

MEADE COUNTY AREA CHAMBER OF COMMERCE

JANUARY 2011

Second Annual Home-Garden Expo Scheduled March 26

People with an interest in either home improvement or gardening - or both - should mark their calendars for Saturday, March 26. That's when the second annual Meade County Home & Garden Expo will take place.

The event is being organized by the Meade County Area Chamber of Commerce and the Meade County Cooperative Extension Service to:

- ◆ Showcase the services both organizations provide the community.
- ◆ Allow businesses that provide home- and garden-related products and services to show and sell those to the public.
- ◆ Provide opportunities for people to learn more about specific home and garden topics at a series of free, 30-minute seminars that will take place throughout the day.

The expo will run from 8 a.m. to 2 p.m. and will take place inside and on the grounds of the Farm Bureau Community Center at the Meade County

Incentives for Exhibitors

- ◆ Members of the Meade County Area Chamber of Commerce who sign on as exhibitors at the Meade County Home & Garden Expo will receive certificates good for two membership luncheons - a \$16 value.
- ◆ Exhibitors who join the Meade County Area Chamber of Commerce for the last quarter of the 2011 fiscal year (April-June) and the 2012 fiscal year (July 2011-June 2012) will receive a 10 percent discount on their membership. For a company with five or fewer employees, the investment would be \$140.63 - a savings of \$15.63.

To Be An Exhibitor

Read the exhibitor invitation and complete and return the application form in it by January 21 for the early bird exhibit fee or by March 1 for the regular fee. The exhibitor invitation is included in this edition of the newsletter.

Fairgrounds in Brandenburg.

"Last year's show was such a hit with those who attended and the exhibitors that we decided to stage another expo this spring, with an eye to making it

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Customer Service Will Be Topic For January's Membership Luncheon

Brandenburg Telephone Will Be Sponsor, Caterer At Meade County Cooperative Extension Service

Members of the Meade County Area Chamber of Commerce will get useful tips on improving customer service at their first membership luncheon of 2011.

The speaker will be Mary Kay Jett, a human resources expert, whose topic will be *Delivering Stellar Internal and External Customer Service*.

The luncheon will take place Thursday, January 20, beginning at noon at the Meade County Cooperative Extension Service at 1041 Old Ekron Road in Brandenburg.

Reservations are due by noon Tuesday, January



Mary Kay Jett

18, and may be made at the Chamber of Commerce either by calling 270-422-3636 or by emailing rpowell@meadekychamber.org.

The cost of the luncheon will be \$8 for members and their guests.

This month's luncheon sponsor will be Brandenburg Telephone Company, says Russ Powell, executive director of the Chamber of Commerce.

He notes that the company once again will cater the event, as it has done in recent years.

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Second Annual ...

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an annual event," says Russ Powell, executive director of the Chamber of Commerce.

"In a survey of exhibitors following last year's show, large majorities said they either were 'very satisfied' or 'satisfied' with all aspects of the event, including the quality and quantity of their sales leads, the value of the expo in reaching potential customers, and the turnout," he says.

Powell says the organizers also were pleased with the comments from exhibitors such as:

◆ "The quality of the show and seminars was fantastic. Turnout exceeded by expectations for the first year."

◆ "Everyone was very helpful and courteous."

◆ "Great show and great sales contacts."

And, he says, the organizers learned a thing or two that will result in changes in this year's expo:

◆ The event will be open from 8 a.m. to 2 p.m. instead of last year's 9 a.m.-3 p.m.

◆ Exhibitors will have more time to set up the day before the show—from noon to 7 p.m. instead of last year's 5-7 p.m.



MEADE COUNTY HOME & GARDEN EXPO



The expo grew out of the extension service's desire to expand its marketing efforts to let people know the number and variety of services it offers.

"The extension service isn't just for farmers," says Jennifer Bridge, agent for family and consumer sciences. "We offer a whole range of services - everything from soil testing to classes on personal finance to an array of activities for young people."

It was a short step from there to decide to widen the scope of the event into a home and garden expo that would serve not only the extension service and the Chamber of Commerce but the entire community, Powell says.

In addition to Bridge and Powell, members of the planning committee are:

◆ Carole Goodwin, extension agent for 4-H youth development.

◆ Andy Mills, extension agent for agriculture and natural resources.

◆ Shirley Beavin, Boyd Emmert, and Bruce Howard, all members of the Meade County Extension Council that advises the extension service on programming.

Customer Service ...

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On the menu will be pork loin, beef brisket, potatoes, broccoli casserole, corn, and green beans, with banana pudding and apple pie for dessert.

"All of our members look forward to the great meal prepared each year by the staff from Brandenburg Telephone Company," Powell says, citing the banana pudding as "a sublime experience."

Brandenburg Telephone Company is a long-time Chamber of Commerce member that provides telecommunications, internet, and cable television services throughout Meade County and in parts of Harlan and Breckinridge counties.

Information about the company and its services can be found online at www.bbtel.com.

Ms. Jett's program is designed to:

◆ Help people understand the importance of being respectful of their co-workers and employees by

treating them with the same care with which they treat external customers to maintain a productive, high-morale work environment.

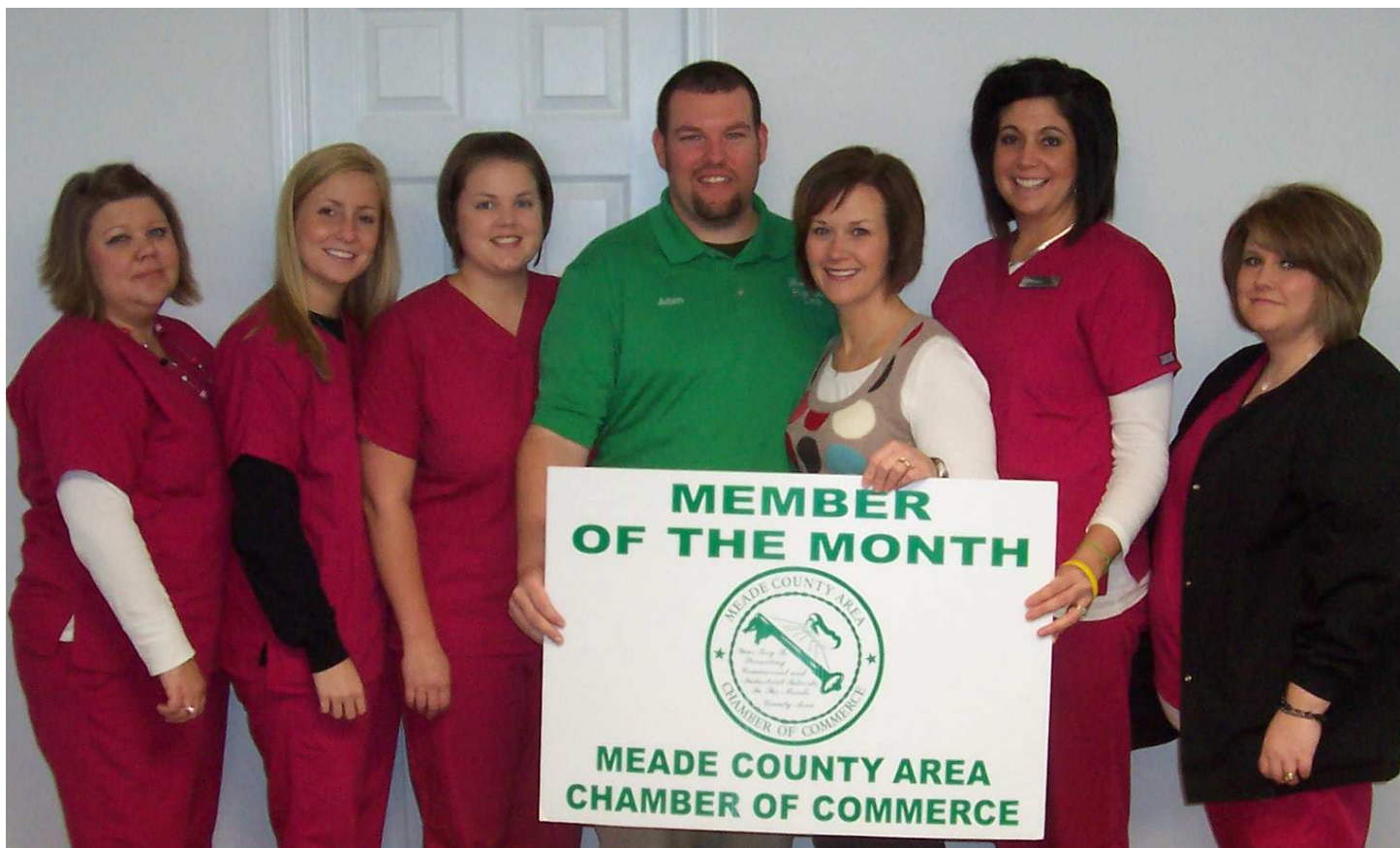
◆ Provide tips on providing excellent external customer service.

Ms. Jett is senior human resources professional with more than 20 years of experience in the health-care, manufacturing, financial, technology, and e-commerce industries.

Her expertise is in talent management, total rewards, workforce development, organizational change, succession planning, employment law, and strategic planning.

Ms. Jett holds a bachelor's degree in business from the University of Louisville and a master's in business administration from Columbia Southern University.

Currently, she is an adjunct at Elizabethtown Community & Technical College in Elizabethtown.



Members of the staff at Brandenburg Pharmacy Care are, from left, Pharmacy Technologists Tracy Mattingly, Brooklynn Smith, and Tiffany Williams, Pharmacists Adam Robinson and Lisa Babb, and

Pharmacy Technologists Melissa Allen and Kendra Mattingly. Not pictured are Brooke Beal and Whitney Rhodes, both pharmacy technologists, and Jeremy Lucas, the pharmacy's delivery driver.

Brandenburg Pharmacy Care January's Member Of The Month

Brandenburg Pharmacy Care is the Meade County Area Chamber of Commerce's Member of the Month for January.

The company was selected because of its support of the Chamber of Commerce and community projects and the success it has experienced in its three years of operation, according to President Kelly Roberts.

"Businesses like Brandenburg Pharmacy Care play an important role in the economy of our community by providing good jobs for people and keeping a large proportion of the money people spend there within Meade County," he says.

"Equally important," according to Roberts, "is the way the company steps forward to support the work of organizations like the Chamber of Commerce, the Meade Activity Center, and our community's schools."

Although the current owners - Adam Robinson,

Gabe Van Lahr, and Jonathan Van Lahr - only became partners and purchased the company in 2007, the roots of their relationship extend to when Robinson and Gabe Van Lahr became best friends while attending kindergarten together and, in Robinson's words, "Jonathan was my second father."

Along the way, the two decided they wanted to be pharmacists, and, after graduating from pharmacy school, returned to their childhood homes, where Gabe went to work for his father at Save-Rite Drugs in nearby Irvington and Robinson decided "Meade County would be a good place to live and to be in business."

Robinson says there are many reasons why Meade County's only locally owned and operated pharmacy is a success:

◆ The speed and efficiency with which it meets its customers' needs.

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◆ The services that it offers and that its competitors don't: free delivery to most parts of Meade County; home medical equipment; and custom compounding of specialized prescriptions.

◆ An experienced staff of pharmacy technologists, all of whom have had the extra training required for certification.

◆ An immunization program that includes an annual flu clinic with Meade County Public Schools.

Currently, Robinson says, there are ten on the

pharmacy's staff, a number that could grow as its customer base expands.

Under way now at the pharmacy, which is located at 455D ByPass Road, is a remodeling project that will provide more work space and a 20 percent boost in behind-the-counter storage space.

Brandenburg Pharmacy Care is open from 8:30 a.m. to 6:30 p.m. Monday through Friday, and from 8:30 a.m. to 3:30 p.m. Saturday.

The staff can be reached by telephone at 270-422-2422 and by email at rxcare@bbtel.com.