

MONDAY, NOVEMBER 16, 2009

A great time for a Startup Weekend

EVENT GIVES A BOOST TO ENTREPRENEURS



TOM EBLEN
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This is Global Entrepreneurship Week, and it couldn't come at a better time.

We're just beginning to climb out of the biggest economic slump since the Great Depression. Bad economic times beg for good ideas, and the only way those ideas can make a difference is when entrepreneurs turn them into reality.

Global Entrepreneurship Week is sponsored by the Kauffman Foundation to encourage young people around the world to explore their potential to be innovators, self-starters and entrepreneurs. Last year, 3 million people participated in 25,000 events in 77 countries affiliated with the effort.

Among this year's events is one in Lexington: Startup Weekend, a 54-hour workshop designed to help would-be entrepreneurs figure out how to turn their ideas into businesses.

Awesome Inc., a business incubator on East Main Street started two years ago by four 20-something entrepreneurs, is hosting the workshop, which runs from Friday evening through Sunday evening.

Brian Raney, one of Awesome Inc.'s partners, expects as many as 75 participants. If you want to be one of them, you can sign up at

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IF YOU GO

Startup Weekend

When: 6 p.m. Friday through Sunday night

Where: Awesome Inc., 348 East Main Street, Lexington

More information: lexington.startupweekend.org



TIGHTEN THE BELT IN 2009

Here's a way to save some money that you would normally spend on computer software.

Web-based: You can use free applications that operate inside a Web browser and store information online. Some have offline counterparts so you can work without an Internet connection.

Examples are Google products, which generally get positive reviews. They include the e-mail program Gmail (gmail.com) and Google Calendar (calendar.google.com). Also try Google Docs (docs.google.com), which includes word processor, spreadsheet and presentation tools. It also has photo editing with Picasa, blogging with Blogger and RSS feeds with Google Reader.

It saves you \$80-plus for skipping Microsoft Outlook and other programs.



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PHOTOS BY **VICKY BROADUS** | vbroadus@herald-leader.com

Bryan Jones performed a routine cleaning on the 500-gallon aquarium at the Cheddar's restaurant on Walden Drive. His aquarium business is part art, part science.

OUTSIDE THE CUBE

SMOOTHING THE WATERS



RENT-A-FISH MAKES SURE AQUARIUM OWNERS AND DWELLERS STAY HAPPY

By **Vicky Broadus**

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Capitalism — A Fish Story: The troubled economic waters of recent months have tested large and small businesses nationwide and even churned up doubts about the free market system. Monsters of the deep such as AIG have floundered, and big fish such as Lehman Brothers have beached themselves and died.

So the fact that a locally owned enterprise called Rent-a-Fish is getting along swimmingly comes as reassuring news.

Aquaman: Bryan Jones is the owner, operator and full-time staff of Rent-a-Fish Aquarium Leasing and Maintenance Specialists, a Lexington company that has customers from Florence to Morehead.

Jones designs, supplies and maintains everything — including the fish — for a healthy ecosystem that is soothing for inhabitants and tank-gazers. That means he's part chemist, part biologist, part glass scrubber, part fish whisperer and part artist. He also pre-measures daily food portions, which makes him part Jenny Craig.

Economies of scale: Jones didn't originate Rent-



The tank at the Cheddar's on Helmsdale Place is home to hybrid Blood Parrots, above, and a Tin Foil Barb, giving the fisheye at left.

a-Fish. It started in Lexington in 1980 with a man named Mike Adams. Jones first stuck his fin in the business in 1984, when it was attached to a retail pet store in Regency Centre. He stayed with

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For lease: 135,000 square feet at Lexmark

ACROSS NEW CIRCLE ROAD FROM MAIN OFFICE

By **Scott Sloan**

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A major piece of commercial office space is about to open up in north Lexington. Lexmark International has consolidated space and made 135,000 square feet available for lease.

"This is an impact project for the community," said Tim Haymaker, whose Haymaker Bean Commercial Real Estate is serving as one of the brokers for the property. "You can bring in some seriously attractive tenants, which is exactly what we need right now."

Depending on the configuration, he said, a company locating in the space could bring nearly a thousand jobs.

Haymaker Bean is serving as co-broker with the Chicago office of multinational firm CB Richard Ellis.

The space is available inside Lexmark's Building 200, which is across



PHOTO COURTESY OF LEXMARK

Lexmark International has consolidated space on its campus in north Lexington.

New Circle Road from its main office. The company's goal is to move most of its operations to its main campus. Lexmark has a great deal of space as the site was once its primary manufacturing and distribution facility but it has moved those functions overseas, like its competitors, in recent years.

"We have gradually been consolidating and converting that under-utilized space into office space," said Steve

Davis, Lexmark's director of real estate.

The space available is a full floor and three-quarters of another, Haymaker said, as well as some additional space for storage on a lower level.

Haymaker said finding such a large floorplate is rare, noting that competing openings in other parts of Lexington have space spread out over several floors, much like the the Chase Bank

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KENTUCKY BY THE NUMBERS 10

Kentucky's ranking by Site Selection magazine of states with the best business climate. Kentucky was 12th in 2008, eighth in 2007 and seventh in 2006. Site Selection's top 10 states for business climate in 2009:

1. North Carolina
2. Texas
3. Virginia
4. Ohio
5. Tennessee
6. South Carolina
7. Alabama
8. Georgia
9. Indiana
10. Kentucky

SCOTT SLOAN

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Pictured left to right: Dale Ditto & John McIntosh

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