

## February 2012

- Award Winners
- Announcing 2012 Board Chair
- Ambassador of the Year for 2011
- Members on the Move
- New Members



### 3 Tips to Craft an Effective Business Plan

Here are three ideas to craft a fresh and effective business plan for 2012.

#1 Make a plan for social media. If you haven't fully dived into the social media pool, you not only risk missing out on a crucial marketing tool, you also risk appearing behind-the-times. If you are not an expert in the field, then find someone who is.

#2 Make a Plan B. Especially in today's uncertain economy, it's important to have some back-up plans and flexibility in your target market, your product/service focus or both. Make a plan. If the market goes one way, you'll go this way. If your service becomes obsolete, here's how you'll make it current.

#3 Include your keen understanding of your market. What sets you apart from other businesses in your industry? List all your advantages over your competition.

Source: [www.score.org](http://www.score.org)

## Putting it ALL Together at the Annual Awards Reception



2011 Woman of the Year Mechelle Waltz with presenter, 2010 Woman of the Year Bobbi Harned.



2011 Man of the Year Johnny Warren with presenter, 2010 Man of the Year Dick Heaton.



Hall of Fame inductee Carolyn Goodman, right, with nominator Patsy McGee.

Congratulations to Mechelle Waltz, 2011 Woman of the Year, Johnny Warren, 2011 Man of the Year and Hall of Fame inductee Carolyn Goodman. All were honored at the Chamber's Annual Awards Reception in January, along with Standard Communications Ron Filkins Volunteer of the Year Margaret Sims.

Marsha Clark was recognized as the Chamber Ambassador of the Year. The awards presentation capped an agenda that included recognition of outgoing Board Chair Samantha Brady and the announcement of Lisa Nowaskie as 2012 Board Chair.

Outgoing board members Israel Stone, Greg Mooneyhan and Melanie Edwards were thanked for their service, and new board members Patti Longmire, Andy Smith, Kelli Schram and Jeremy Hawkins were introduced.

County Judge Dean Watts and Bardstown Mayor Bill Sheckles shared with the audience the state of the economy in our community.

Standard Communications Publisher Jamie Sizemore congratulates Margaret Sims.



## Get Linked In

Hear that sound?

That's the sound of the 2012 Board of Directors "working on the chain gang."

Chamber members attending the Annual Meeting received paper links for the chain.

They wrote their business links, them to a



names and nesses on adding chain that

represents how businesses in Nelson County are connected. Members will have the opportunity to add links to the chain throughout the year at Chamber events and to be eligible for a grand prize drawing at the end of 2012.

## Board Chair 2012



Lisa Nowaskie



Anytime Fitness  
131 Parkway Dr.  
Bardstown, KY 40004  
502-348-2348  
[www.clubsanytime/bardstown/](http://www.clubsanytime/bardstown/)



Ambassador of the Year 2011

Marsha Clark



Marsha Clark Real Estate  
4260 Louisville Rd.  
Bardstown, KY 40004  
502-348-6554  
[marshaclark@peoplepc.com](mailto:marshaclark@peoplepc.com)

**LIVERS BODY SHOP**4500 Pennebaker Ave.  
Bardstown, KY 40004

502-348-8379

**FORT KNOX FEDERAL  
CREDIT UNION**

1-800-285-5665

**ANYTIME  
FITNESS**

502-348-2348

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**CHAMBER EVENTS****February 15, 2012**Business After Hours 5:01  
Sponsored by WBRT and  
Bourbon City Bistro**February 16, 2012**Women's Council Luncheon  
12 noon  
Keystone Cinemas**February 20, 2012**Board of Directors Meeting  
4 p.m.  
Chamber Conference Room**February 23, 2012**Ambassadors Luncheon  
12 noon  
Penn Station East Coast Subs**COMING EVENT**Mark your calendar for  
**FIRST THURSDAY**  
Membership Luncheon  
Thursday, March 1, 2012  
Best Western  
Sponsored by  
Fort Knox  
Federal Credit Union**Chamber Members  
on the Move...**

Diana Gagne

Congratulations to Diana Gagne, recently named the American Cancer Society Community Volunteer of the Year for her work on the Relay for Life of Nelson County.

Diana is vice-president and banking center manager of the First Federal Savings Bank on John Rowan Boulevard. She serves as the sponsorship chair for Relay for Life as well as the bank's Relay team captain.

As sponsorship chair in 2009-2010, Diana saw her committee raise \$18,750 in sponsorship for the Nelson County Relay for Life. That total amount jumped to \$29,750 in sponsorship for the 2010-2011 year. American Cancer Society Community Representative for Nelson County Vickie Grassman noted that Nelson County exceeded its total goal for fundraising by \$5000, due in no small part to Diana's efforts.

Diana is continuing her efforts on behalf of Nelson County's Relay for Life. Businesses and individuals interested in sponsoring Relay for Life in 2012 can contact her at 502-348-6421.

Diana and her husband Brad are parents to two active boys. She is also an active member of Rotary Club and serves on the Board of Directors for your Chamber of Commerce. Thanks, Diana, for all you do to serve your community!

**Know a member on the move????**Contact the Chamber at [chamber@bardstown.com](mailto:chamber@bardstown.com)**NEW MEMBERS****The Apparel & Awards Factory**Bev Hart  
994 Chambers Blvd.  
Bardstown, KY 40004  
502-348-2223  
bev@theapparelawardfactory.com  
www.theapparelawardfactory.com**Xavier's Pub**Frankie Hibbs  
169 Mulberry Alley  
Bardstown, KY 40004  
502-249-1791  
fhibbsiii@hotmail.com**Beautiful Salon & Spa**Tina Richard  
108 N. third St.  
Bardstown, KY 40004  
502-348-9099  
nailsbyteresa@yahoo.com**Rent This Bar**Sara Cambron  
193 Conner Rd.  
Fredericktown, KY 40069  
502-249-0652  
saragoben2@hotmail.com  
www.rentthisbar.com**Rickhouse Restaurant**Jason Heath  
112 Xavier Dr.  
Bardstown, KY 40004  
502-348-2832**Splatter, Inc.**J. T. Roby  
105 W. Woodford St.  
Lawrenceburg, KY 40342  
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