



**THE CHAMBER**  
JEFFERSONTOWN

# Business Strong.

2020 Annual Report

# Member Driven.

# THE CHAMBER JEFFERSONTOWN 2020 ANNUAL REPORT

## MESSAGE FROM LEADERSHIP

Greetings!

The year 2020 will certainly go down in history as one of the most challenging years for our economy, our families and our personal well-being. Depending on your perspective, it can also be recorded as a year that taught us how to pivot and think creatively about how to serve customers and sustain business models. We prefer to think about it as a year of new experiences, collaborations and innovations.

Our year started with the retirement announcement of our long-term Chamber president, John Cosby. We wish him the very best in this next season of his life.

The year progressed and the Jtown Chamber faced a number of challenges - just like most of the businesses in our membership. And we choose to celebrate the successes we had in the way we changed our approach and served our community. We're most proud of our ability to keep the 51-year tradition of Gaslight Festival alive by creating a hybrid celebration that offered historic features, as well as new events like the blood drive and the Eat on the Square promotion.

We deepened our partnership with the Kentucky Chamber of Commerce and refreshed efforts to finding ways to save members money through our affinity programs. We also launched a new Hot Topic series featuring a number of local leaders on important issues like NTI and the Kentucky Derby.

Our Chamber membership reached a huge milestone achieving 1,000 members earlier this year. We renewed some regular programming- like the ChamberU series and the Speed Leads programs - with virtual options. And thanks to AT&T, we had a remarkable virtual legislative event offering a preview of the 2021 legislative session.

We all know that 2021 will bring a new set of challenges for our Chamber. But know that our leadership and staff are committed to growing business in our region, continuing to provide best-in-class resources for our members, and safely returning to the in-person events we all love.

This Annual Report is a snapshot of the work we accomplished in the year of the Pandemic. We look forward to seeing you in person this year and making a positive impact on your business.

Thank you for your investment in the Jtown Chamber of Commerce.



**Deana Epperly Karem**  
President  
Jtown Chamber



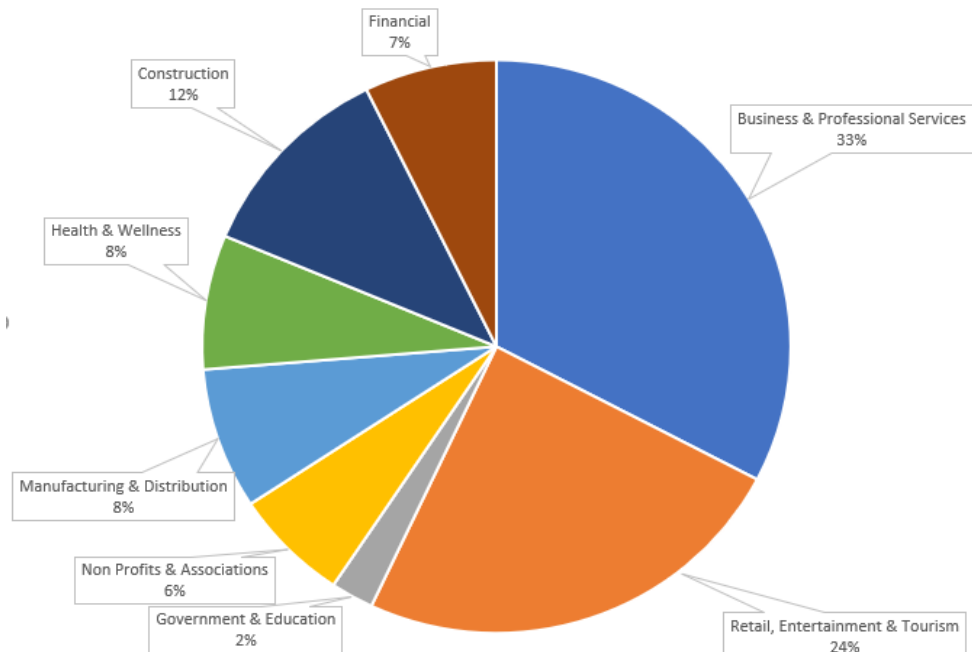
**Bill Reynolds**  
Board Chairman  
Element 502

## 2020 MEMBERSHIP BY THE NUMBERS

**1019**  
Members  
in the  
Jtown Chamber

**211**  
New Members  
in 2020

Industries That Make Up Our Chamber



# NETWORKING AND PROGRAMS

With all the challenges 2020 brought, our members were still able to forge connections building client networks and community reputations.

**BUSINESS BLAST:** 200 attendees

**SPEED LEADS:** 5 speed Leads—80 connections

**CHAMBER U:** Presented by **FocalPoint Coaching and Training Excellence of Kentucky**

Average attendance: 28. Topics included:

- Introduction to Navigational Conversations—Coaching Style Management
- Courageous Leadership in the Midst of Chaos
- Building Resilience for Turbulent Times
- Finding Clarity and Calmness Amidst Challenge

**HOT TOPICS:** Introduced in 2020.

Average attendance: 36. Topics included:

- Tourism & Derby, 2020—The Race to the New Normal
- JCPS NTI Strategy

## RIBBON CUTTINGS IN 2020!

Congratulations to:

- ⇒ Angel House Child Development Center
- ⇒ Benchmark Physical Therapy
- ⇒ Electronic Alarm Distributors
- ⇒ BluWell of Kentucky



# 17,915

**Social Media  
Followers...and growing!**

# 200

**Facebook Chamber  
Group Members**

# 30,000

**Website Views...  
and growing!**



# 581

**Members Connected  
at Virtual Networking  
Events !**



**NEW FEATURES IN 2020: MEMBER MONDAYS AND FEATURE FRIDAYS  
THESE ARE A GREAT WAY TO NETWORK WITH MEMBERS AND GET NOTICED!**

# TALENT AND EDUCATION

## GOING BEYOND SCHOLARSHIP PROGRAM:

\$8,000 was distributed in adult scholarships. Congratulations to the following adult learners on their scholarships.



Jonathan Salmen with Focal Point Coaching of Ky received the **Chamber** scholarship award



Amy Callahan with USA Cares received the **City of Jeffersontown** scholarship award



Chelsea Donohue with Encore Wealth Management received the **Republic Bank** scholarship award

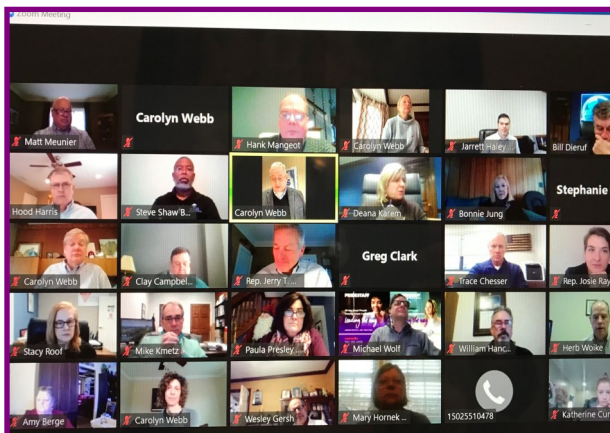


Sarah Wilder with Country Animal Hospital received the **Republic Bank** scholarship award

## JCPS ACADEMIES OF LOUISVILLE: Jeffersontown High School

The Chamber Jeffersontown is proud to be a supporter of the Jeffersontown High School Academies of Louisville. More than 50 Chamber members are involved in internships and other opportunities to further high school engagement and prepare students for a real-world, work experience.

# ADVOCACY



This year's annual **Legislative Breakfast** went virtual  
Sponsored by



Special thanks to Jeffersontown Mayor Bill Dieruf for moderating. Participating Kentucky State Legislators:

Senator Julie Raque Adams  
Senator Jimmy Higdon  
Senator Morgan McGarvey

Representative Kevin Bratcher  
Representative Jerry Miller  
Representative Josie Raymond

# CHEERS 101: A BEER FEST EVENT

Due to COVID Restrictions, the 2020 Jtown Beer Fest as we know it, had to be cancelled. But that doesn't mean we couldn't celebrate beer! We hosted a series of guided beer tastings with four different sessions, each offering four different flights of beer.

Sponsored by



Produced in partnership with HD Productions



Tisha Gainey-Dean  
Co-Founder, Tailspin Ale Fest

# GASLIGHT FESTIVAL



**GASLIGHT FESTIVAL 2020 WAS A BIG HIT, BUT IT LOOKED A LITTLE DIFFERENT THIS YEAR!**

## **GOLF SCRAMBLE: SPONSORED BY REPUBLIC BANK**

Monday, September 14, 2020

Quail Chase Gold Club; 37 teams: 148 golfers: 12 volunteers



## **VIRTUAL 5K RUN/WALK:**

First ever Gaslight Virtual Run. 100 runners/walkers completing 320 miles

## **EAT ON TOWN SQUARE (NEW EVENT): SPONSORED BY ELEMENT 502**

Eat on Town Square was a NEW event this year, to drive business to the restaurants and bars on historic Gaslight Square. 7 participating restaurants; 7 days of discounts; hundreds of visitors.



## **BLOOD DRIVE: (NEW EVENT):**

We couldn't have a parade this year, so we decided to help the community and crush COVID by having a blood drive, hosted by the American Red Cross:

30 donors; 32 units collected; 96 potential lives saved.



## **BALLOON GLOW DRIVE-THRU: SPONSORED BY RIVER CITY BANK**

We were excited to host a drive-thru Balloon Glow event. The high winds caused a cancellation, but looking forward to next year.

# PARTNERS IN CHAMBER VAULE

**CONTINUED SAVINGS FOR CHAMBER MEMBERS WITH THESE PARTNERS:**

**SAVE ON HEALTH INSURANCE**



**SAVE ON WORKERS' COMPENSATION**



**SAVE ON OFFICE SUPPLIES**



**SAVE ON CREDIT CARD PROCESSING**



## 2020 BOARD OF DIRECTORS

**Bill Reynolds, Chair** *Element 502*

**Amy Berge,** *Middleton Reutlinger*

**Corey Boston,** *Jeffersontown Magazine*

**Trace Chesser,** *USA Cares*

**Mayor Bill Dieruf,** *City of Jeffersontown*

**Lily Drury,** *CHASE Bank*

**Lindsay Gaddie,** *Republic Bank*

**Wes Gersh,** *Align Wealth Management*

**Will Hancock,** *Johnson Lawrence Walker*

**Mike Kmetz,** *City of Jeffersontown—Economic Development*

**Carson Ledford,** *Technology Plus*

**Hank Mangeot,** *AT&T*

**Matt Meunier,** *City of Jeffersontown*

**Rebecca Osborne,** *Forcht Bank*

**Alicia Tinelli,** *Park Community Credit Union*

**Paula Presley,** *USA Cares*

**Mark Russell,** *Gallagher Risk Management Services*

**Michael Sawyer,** *Interstate All Battery Center*

**Brandon Thomas,** *The Underwriters Group*

## CHAMBER STAFF

**Deana Epperly Karem,** President

**Carolyn Neal Webb,** Communications Director

**Katherine Curry,** Finance Manager

Congratulations to **John Cosby** on his retirement after 11 years as Chamber President.  
Special thanks to **Denise Johnson** for her many years of service to the Jtown Chamber

## 2020 TOP INVESTMENT PARTNERS

### CHAMPION PARTNERS:



### ASSOCIATE PARTNER:

Jeffersontown Magazine

### COMMUNITY PARTNERS:

AT&T

Technology Plus

Park Community Credit Union

**SUPPORTING PARTNERS:** Buca di Beppo, Baptist Health, ESPN Louisville, Louisville City FC, Middleton Reutlinger, Signarama Louisville East, Wal-Mart Neighborhood Market

**ALLIED PARTNERS:** Citizens Union Bank, Indiana Wesleyan University, Kentuckiana Comfort Center, Monroe Shine & Co., Inc., Nimlok Kentucky | Signcrafters, River City Bank, Roosters, Scot Mailing & Shipping Systems, Inc.

SPECIAL THANKS TO THE CITY OF JEFFERSONTOWN

