



City of Middletown

The Heart of Louisville

City Officials

2020-2022

Mayor J. Byron Chapman

Commissioner Mark Stigers

Commissioner Ron Wolf

Commissioner Amy Oliver

Commissioner Paul Hayden

*Sometimes your don't realize your own strength until you
come face to face with your greatest weakness.*

Important information about our newsletters!!

The city will produce four newsletters per year. Two will be digital and two will be mailed. The next issue will be digital on our website: cityofmiddletownky.org

From the Desk of Mayor J. Byron Chapman

As I wrote in our last newsletter, during difficult times such as these, it is important to stay positive and help our fellowman. Please continue to support our local businesses, as well as neighbors and friends throughout our community.

I would like to thank our city commissioners, our community essential workers, our local shop owners, and our Middletown Police Department for their forward-thinking efforts during this pandemic to keep us safe, healthy, and moving forward this past year. It has been their collective successes that have continued our community's positive progress, even while other communities are struggling.

Specifically, I would like to highlight the work of our City of Middletown Police Department. The following numbers were reported in our Daily Activity Log for the year 2020:

Tickets Issued: 240	Warrants Served: 76
Warnings Issued: 402	Warrants Attempted: 69
Parking Tickets Issued: 127	Calls for Service: 5,184
House Watches: 671	Police Reports Written: 572
Arrests: 94	Collisions: 368

Our Police Department is small but certainly mighty in making a positive difference in our city. Our officers continue to put themselves at risk every day during this pandemic to support our community and keep our citizens safe and healthy.

If you would like to show your support, please consider a monetary donation that can be made through the Louisville Metro Police Foundation. Any amount will help to fund much needed equipment and training. If you would like the details on how to donate, please give us a call at 502-365-1900, or visit www.middletownkypd.org and click on the FAQ section to find out how to donate.

Sincerely,

J. Byron Chapman, Mayor

MIDDLETOWN POLICE DEPARTMENT

Message from the Chief

Spring is in full bloom and I hope this newsletter finds you in good spirits and good health. Like each year Spring is synonymous with starting anew. Your City and Police Department are no different, there is some new growth I'd like to share. First, we have a new City Commissioner; Paul Hayden started this year, and we welcome him to his new post. The Police Department hired a new Sergeant to work on the late-watch shift, please welcome Glenn Simpson. Sgt. Simpson is a retired Lieutenant from LMPD and comes to us with a vast array of knowledge, if you see him out please stop and get to know him. We have also instituted a traffic officer position, Officer Ken Christian

IMPORTANT NUMBERS

911 for Police Emergency

**Call 574-5471 to Report a
Non-Emergency Crime**

**Call 365-1900 for general questions
for the Middletown Police**

will fill that job. Officer Christian's many years with LMPD's traffic unit will make him well suited for the position. His duties will include general traffic law enforcement, responding to and investigating traffic accidents and assisting the patrol officers when needed.

The next topic I would like to talk about is crime prevention. There are some disturbing increases in crime in our area that I think can be prevented if we just take the time to protect your property. You know the old saying: "an ounce of prevention is worth a pound of cure." We can reduce the amount of crime in our area by simple tasks such as ensuring we lock our vehicle doors and not keep valuables in plain sight. Now that the weather is nice, we can check around our homes to make sure the security lights are still

working. If there are any parts of our property that are dark at night and/or items of value are stored there, then maybe we need to add some additional lighting. Get to know your neighbors, whether you live in a house or apartment. Knowing your neighbors adds to your team of eyes that can keep watch on your property when you are away, and you can do the same for them. Investing in an alarm system or security cameras would be a great tool to help prevent or reduce the loss should those with evil thoughts attempt to prey on the innocent. Our detectives love to watch videos of would be thefts attempting to get into your vehicles only to be driven away by security lights and locked doors.

Hopefully, the COVID-19 pandemic will start to subside and we can get back to hosting more events where we can freely interact with our citizens. As restaurants and businesses start to open up and people start to venture out of their homes, we hope to see you and have the opportunity to talk to you again. As you know we have been out here throughout the quarantine and look forward to seeing you in our city and patronizing our local businesses.

My officers and I take pride in our city, with your help, we can make Middletown a safer, more enjoyable place to live, raise our families, and work. If you have any suggestions or comments please feel free to let me know.

Sincerely,

Chief Rob Herman



Chief Rob Herman

HAPPENING AROUND TOWN

Middletown Chamber of Commerce Laura Wright, Executive Director

As we continue to deal with Covid-19, the Middletown Chamber has been holding its own with virtual calls, via Zoom:

- Senior Synergy
- A Chamber monthly call
- Non-Profit Affinity Group
- 2 E-Commerce/Social Media Affinity Group
- Retail/Housing and Hospitality Affinity group

We are sending out a weekly Chamber Chatter to our members. You can find the weekly CC on our web-site at www.middletownchamberky.com as well as recordings from all of our Zoom calls.

With the anticipation of Spring, some of our newer members are scheduling their ribbon cuttings. Leads at Lightning Speed has been re-established via Zoom. 2 per month, with the first two being held in March.

Our Annual Golf Scramble is scheduled for 5/10/21 at Lake Forest Country Club. For more information, call Laura Wright at (502) 245-0404 or e-mail her at Laura@middletownchamberky.com.

The Chamber continues to communicate with members who have not updated or listed their business on the Chamber website.

With the weather breaking, Chamber staff will be handing out updated packets being put together to give to prospective members. They will be delivered to new businesses that have or are opening in Middletown and surrounding areas.

The Board finalized the discussion of offering the Anthem Health Insurance Plan thru the Kentucky Chamber of Commerce in addition to the Health Group Insurance being offered thru Brown and Brown Insurance and their agent, Stop-Loss Brokerage. The Board approved the option to offer a Worker's Compensation Plan thru KCC. A letter is being developed that will be sent out to current members, past

members and prospective members informing them of the additional coverage options.

The Chamber has started to participate in virtual Zoom calls with the KCC & GLI. Both can, and will be, a great resource for our Chamber.

Laura is looking forward to Spring and Summer and the progress that will be made now that the weather is cooperating. Definitely new members, new programs to offer, quality Zoom calls and planning in-person events starting in May or June (keeping our fingers crossed).



Crumbl Cookies 12949 Shelbyville Rd. #102



What is your Inimitability Index?

By Warren P. Lesser, DBA, MBA President, Middletown Chamber of Commerce

Merriam-Webster scholars define *inimitability* as *the quality or state of being inimitable* (i.e., *having no equal or rival for excellence or desirability*). You have no equal, no substitute. No one can match or rival the degree of your excellence. I want no one else; there is no replacement for you.

***Inimitability—
having no equal or rival for
excellence or desirability***


We can easily relate these concepts to ourselves as being inimitable spouses, parents, grandparents, children, or best friends. But what about our businesses? What is the inimitability index of your business? Is there a restaurant substitute for your favorite chicken sandwich? Favorite salad? Where do you get your car serviced? Which company do you call when you need a technician to fix your furnace or air conditioner? Why do you trust your money with your chosen bank? Which businesses in Middletown exemplify unequalled excellence, top-to-bottom?

A key to long-term company survival is the ongoing inimitability, or non-substitutability of the services or products that we provide our customers. When this state is achieved, no competitor can equal the service or product that you deliver. As we perform self-assessment, what do you provide your customers that no one else *does* deliver, as good as you? Better yet, what do you deliver that no one else *can* deliver, as good as you? The 8Ps marketing mix is a good model/guide for us to use in assessing the *specialness* of our businesses.

For our purposes here, let's define the 8Ps

as *product, price, place, promotion, processes, physical evidence, people, and personalization*. The strength of a business and its inimitability index derive from customer perceptions of unequalled excellence in one or more of the 8Ps. The more Ps, the better. In this article, let's explore personalization – the P that many business leaders miss.

Personalization to the customer ... When I visit their store, at least one employee calls me by name... The employees express genuine concern about me and my needs, rather than try to push a product or service on me so the business can make a higher profit... Employees speak to me with a tone of voice and with words that convey respect to me... I feel special when I go there... Someone in the business follows up with me to see if they served me adequately (these days, typically via the Internet)... Someone from the store sent me a Happy Birthday wish. When I walk in, employees already know what I like, and what I don't like... Employees respond to me right away, answer my questions, and do their best to fulfill my



A key to long-term company survival is the ongoing inimitability, or non-substitutability of the services or products that we provide our customers.

requests. I feel genuinely appreciated as their customer, and I would not even think about going to a competitor... (etc.).

So, as a business owner, manager, or employee, are you delivering personalization inimitableness? I hope this info helps, perhaps in some small way.

Trash Recycle Yard Waste

Rumpke Contact Information



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**Phone—800-678-6753 or
502-568-3800 Ext. 3 Customer Service**

Website: www.rumpke.com

Large Items:

If you have a large item to be picked up such as a mattress, you must call Rumpke to schedule the pick up. All mattresses must be wrapped in plastic. In addition, cloth furniture items must also be wrapped in plastic.

RECYCLE PICK UP

North of Shelbyville Road

Thursday, April 8
Thursday, April 22
Thursday, May 6
Thursday, May 20
*Friday, June 4
Thursday, June 17
Thursday, July 1

South of Shelbyville Road

Thursday, April 1
Thursday, April 15
Thursday, April 29
Thursday, May 13
Thursday, May 27
Thursday, June 10
Thursday, June 24
Thursday, July 8

Historic Middletown

COMMISSIONER MARK STIGERS

Two Jet Fuel Tanks Fall & Explode

Two jet plane fuel tanks dropped from the sky and exploded - one in the rear of a farmhouse near Middletown and the other two miles away on a farm north of Jeffersontown.

The tanks that fell near Jeffersontown bounced off a rock ledge and exploded within 100 feet of Edward First, a farmer working with W.L. Walker. Neither was hurt. The explosion left a hole in the field 8 feet long, 3 feet wide and 2 feet deep. Fuel was splattered within a radius of 5 feet and several aluminum splinters were strewn over the area. Mr. First stated it just hit off the ledge and bounced about 20 feet in the air then it went off like a stick of dynamite. Several Jeffersontown residents said they saw one or both tanks hurtling downward.

Officials at Wright Patterson Air Force Base in Dayton Ohio notified the Kentucky Air National Guard that the tanks were from a jet fighter in flight from Nashville to Dayton. He had to release them because they were not feeding correctly and were creating difficulty with the plane's operation. The tanks hanging beneath the wings only hold a small part of the fuel used by the plane. At

approximately 1:30 pm one tank fell behind the home of Mrs. Eugenia Moser. At first, she thought something had happened to her husband as he had gone out to fuel the tractor when she heard the explosion. She called the county police who responded with six cars and 20 members of the Middletown Volunteer Fire Department went to the Moser farm.



Courier-Journal Photo

'LIKE A STICK OF DYNAMITE,' said a farmer of the explosion that left this wreckage on the W. L. Walker farm near Jeffersontown. From left are Kentucky Air National Guard officers Lt. Col. Verne Yähne and Second Lt. Alvin R. Byrd; Roy Liggett, 14, of 1147 Standiford, and County Patrolman G. W. Tyer.

School News

EASTERN HIGH

Heather Orman Named New Principal

January 12, 2021 – Taking on the new role of principal at Eastern High School represents an exciting homecoming for Dr. Heather Orman. Her career includes 16 years in JCPS before becoming principal at Newport High School in Newport, Kentucky in 2018.

“Dr. Orman communicated a clear vision for Eastern High School to become a blue-ribbon school while ensuring a culture where every student feels a strong sense of belonging,” JCPS Assistant Superintendent of High Schools Christy Rogers said. “We are excited to welcome this dynamic leader back to JCPS. She is worth the wait.”

Orman has dedicated more than two decades to education. She taught math and English/language arts and worked as a literacy recovery specialist before moving on to school administration. Orman’s time in JCPS includes stops at Meyzeek Middle School and, most recently, Seneca High School, where she served as an assistant principal for four years.

“The role of the principal is a servant’s role,” Orman said. “I value school pride, student ownership in learning, teacher innovation, an atmosphere of collaboration, and most of all, continual growth and improvement. Our culture will be built on every child being college and/or career ready. Our collaborative work will establish Eastern’s place as a leader and innovator in education nationally.”

Orman earned a bachelor’s from Midway College, a master’s degree from Indiana University Southeast, and a doctorate from Bellarmine University.



Visit our website www.easterneagles.org or follow us on Twitter @easternhsmedia or @athleticsehs

Please visit our calendar for complete list of available events:
www.easterneagles.org/calendar

Museum Moment

Middletown Museum 11700 Main Street

Warm weather is coming soon. That gives us the chance to be outside enjoying the warm breezes and sunshine. It's time to plan your vegetable garden and decide what flowers to plant to beautify your yard. Why not try an heirloom tomato plant or some old fashioned flowers? We will probably continue to see limited social contact due to the Covid 19 virus. Everyone needs to continue to wear their mask, keep social distancing and get the Covid 19 vaccination. Hopefully, we can stamp the pandemic out with continued precautions. We look forward to opening the Museum when visitors and volunteers can visit safely.

We can be reached at the following phone numbers: 245-0113 and 643-7393.

Museum Hours When we reopen

Thursday: 10:00 a.m.—3:00 p.m.

Saturday: 1:00 p.m.—4:00 p.m.

If you would like to receive the newsletter electronically send a request to:
deborah@cityofmiddletownky.org

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LOUISVILLE KY
PERMIT #1259

CALENDAR 2021

April

- 2 City Hall Closes at noon for Good Friday
- 8 City Meeting @ 6:00 p.m., City Hall, 11803 Old Shelbyville Rd.

May

- 13 City Meeting @ 6:00 p.m., City Hall, 11803 Old Shelbyville Rd.
- 31 City Hall Closed for Memorial Day

June

- 10 City Meeting @ 6:00 p.m., City Hall, 11803 Old Shelbyville Rd.
- 13 Concert in the Park—Wulfe Brothers 11803 Old Shelbyville Rd.