

Blandford, Joshua

From: Randy Beard <randykhcc@insightbb.com>
Sent: Thursday, September 15, 2011 6:01 PM
To: Randy Beard
Subject: September 15 Luncheon recap

We thank Kenwood Heights Christian Church for hosting today's meeting. Subway, an IABA member, prepared our lunch.

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

--Barbara expressed sympathy for Mary Anne Tennill, a board member and Meeting committee member, whose husband, Bobby, passed away recently after a second liver transplant in Cincinnati.

--LT Josh Judah of the Metro Police 4th Division has just recently been assigned to this division. LT Don George has been reassigned. Lieutenant Judah is still settling in with his new responsibilities.

--Wayne Bui of DotTrend, Inc. was our guest speaker today. He shared the part that social networking can play in promoting our businesses. He emphasized that social networking is not a fad and it's free! When businesses set up fan pages on Facebook, the number of fans increases the ranking of the business website and the business will show up more on search engines. Facebook had 640 million users in 2010. Twitter had 175 million users in 2010. Facebook allows you to invite people to your events, increases your public face, gets information out quickly, and allows you to promote discounts you are offering.

--Craig Oeswein reported on the September 10 Community Design Workshop for the New Cut Road/Taylor Boulevard Corridor. A good working group came together and sent suggestions with City Solutions who hosted the meeting. First draft results will be released in about four weeks.

--Jim Laemmle, Executive Director of South Louisville Community Ministries thanked everyone who attended The Taste of South Louisville at St. Thomas More Catholic Church. It was so well attended that it has outgrown the space at STM. A larger site is sought for next year. Fox News provided wonderful coverage of the event and would like to include more South End events in their news reporting.

--Barbara Nichols announced the CoAlliance of Business Associations Small Business Summit on October 18 at the Olmsted. A morning or afternoon session is available with limited space. Information can be found at www.coalliance.net.

--Barbara had also received information about the Southwest Greenways Community Workshop to be held on September 24 from 9:00 AM- 12:30 PM at the St. Mary and Elizabeth Hospital. If you are interested in bike paths and the development of more hiking trails in our area, reserve your spot at <http://www.eventsbot.com/events/eb443203821> or call Chris Gary at 502-627-8940.

--Other announcements: 1) Diana McNeil of New Air Solutions reminded us of the Fairdale Fair this weekend. Over 20 Health Exhibits will be on display at the Health Expo on Saturday from 2-6pm at the Fairdale Elementary School. The Health Expo will offer free health screenings such as Blood Pressure & Body Mass Index checks, Blood Glucose Testing, Vision / Eye Screenings, Bone Density Screenings, a giant Colon walk through display, and dozens of other very important health related displays.

Twenty-four were in attendance at the meeting.

Our next luncheon meeting will be at the St. Mary and Elizabeth Hospital Assembly Room (close to the main entrance) on October 20. The luncheon will begin at 11:30. Our guest speaker will be Brooke Egan of Tilford Dobbins Alexander PLLC about Company Branding.