

## Blandford, Joshua

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**From:** Randy Beard <bear34@bellsouth.net>  
**Sent:** Thursday, October 20, 2011 9:49 PM  
**To:** 'Zes'; 'Amy Cottrell'; 'Andrea Brown'; 'Barbara Nichols'; 'Beverly Wheatley'; 'Brian Shumate'; 'Bud Smith'; 'Carol Nord'; Chris Boyer; 'Craig Oeswein'; 'Craig Willman'; 'Donna Mancini'; 'Ed Hammond'; 'Edgardo Mansilla'; 'Faye Simpson'; 'Jackie Pennington'; 'Janet Byrd'; 'Jayme Nelson'; 'Jeffery Bryant'; Jim Laemmle; 'Joe Ratterman'; 'Joe Ray Nelson'; 'John Ackerman'; 'John Eagles'; 'John Nohalty'; Blandford, Joshua; 'Kim Leanhart'; 'L D Nunnolley'; 'Lauri Contreras'; Lieutenant Josh Judah; 'Linda Pardue'; 'Linda Phillips'; 'Lisa Sizemore'; 'Mary Anne Tinnell'; miami1cat@insightbb.com; Mike Hollern; 'Mike Jupin'; 'Neil MacDonald'; 'Nikki Barringer'; 'Penny Haseker'; 'Perry Clark'; 'presleypham'; 'Priscilla Powell'; 'Robert Price'; 'Robert Sinclair'; 'Robyn Senn'; 'Roddy McDowell'; Roger Robinson; 'Ron Richeson'; 'Ronnie McKiernan'; Scott Leanhart; 'Sharon Toms'; 'Susan Schroader'; Todd Hale; 'Todd Robertson'; 'Tony Buzan'; 'Triplett, Kevin D'; 'Van Tran'; 'Vicki Welch'; 'Vince Jarboe'  
**Subject:** October 20 Luncheon recap

We thank Kenwood Heights Christian Church for hosting today's meeting. Thornberry's Delicatessen, an IABA member, prepared our box lunches.

--Barbara Nichols, IABA President, welcomed everyone to the meeting. Everyone introduced themselves and the business he/she represented.

--SGT Chris Boyer of the LMPD 3<sup>rd</sup> Division shared that he would be happy to provide crime statistics from any beat in the 3<sup>rd</sup> Division with any business not already on the list. This email service can be attained through the LMPD website. Business burglaries are down in the division for the year. Several semi-trailers have been stolen and metal of all types continues to be taken.

--LT Josh Judah of the Metro Police 4<sup>th</sup> Division said that the holidays are just around the corner and holidays bring robbery season. Businesses need to be vigilant and extra careful—for instance, sending a buddy with the person making the bank drop. Robbery prevention literature in the division will be distributed soon. He said if things don't look right, call LMPD.

--Brooke Egan shared about the importance of business branding. It is a 24-hour a day effort—shirts, gym bags, pens, note pads, etc. She used a police officer in uniform to illustrate total branding. You don't have to read the shoulder patches or the badge, you know who is a police officer. Emphasize your company name or company logo. Use memory hooks—things that help people remember you. Embrace your brand; it is your most valuable asset. The more you use it, the strong it becomes (Apple).

--Vicki Welch, District 13 Metro Councilwoman, announced the LMPD Third Division Annual Block Watch Captains meeting on Thursday, November 3, 6:30 PM at the Southwest Government Center. All block watch captains and Neighborhood Association Presidents are invited. RSVP with SGT Todd Brim ([todd.brimm@louisvilleky.gov](mailto:todd.brimm@louisvilleky.gov)). She also mentioned the Brightside Community Clean Up Day this Saturday morning. The group is meeting at Lassiter Middle School at 9:00 AM. She and Councilman David Yates are providing a pizza lunch for the workers at Lassiter following the clean-up effort.

--Barbara Nichols mentioned that Councilman Dan Johnson is issuing the call to residents of District 21 that his annual Town Hall Meeting will be Monday, October 24<sup>th</sup> at 6:00 PM at the Olmsted North Academy in the Auditorium. The Councilman will have MSD representatives on hand to discuss drainage issues in the district. Representatives of Louisville Metro Police will also be available to answer questions about criminal activity in the area. LMPD will also be able to take any complaints or concerns. Other areas of Metro Government have been invited to attend including Metro Parks, Public Works and IPL.

--Doug's Run will be held in Iroquois Park this Saturday, October 22, from 9:00-11:00 AM. This will affect traffic in and around the park on Saturday.

Fifteen were in attendance at the meeting.

Our next luncheon meeting will be at the Technology Park's Conference Center on November 17. The luncheon will begin at 11:30. Our guest speaker will be Swag Hartel.