



## Construction Starting Soon on I-Move Kentucky

*Widening project to begin along I-71 corridor in Jefferson and Oldham Counties*

Contractors for the Kentucky Transportation Cabinet's I-Move Kentucky project will begin work this week along portions of the project corridor in Jefferson and Oldham counties. Work will begin along I-71 between the I-265 (Gene Snyder Freeway) interchange and KY 329 (Crestwood/Pewee Valley exit).

Starting Wednesday, Feb. 12, crews will begin clearing areas along I-71 and the interchanges in preparation for construction. This clearing work will continue throughout the project area through the end of March.

Motorists should use caution when traveling in the project area. Crews will be working during daylight hours.

"I-Move Kentucky is a major project that will improve safety and reduce congestion through a heavily traveled interstate corridor in Jefferson and Oldham counties," said Secretary Jim Gray. "We're excited to soon see the first visible signs of progress on this transformational project that will improve the daily commute for drivers and businesses."

I-Move Kentucky is the largest, single construction project in Kentucky since the Ohio River Bridges Project was completed in 2016. The four-year project will add lane capacity and include upgrades at two, major interchanges where I-265 converges with I-71 and I-64.

"This project is making significant improvements through a busy corridor that is important to regional transportation," said Chris Slone, KYTC's project manager for I-Move Kentucky. "Each day, these interstates serve hundreds of thousands of travelers, including local drivers, freight haulers and visitors passing through the region."

### Four major sections

The I-Move Kentucky project includes four, major sections.

**I-71/I-265 Interchange improvements:** KYTC will create a collector-distributor lane on southbound I-71 to improve safety and ease ramp movements to and from I-265.

**I-71 widening:** KYTC will widen I-71 to the center and add a 12-foot lane of traffic in each direction to create a total of six lanes between Interstate 265 and KY 329 (Crestwood/Pewee Valley exit).

**I-265 widening:** KYTC will widen I-265 to the center and add a 12-foot lane of traffic in each direction to create a total of six lanes between KY 155 (Taylorsville Road) and Interstate 71.

**I-64/I-265 Interchange improvements:** KYTC will reconstruct the I-64/I-265 interchange to improve safety and ease the flow of traffic through the interchange.

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### About The KYTC

The goal of the DBE Supportive Services Program is to increase the number of DBEs participating on KYTC contracts and facilitate the opportunity for DBEs to obtain contracts. The services are designed to:

- Assist established construction firms to move them from bidding as a subcontractor to bidding as a Prime Contractor to produce sound bids.
- Provide access to training increases DBE expertise in handling of daily business operations.



### About The Program

The Construction Estimating Institute (CEI) works with KYTC as the statewide provider of the federally funded Disadvantaged Business Enterprises (DBE) Supportive Services Program. We want to increase the number of certified DBEs participating in highway and bridge construction, as well as assist DBEs in growing and eventually becoming self-sufficient. Additionally, CEI provides supportive services by assisting prime contractors and consultants with identifying DBEs for subcontracting opportunities on priority projects.



## Three Smart Strategies for Dealing with your Business Competition

As a small business, especially in a busy niche, your success and very survival depends on how you handle your competition. Most businesses see competition as the enemy and an obstacle to their growth — and to a certain extent, that’s true — but having rivals can be a good thing as well. They constantly push you to innovate, find new ways to market your business and connect with your target audience.

The key for any business of any size is to clearly identify who its competitors are and to have a solid strategy in place for dealing with them. While this typically means finding ways to overcome and stay ahead of your competition for the largest market share possible, in some sectors it can be smarter to join forces and develop a collaborative relationship to ensure that all parties thrive and grow.

How can a business determine the right approach? To help, three members of Sacramento Business Journal Leadership Trust explain their preferred strategies when it comes to handling their competition and some of the benefits of each approach.

### Find a way to differentiate yourself

In a market where offer exceeds demand by far, companies should do their best to articulate their unique value proposition to differentiate themselves thinks Bret Fair, founder of 360 Risk Partners Insurance. “The insurance industry is oversaturated with agents and

brokers, all selling the same product, and as one of those brokers myself, I quickly learned that in order to succeed, I had to differentiate myself from the competition,” he explains.

And this is exactly what Fair’s company did. As a boutique workers’ compensation firm, 360 Risk Partners Insurance focuses on identifying new ways of purchasing insurance, offering better pricing and an overall more comprehensive service model. The company stands out due to its commitment to optimize the insurance buying experience by providing unparalleled access to transparent and affordable insurance solutions. To achieve this, Fair and his team had to search the marketplace for new and alternative ideas and tap into their potential. “I had to determine what my ‘special sauce’ was that solidified clients’ decision to partner with me.”

### Focus on customers, not your competitors

Although a less common approach, ignoring what the competition is doing has multiple benefits — mostly when it comes to focusing your attention exclusively on what your customers need and delivering your best customer service. According to Eric Douglas, founder and senior partner at Leading Resources, Inc., this is a rather common strategy in the management consulting world.

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### Supportive Services Offered:

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