

MIDDLETOWN CHAMBER OF COMMERCE NEWSLETTER

FEBRUARY 2018



CHAMBER CHATTER

As I mentioned in the last newsletter, your Chamber Board has re-invented our Mission -- Connect, Advocate, Promote. We will accomplish this Mission thru – Networking, Professional Development, Monthly Luncheons with Guest Speakers, Meet & Greets, Ribbon Cuttings, Vendor Events, Visibility on the Chamber Website and Social Media and Advocacy with Government Agencies. The Board wants to support big business but also the “mom and pop” stores in our area.

With this new Mission, we hope to create increased visibility for you and your business. However, we need your help too. The next time you talk to the business next door to you, let them know that the Middletown Chamber is growing and encourage them to attend our next event to find out what we are all about. Plus, all events have networking time built in and gives everyone a chance to make new contacts.

Spring is just around the corner. I can feel it. As the weather breaks, the flowers and trees will start blooming, grass will need to be cut and spring house cleaning begins. But the best part of Spring – the beautiful weather brings out everyone who is tired of staying inside their homes. Which means? All of us will be busy with increased business and customers.

Don't forget – we change time Sunday, March 11. Spring forward.

FREDA

WELCOME NEW MEMBERS:

The Cheddar Box Café – Michelle Bartholomew @ cheddarboxcafe@gmail.com
New York Life & Investments – Albert Stobbe @ jastobbe@ft.newyorklife.com
Mom's Closet Resource Center – Laura Wingfield @ laura@momsclosetcenter.org (welcome back)
Latifa Meena – Animals Can Talk – Latifa Meena @ latifameena@gmail.com
Aegis Therapies – Adam Bockey @ adam.bockey@aegistherapies.com
HelpMates, LLC – Senior Lifestyle Resources – Joe Beck @ joe@beckrealtygroup.com
Beck Realty Group, LLC – Joe Beck @ joe@beckrealtygroup.com
Fairfield Inn & Towne Place Suites – Raquel Wolter @ raquel.wolter@whitelodging.com
Hatfield Media – Drake Hatfield @ drake@hatfieldmedia.com

MIDDLETOWN MAP/BROCHURE

Pick up the current copy of this new map, created by the City of Middletown, of all restaurants and retail stores in Middletown. This map will be located in all of the businesses listed on the map and mailed to the Louisville Convention Bureau, surrounding hotels and handed out at events held in Middletown.

SPOTLIGHT ON CHAMBER BUSINESSES

SPECTRUM REACH - the advertising sales and production arm of Charter Communications, Inc., creates custom marketing solutions to help businesses reach their customers through cable television and digital advertising. We use marketing, research, and creative resources to develop and execute your custom plans. Additionally, we have full production capabilities right here in our local office. Spectrum reach allows businesses of all sizes, from “Mom & Pop Shops”, to large corporations, to showcase their message to viewers across the Louisville viewing area including those on AT&T U-verse, Direct TV, and Dish Network. You can reach the entire market, or a smaller, more localized zone, on over 50 cable channels, including ESPN, HGTV, FOOD Network and many more. Our local Chamber Representative is Todd N. Teitel, who has moved back to Kentuckiana after 16 years, and has been with Spectrum Reach (formerly Time Warner Cable Media) for seven years and has worked with all types of businesses in developing a marketing program. www.spectrumreach.com



Todd N. Teitel

Account Executive, IAB Certified

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UPCOMING EVENTS 2018 - MARK YOUR CALENDAR

- 3/8/18 —City Meeting, Middletown City Hall @ 6:00 p.m.
- 3/15/18 - Chamber Board Meeting @ 8:30 a.m. @ 11803 Old Shelbyville Road
- 3/15/18 – Lunch and Learn Workshop – 11:30 a.m. – 1:00 p.m. – Middletown City Hall. Speaker TBD.
- 3/27/18 – Ribbon Cutting for Grand Re-opening of Mom’s Closet Resource Center, 11921 Avenue, Suite 101 – 4-7 p.m.
- 3/31/18—Annual Easter Egg Hunt @ 1:00 p.m. SHARP held in Wetherby Park next to Middletown City Hall, 11803 Old Shelbyville Road. Coupon giveaways to adults first come, first serve. Vendor booths available in Middletown Easter Village. Please contact Laura or Freda in the Chamber office at (502) 245-0404 for more information.
- 4/12/18 – Chamber Luncheon in Celebration Hall, 11711 Main Street – 11:30 a.m. – 1:00 p.m. (reservations required). Speaker: BBB
- 4/18/18 – Blood Drive @ Kentucky Blood Center in Middletown, 4-7 p.m.
- 4/19/18 – Chamber Board Meeting @ 8:30 a.m. @ 11803 Old Shelbyville Road



Mark your Calendars for Middletown’s Annual Easter Egg Hunt on Saturday, 3/31/18 @ 1:00 p.m. SHARP.

New this year (instead of adult hunts in the stores) – the Middletown Easter Market – showcase your business, offer items to sell, food tasting, samples of your product, etc. The market will be set up in the park, next to the hunt. You provide the set ups – tents, tables, chairs, etc.

For more information or to reserve your spot, call Freda or Laura in the Chamber office at (502) 245-0404. This event is held rain or shine.

CHAMBER LUNCHEON



Greg Fischer is in his second term as Louisville’s 50th Mayor. He was named Public Official of the Year from *Governing Magazine* in 2013. A 2016 Politico survey named him as the most innovative Mayor in America, and in June 2017, Politico named him among its list of 11 most interesting Mayors in America. Mayor Fischer is a trustee for the U.S. Conference of Mayors.

During Mayor Fischer’s tenure, Louisville has added 71,000 jobs and 2,500 new businesses. Eleven billion dollars in capital construction is planned or underway in the city, and between 2014 and 2016, 11,000 Louisvillians worked themselves out of poverty, and another 8,300 families joined the middle class. Louisville has been named an International Model City of Compassion four times. The city’s strong financial management has been recognized with positive ratings by the nation’s “Big Three” credit agencies.

Fischer is a long-time entrepreneur who started several businesses, including SerVend International and Iceberg Ventures, a private investment firm. He also co-founded bCatalyst, the first business accelerator in Louisville.

Location: Celebration Hall, 11711 Main Street (next to First Baptist Church) - **Cost:** \$20 in advanced or \$25 at the door **Reservations Required:** Call (502) 245-0404 or middletownchamberofcommerce@yahoo.com or **thru our website @** http://middletownchamberofcommerce.com/event-registration/?action=evrplusegister&event_id=89

**Middletown
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Middletownchamberofcommerce.com

Middletown Chamber of Commerce Board of Directors

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