planner for the Central Kentucky equine industry landmark.

The Lexington/Kentucky Room is a public dining area that gives guests a bird’s-eye view of the racetrack, and the Phoenix Room overlooks the paddock.

Private dining is another option. There are spaces for large groups with trackside views and a variety of suites and smaller dining rooms for a more intimate experience, McLean said.

Keeneland hosts approximately 300 events a year on its grounds, McLean said. The meeting and event team is ready to help groups plan their visits and can coordinate special touches



such as bourbon tastings, private tours, extended hours at the gift shop and gift shop discounts for large groups.

“There are a lot of ways – especially if you have out-of-town guests – to make it a really unique, Kentucky experience,” McLean said.

For more information on private dining, call (859) 288-4367 or visit keeneland.com/events. For public dining reservations, visit keeneland.com/racing/reservations-ticket-requests.

LEX ARTS TP

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

Join LYPA Today

www.lypa.org

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

Follow us!



hotspots

by Abby Laub

5 things we can't get enough of ...

1. The Bluegrass Triathlon Club is a chance for some heart-pumping, competitive camaraderie. The close-knit group cheers and encourages each other through races all year long, strives to educate its athletes and offers supports for veterans and novices alike. What could be better than sweating it out with your peers on the bike, in the pool or on foot?



Fresh mozzarella, basil, tomatoes on vegetable focaccia bread at National Boulangerie.

2. Walton Avenue is dripping with great stuff for young professionals. The gentrified neighborhood is full of energy, tasty food, great design and amusement. Just a few examples are **House by JSD**, **Serif Group**, **Dry Art**, **Personal Best Fitness Studio**, **Shaun Ring Photography**, **National Boulangerie** and more. And right around the corner on **Ashland Avenue** is **Centered**, **Swim Bike Run** and **Soul Cycle**, and yet even more on National Avenue intersecting it. Take some time to explore this area — you won't be disappointed.



A Webb-Beatty home at the Fairways at Andover.

3. The Fairways at Andover. Looking for a hot new neighborhood with Hamburg convenience? The area is a real estate agent's dream, with several builders like **James Mon-**

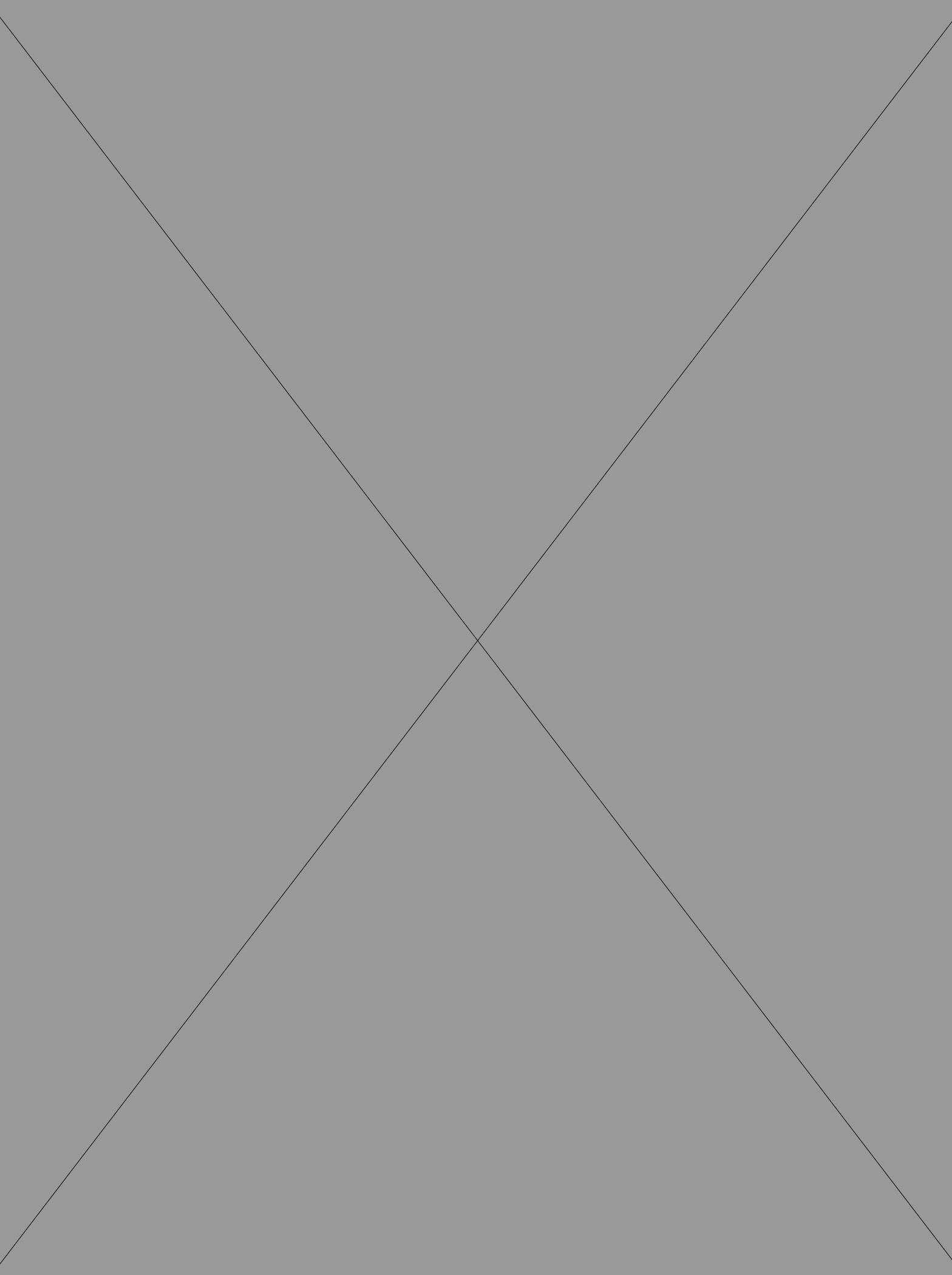
roe Homes and **Webb-Beatty Homes**, building in the mid-\$200,000s to the mid-\$300,000-range with lots that back up to **Andover Golf Course**.

4. Looking to shake up your fitness routine? **Mix on Vine** offers spectacular classes unlike anything else in town — aerial yoga, anyone? — all while incorporating uber cool design in what owner Karen Piazza described as a “street-level beauty loft.” At Mix on Vine, you can get a blowout, manicure, workout and healthy meal all in one place. Oh, and there is modern artwork to drool over and shopping at Macon Brown's **Shine** boutique. For the sophisticated downtown experience, young professionals won't want to miss this — we love it.



Change up your fitness routine with aerial yoga at Mix on Vine in downtown Lexington.

5. North Limestone Community Development Corp.'s “The Night Market” is a monthly pop-up festival that brings together an eclectic group of people all interested in bringing long-term vibrancy to the North Limestone neighborhood. The neighborhood is on the verge of becoming a new go-to area of Lexington, with homes being renovated, new businesses taking off and a renewed energy to the dilapidated area. ■





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You are more than customers. You are friends, neighbors and family. And from the biggest events to the quietest moments, we are there providing the reliable energy you need. At KU, our energies go to serving you.



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