

2026

Women of Distinction



Cathy Stafford is a longtime advocate for WBEC ORV and other WBEs in our community. As President of Ad-Venture Promotions, she has maintained 22 years of WBENC certification and actively tries to do business with other WBEs.

One of Cathy's biggest victories came when she intentionally engaged with one of the largest auto suppliers in the United States until they agreed to not only track their spend with WBEs, but to also count toward their overall diversity spend. To this day they maintain a set aside for WBEs.

Outside of WBEC ORV, Cathy has been recognized by the Kentucky District Office of the United States Small Business Administration as a Women in Business Champion, served as President of the Lexington Chapter of the National Association of Women Business Owners, served on the Boards for Rotary and Opportunity for Work & Learning (OWL), and served on the Minority Business Expo annual event committee.

In addition, she is an EBCE site host for Fayette County Public Schools, hosting interns of diverse backgrounds & assisting them in developing skillsets that will help them in their careers.

Cathy currently serves on the WBEC ORV Board of Directors, and has worn many different volunteer hats over the years including Catch the Wave Co-Chair, webinar facilitator and local event host. We honor her for her ongoing efforts to work with diverse vendors and to encourage involvement with WBEC ORV and WBENC.