

Dorn Crawford, Mayor Janette Mercer, City Clerk City Hall: 3340 Robin Road 637-5066 www.AudubonParkKY.org f Audubon Park Residents



City Council: Mike Gardner Sr Da Brittney Gorter Car

Andrew Klump

Darrell Shelton Camden Shipley Lisa Weaver

Issue 83

September 2018

MAYOR'S MUSINGS

Dorn Crawford

The passing of summer is always hard, and a jarring reminder of the tasks still remaining while the days grow shorter. It's an election year, so most of this fall edition needs to focus on that. But first, a brief tally of the City's major objectives for the season ahead, mostly to cap off efforts long in progress. Here's an agenda:

- A supplemental budget, to apportion available funds after closing out last fiscal year's books. This provides an opportunity to reapprove funding for projects not completed in the previous year; consider meeting needs that couldn't be funded in initial budgeting; and set any remaining resources aside for road work and other contingencies.
- A comprehensive road plan, establishing sectors of the City's street network that can be repaved in sequence based on expected resources, with initial phases to be completed in the current season.
- Getting back on my feet, after a difficult recuperation from a July road accident. Thanks so much for all the well-wishing, support and patience over the last couple of months!
- A town hall meeting to review the City's legal affairs, with the active cases of recent years either resolved or fully briefed, and thus open to reflection and discussion

An updated Code of Ordinances, long in progress but challenging to conclude for its scope and complexity. Adopting the product compiled in seven revisions to date, while it may still leave room for improvement, will be a great leap forward from the 20-year-old Code we have now.

- Layout and evaluation of alternatives to complete the refurbishment of the City's signature entrances. Columns have been restored and maintenance programmed, but other finishing touches (power, illumination, drainage) have proven difficult and expensive to arrange. A net assessment is essential to guide next steps.
- *Auktoberfest*, our celebration of the harvest season.
- A town hall meeting serving as a Candidates' Forum, to promote dialogue and interaction with prospective members of next year's City government.
- The annual City audit, combining extraordinary efforts of City staff and external auditors to insure that our books and the procedures behind them remain in solid shape.

These are the 'big pieces' in the months ahead. The normal workings of City business will of course continue in the meantime. Hope you'll let us hear from you!

SPECIAL SECTION: ELECTION 2018

As you may have heard, there's an election coming up! After a late surge of ballot registrations, it's a pleasure to note that voters will be offered viable choices to fill the six Council seats. Ten candidates filed, and while one has deferred to next term to meet the required length of residence, nine remain for your consideration. There's still the possibility for write-in candidates to file declarations by October 26; their names won't be printed on the ballot, but election officials will have lists of their names at the polls, and votes for them will be tallied when written in. You may recall two members were elected to the current Council that way. Inquiries on filing procedures are welcome, either at City Hall, or at the county Election Center, 7th and Ormsby.

As in years past, expect a town hall meeting shortly before the election, to allow citizens to interact directly with the finally declared candidates, discuss issues, and ask questions. But for starters, those registered for the ballot were invited to introduce themselves here. For uniformity, candidates were sent the following suggested template of common personal and civic items, and invited to respond as they wished:

CANDIDATE PROFILE		
Name:		
Address:	there since:	
Additional contact info (phone/email):		
Family:		
Employment:		
Activities/interests:		
Education:		
Reason for interest in City government:		
Three highest priorities in office:		
1.		
2. 3.		
Remarks:		

Cameo photos were also invited. Responses received are shown below, in order of their drawn appearance on the ballot.

MAYOR

Tony Williams

Address:3220 Eagle Pass, since November 2003Additional contact info:tw722@aol.comFamily:Wife- Sarah, 2 children and Dog- JacksonEmployment:Williams & Williams, Inc.Activities/interests:Family, Sports, Music, Fishing, OutdoorsEducation:Business Administration CBPA University of Louisville

CITY COUNCIL



Address: 900 Audubon Pkwy, Unit 3, since 2016 (previously on Dove Rd since 2003) *Additional contact info: AndrewKlumpOfficial@gmail.com*; 502-641-0276 *Family:* Parents - William and Barbara Klump *Employment:* Third-year law student at the University of Louisville Brandeis School of Law

Andrew J. Klump

"Provided as a service to our neighbors"

Activities/interests: Avid Tennis Player/Coach; Basketball fanatic; Developed the bylaws for the Louisville Community Grocery, a cooperative business aimed at ending food deserts in Louisville.

Education: B.A. in Political Science; B.S. in Computer Science; currently pursuing my law degree (J.D.) at the University of Louisville Brandeis School of Law.

Interest in City government: I have always had a passion for serving the community in any possible form or fashion. From that passion my interest in policy sprouted, leading me to study policy analysis in my undergraduate courses, and taking classes on legislation and drafting in law school. Those skills have decisively made my most effective role in serving the community, a governmental position.

Highest priorities:

- 1. Sidewalk and Road Redevelopment
- 2. Business Redevelopment Along Preston Highway

3. Grow the reach and awareness of Audubon Park in an effort to spur more involvement in community activities and to spur greater development in the surrounding area to make Audubon Park the next "IT" area of town.

Remarks: The city is on the best financial footing in years, but with a new mayor and many new councilors coming in next term, we need continuity in order to continue the progress that has been made to secure our finances while balancing the needs of the community. I have thoroughly enjoyed serving as councilor over the past two years, and my experience will aid this community in continuing to flourish. I appreciate any and all support that allows me to continue to serve Audubon Park.

Daniel Stephen

[respectfully declined to participate]



Stephanie George

Address: 1226 Valley Dr, since April 2017

Additional Contact Info: smgeorge582@gmail.com; 502-551-0457

Family: I am married to my wonderful husband, William George, and we have a newfoundland-lab dog, Mousa who is almost a year and a half. I am also the proud aunt of 11 nieces and nephews.

Employment: I am the Vice President, Marketing/Brand Manager at Hilliard Lyons. In this role, I am responsible for generating measurable brand growth through the

development and execution of a strategic marketing plan across channels for the firm and our sales field of nearly 400 Wealth Advisors.

Activities/Interests:

- · Volunteer and "Big Sister" mentor with Big Brothers Big Sisters
- \cdot Member of the Associate Board for Coalition of the Homeless
- · Member of St Agnes Parish

 Passionate about visiting many of Louisville's local restaurants, breweries and live music venues, and Louisville Public Media events.

Education: B.A. Public Relations and B.S. in Marketing from Western Kentucky University

Interest in city government: I am passionate about giving back to my community through time, talent, and treasure. While volunteering locally is rewarding and much needed, I think the best way to apply my skillset and business experience to make change is to run for local office.

Highest priorities:

1. Fostering community

- 2. Keeping our city safe and walkable
- 3. Maintaining our parks and tree canopies

Remarks:

When we moved to Audubon Park last spring, My husband and I were first time homebuyers. The week we closed on our first home, we visited our new neighborhood for the kick off to the Audubon Dogwood Festival and fell in love with this community. Soon after we adopted our dog Mousa from a dog shelter and met so many new dog owners around the neighborhood, and felt an incredible sense of camaraderie in Audubon Park. As a young resident who takes full advantage of all our neighborhood has to offer, I feel I could bring a a unique perspective to the City Council.

I have over 7 years of marketing, public relations and business experience that I feel would be an asset to Audubon Park. Presently, I am the Vice President and Brand/Marketing Manager at Hilliard Lyons. Throughout my career, I have managed the marketing, advertising and digital strategy of major companies, planned large scale events, managed budgets ranging from \$30,000 - \$1 million.

I am a big believer in having an open-door policy. If elected to City Council, I would encourage and seek out opportunities to meet with my neighbors to learn more about the issues you'd like to see addressed within Audubon Park. Whether you see me on the street, give me a call, send me a Facebook message, or knock on my door, you can always count on me to listen intently to your concerns and suggestions with an open mind and open heart. My door is always open – and usually my fridge is stocked with snacks – so feel free to swing by anytime!



Seth Tyler Kirk

Address: 900 Audubon Parkway #2, since 2015 (My wife has lived in Audubon Park since 2007)

Additional contact info: SethTKirk@gmail.com; 859.583.2330

Family: Wife, Rachel; Son, Wynn (3)

Employment: Williams Inference Global

Activities/interests: Playing with my son; cooking; news; trivia; civility

Education: BS Economics (2007); BBA Finance (2007) - University of Kentucky

Interest in City government: I want to promote a safe, forward-focused community in Audubon Park. *Highest priorities:*

- 1. Improved Internet Speeds
- 2. Sidewalk Reconstruction
- 3. Family-Focused Neighborhood Activities

Remarks: The citizens of Audubon Park span generations. We need to invest in the livelihoods of both our youngest and eldest community members.

Jennifer W. Kleier



Address: 3244 Cross Bill Rd, since October 2010

Additional contact info: jennifer@mulloyandkarem.com; (502) 794 1685

Family: My husband Brent and I have been married since January 19, 2013. We have two beautiful girls, Jocelyn, age four (4), and Quinnlan, who is almost twenty-one (21) months.

Employment: I am an associate attorney with Mulloy & Karem, Attorneys at Law. My primary areas of practice are family law, estate/probate work, and personal injury. Prior to my current position I was an Assistant Public Defender in Jefferson County for five

(5) years during which time I represented individuals who were charged with crimes and could not afford an attorney.

Activities/interests: I grew up playing competitive tennis and attended Murray State University on a full scholarship. I love being outdoors whether its running, hiking, tennis, biking, or any other activity. I spend a large amount of my free time with my husband and our girls, exploring Louisville and all of the fun activities it has to offer.

Education: I earned my Bachelor of Science in Criminal Justice from Murray State University in 2005 and then graduated in 2007 with a Masters in Sports Administration from the University of Louisville. In 2010 I received my Juris Doctorate from the University of Louisville Brandeis School of Law.

Interest in City government: Our representatives in local government and the decisions they make have a tremendous impact on the quality of our daily lives. No matter where we go during the day at the end of it we all come home to Audubon Park. It's vital that we have people in office who will listen to his or her constituents and work with them to help Audubon Park grow.

Highest priorities:

- 1. The safety of all residents and our guests
- 2. The upkeep and beautification of our city
- 3. Creating venues and events for residents to get to know each other and show pride in our city

Remarks: When people ask me what part of Louisville I live in I always proudly answer Audubon Park. To me, it's the perfect place to call home and the best place to raise a family. There is a sense of community here which is unparalleled and serves as a strong foundation for a thriving city. As a city councilor I want to build upon that foundation to make our city even greater. I understand that in order to do so it is important to listen to the residents. Whether I already know you or not please do not hesitate to stop by, call, or email so we can talk about our plans for Audubon Park. Happy September!

Alex Brey [deferred to next term to attain eligibility]

Ravi Bhatia



Address: 1208 Audubon Pkwy, since 2017 Additional contact info: rkbhatia118@gmail.com; 630.362.7347 Family: Sarah (Wife), Dover (Dog) Employment: Content Producer | Cinematographer at Scoppechio (Advertising) Activities/interests: My activities include cars and soccer and I am always interested in volunteering my time with the Parks and Recreation Board. Education: The University of Illinois at Urbana-Champaign

Interest in City government: I care deeply about our community and think that my experience and skills will help to improve the city. I also greatly enjoy meeting and speaking with people and look forward to communicating the concerns and ideas of my neighbors.

Highest priorities:

1. To increase the sense of community and engagement within Audubon Park, as well as promote our city to surrounding areas

- 2. To improve and update the city's infrastructure to continue to increase the quality of life of its residents
- 3. To help promote small business development within the city of Audubon Park and surrounding areas

Remarks: We moved to Audubon Park last year and have truly fallen in love with this treasure within Louisville. Whether it's walking our dog through the neighborhood or sharing a beer with a neighbor during the Light Up Audubon Festival, it's been a pleasure to make this city home. As I began to get involved with various volunteer efforts and community events, my passion for our community increased along with my desire to provide a fresh voice for the residents. I would be honored to have your vote and play a role in continuing to improve our city. Please feel free to reach out with any questions or to arrange a time to meet in person.

Madeline Mittel Bozeman



Address: 3300 Oriole Drive, since July 2017 *Additional contact info: mmmittel@gmail.com*; 502.472.7343

Family: Married to Matt Bozeman and daughter of Joe and Leslie Mittel. Seven siblings, five of whom live in the Park, and two who live out of state.

Employment: JCPS teacher at Brandeis Elementary

Activities/Interests: Traveling, biking, reading, baking and gardening

Education: BS Business Management; Masters of Arts in Teaching, Elementary Education; Masters of Arts in Education, Literacy Specialist P-12

Interest in city government: I grew up in Audubon Park and have lived here for a majority of my life. I value our city and the unique governance structure and would love to represent friends, family, and neighbors to ensure their voices are heard. Continuing to make Audubon Park a safe place to live is a high priority of mine. *Highest priorities:*

1. Community safety: decreasing petty theft, speeding, and break-ins.

2. Increase community involvement. Continue and expand existing programs by involving all residents: fall festivals, block parties, garden club, and work days in the park.

3. Work with the Forest Board to encourage residents to renew our tree canopy and increase tree diversity.



Brittney Gorter

Address: 3302 Robin Road, since July 2015 *Additional contact info: brittneygorter@hotmail.com*; 502.376.9732 *Family:* Husband Kristopher, daughter Grace *Employment:* Director of Marketing & Communications at the Kentucky Derby Museum *Activities/interests:* Involved parent at Grace's school, St. Francis of Assisi. Camping, hiking, social events. *Education:* Presentation Academy & University of Louisville

Interest in City government: Better our community *Highest priorities:*

1. Community engagement

- 2. Implementation & completion of projects
- 3. Strategic planning & setting long-term objectives

Remarks: I would be happy to be involved with a 2nd term of the City of Audubon Park's Council. I would love to see visions come to fruition, with the help of laying out the roadmap for the coming years ahead.



Austin T. Schwenker

Address: 1145 Dove Rd (19 years); 3119 Sora Ave (purchased/closed 08/31) *Additional contact info: atschw03@gmail.com;* (502) 640-4938 *Family:* Judy (Thomas) Schwenker (mother); Joseph "Joe" Schwenker (father); Lance Schwenker (brother) *Employment:* Diabetes Sales Specialist @ AstraZeneca Pharmaceuticals

Interests/Activities: outdoors, photography, leadership, fundraising, and organizational support/advising

Education: BSBA Marketing, Entrepreneurship, Management (University of Louisville); Saint Xavier High School; Saint Stephen Martyr

Interest in city government: The idea of civic duty was instilled early in my development; I began exercising this interest in High School and College as an active member of KYA & KUNA which are mock government assemblies for high school students across the state and in college at The University of Louisville I was a Councilman, then Senator and President of the College of Arts and Sciences. During my last year of college I had the privilege to take my efforts a step further as the Executive Vice-President for the student body (undergraduate, graduate and professional schools) representing the broad interested of students on multiple campuses at UofL and in a varying stage of life. These experiences pushed me to prioritize using my talents and time for the betterment of our collective community through volunteer work and being an active, engaged and vocal citizen.

Highest priorities:

1. Utilization and allotment of fiscal and excess budgets to best serve community needs.

2. Community enhancements (beautification, parks, roads, sidewalks, trees, and continuing collaboration with Garden Club, Forest Board, and Parks & Recreation)

3. Support efforts of Audubon Police, enforcement of policies and codes, and insuring codes and policies are up to date and in line with current community standards.

Remarks: I look forward to the opportunity to serve as a council member in Audubon Park, taking on an exciting and yet rewarding challenge. As a member of this community for 19 years (officially) growing up on Dove Rd, I look forward to brining a wide range of experiences, talents, and opinions to council while also brining several new insights as a first time homeowner and a new resident of Sora Ave — I cannot wait to get to know a new street and even more of my neighbors in Audubon Park! If you have any questions or would like to learn more, please reach out at your convenience via my personal mobile (502) 640-4938 and/or email: atschw03@gmail.com.

PUBLIC SAFETY UPDATE

Chief Mike Minniear

Greetings, everyone. Crime is significantly down in the surrounding area and in Audubon Park. I have bi-monthly meetings with our LMPD counterparts, and view crime in our area on a daily basis. Let me just mention a couple of quick points:

Please remember to request house watches through the Audubon Park website. There have been a few missed due to short-notice messages on voicemail.

The quickest response if you need the Audubon Park Police is to call 574-5471. If you call 911 for police, LMPD will be dispatched for emergencies, and Audubon Park Police will receive the run second after the delay of LMPD receiving and dispatching the call. But for medical emergencies please *always* call 911.

If you have any questions or need clarification, please call me at the office, 637-5066, ext 310 (ext just changed from 302 to 310 in an update of our aging phone system). You can also email me at *mminniear@audubonparkky.org* with any questions.

Because our officers are highly sought after by other departments and agencies, we continue to see occasional turnover, and rely on a pipeline of standout second-careerists emerging from LMPD and other sister organizations. Here's the latest you should meet:



Ray Sutherland

Officer Ray Sutherland was sworn in to the Audubon Park Police Department on August 20, 2018. He had worked for L&N Railroad from 1974 until 1988. Ray left the railroad to start his career in law enforcement in 1988 with the Louisville Division of

Police (a 'late bloomer'). After working in the West End of Louisville at the beginning of his career, he transferred to the Traffic Unit in 1993. In the Traffic Unit, he was a hit & run detective and certified accident reconstructionist. He retired from LMPD last year. He is married with two grown sons who are making a life of their own.

Two additional officers have been recommended and await formal appointment and confirmation. Look for their introductions in the next edition!

FOREST BOARD NEWS

Leah Netherland

The new budget for the fiscal year that began on July 1st provides funds to continue replanting our canopy trees in the public right of way and in areas that shade the city streets. An article in the *Courier Journal* features a recently published book with evidence that taking walks among forest trees may boost our immune system because trees emit substances that "supercharge" the surrounding air. The author reports that walking along tree lined streets can provide these same benefits. Her research indicates that forest air is more beneficial than regular "fresh air". For more information, look for the book, *Forest Therapy: Seasonal Ways to Embrace Nature for a Happier You*, by Sarah Ivens.

Please contact Leah Netherland @ 638-8919 for more information on our tree planting programs or to get involved in volunteering with our tree care programs.

AUDUBON PARK GARDEN CLUB NEWS

Joanne Bader

New Garden Club Programs to Begin in September

The Garden Club hosts a monthly program series from September to May. These monthly programs are open to all residents and their guests, and are held at Audubon Park City Hall, 3340 Robin Road, beginning at 1 pm (unless otherwise noted). Membership is no longer restricted to Audubon Park residents only....if you know of anyone interested in joining the Garden Club, please have them contact Membership Chair Janet Shumate, at 636-0111, or Club President Jane Jonczy, 239-4468, for more information. at Membership in the Garden Club is \$25 per year. A full listing of Garden Club programs for the upcoming year can also be found on the city's webpage: www.audubonparkky.org, in the Garden Club heading under the Community tab.

Monday, September 10, 2018: "The Beauty of Cave Hill," with Representatives of Cave Hill Cemetery providing a tour. Those interested in attending should meet at City Hall at 12:30 pm to carpool to the site. There is a charge of \$10 per person.

Thursday, October 18, 2018: "From Trees to Treasures," with guest speakers (and Audubon Park Garden Club members) Anita and Neal Garrison. This meeting is the club's annual fall dinner, held at Audubon Country Club, 3265 Robin Rd. at 5:45 p.m. Reservations are required, and there is a fee for dinner. Contact Grace Worful at 375-9041 for reservations or additional information.

Monday, November 12, 2018: "How to Make a Terrarium," with guest speaker (and Audubon Park Garden Club member) Emily Challis.

Monday, February 11, 2019: "Easy Floral Designs with Flowers from the Grocery or Your Garden," with guest speaker Jacquelyn McGrail, a Master Gardener, Landscape Design Consultant, and Past President of the Rambler Garden Club. This event, our potluck winter luncheon, is held at Audubon Baptist Church, 1046 Hess Lane at 11 a.m. Guests are welcome.

Monday, March 11, 2019: "Small Container Composting," with representatives from the Kentucky Cooperative Extension Service.

Monday, April 8, 2019: "Sharing the Beauty and Bounty of a Local Garden," with guest speaker (and Audubon Park Garden Club Member) Jane Jonczy. Those interested should meet at City Hall at 1 p.m. to carpool to the site.

Tuesday, May 14, 2019: "Yew Dell Gardens." This meeting is the annual spring luncheon and installation of officers, held at Audubon Country Club, 3265 Robin Rd. 11:45 a.m. Following the luncheon, representatives from Yew Dell Gardens will share a program on their extensive garden. Reservations are required and there is a fee for the luncheon. Please contact Grace Worful at 375-9041 for reservations or additional information.

Brightside Cleanup, Saturday, October 20th

While the spring Brightside Cleanup in April was a near washout due to weather, we are hoping for a

more hospitable welcome from Mother Nature for the Fall Cleanup. The Garden Club, under the direction of Marie Eff, will again sponsor a cleanup effort at the Preston entrance to Audubon Park on Saturday, October 20th at 9 a.m. Feel free to bring brooms, rakes, trash pickers, or any other kind of gardening/cleaning tools to help in the cleanup – gloves and trash bags will be provided. This is a great community event that benefits all the residents of Audubon Park, and shows the pride we take in our community! Students wanting service hours should contact Marie at 635-7928.

Garden Tidbits:

The Garden Club is selling soil knives (AM Leonard deluxe) for \$25/each, as well as Atlas Palmflex garden gloves for \$6/pair in S, M, L, and XL. Contact Janet Shumate at 636-0111 if you would like to purchase these items. They make great gifts for those cleaning up the garden in the fall or as stocking stuffers!!

FRIENDLY REMINDERS

In addition to community calendars, event notices, meeting schedules, and official information, the entire City Code of Ordinances is available on the Web site, *AudubonParkKY.org*, with provisions on parking, permit requirements, nuisance abatement, and all the rest. Please visit often!

- Speed limits and other traffic control measures are strictly enforced, for your safety and security. The City speed limit is 25 mph.
- There is no parking permitted on the street between 2 AM and 6 AM. There is also no parking permitted on the grass. Please inform visitors of this important information.
- Pets must be leashed or otherwise under their owner's absolute physical control when outside. The return of spring birds is a special reminder to keep cats and others from straying. And when dog walking, *please pick up after them*.
- Building, tree, and property sale permits are issued through City Hall. If you have a project in mind, a

tree you would like to trim or remove on the easement, or if you would like to have a yard sale, please call or come by City Hall for more information on obtaining a permit.

- Report any streetlights that are out of order or malfunctioning to City Hall, at 637-5066. This input will be relayed to LG&E for repairs.
- Please discourage children and others from climbing trees in the various City parks, out of concern for both safety and potential damage.
- Information regarding ash trees and the emerald ash borer is available at City Hall, and on the Forest Board's archive Web site, *TreeCommittee-APKY.org*.
- Waste of all types garbage, recycling and yard waste – is collected on Tuesdays (with occasional exceptions for holidays). Garbage is picked up from behind your house, while yard waste and recycling items are to be placed at the curb. Be sure to report any missed collection to City Hall.

Be Safe While Walking, Biking or Running

Please wear reflective clothing or other reflective gear – or, better still, carry powered lights – if you are out running, biking or walking in reduced light. It can be very difficult to see you if you are wearing dark clothing! Please take personal responsibility for this so accidents don't occur – you may be harder to see than you think!

COMMUNICATIONS

The City is committed to a maximum flow of information and civic dialogue, and has a variety of platforms for these purposes:

• This quarterly **newsletter** with updates, reports and discussions of City programs, events, services and facilities. The newsletter is published on the Web site, social media, and email subscriber list, and every other issue is delivered on paper to all residences.

- The **Web site**, *AudubonParkKY.org*, which is the City's open archive of municipal reference data organizational, historical, fiscal, legal, and social. Links are also provided to the other media listed.
- Social media used make pages, to announcements, schedule activities and events, exchange ideas, and promote dialogue. Three Facebook pages are in use: Audubon Park Residents, the main civic page; Friends of Audubon Park, with smaller subscription but generally the same content: and Audubon Park Police Department, focusing on law enforcement and The Nextdoor network has also public safety. become a popular spot for household and personal postings and feedback.
- An **email subscriber list** distributing the newsletter and notices of City activities and events. Please sign up on the Web site, under the Resident Information tab, at "Audubon Park News."
- An urgent **notification system**, with email, text or voicemail options, for emergency and other alert messages. Please subscribe to this system, on the same page, at "LensAlert."
- The variety of regular public Council and board **meetings**, listed on the Web calendar.
- · Or, just dropping by **City Hall**, for information or an informal chat.

Please take advantage of all these resources for civic awareness and engagement.

State law also requires ordinances and some other official notices to be published, either by newspaper, or first-class direct mail. With current newspaper circulation, and rates, mailings are a much better choice – so you may see things like this in your mailbox from time to time.

Beyond those mandates, we're on our own, and just want to find the channels that do the best (and cheapest!) job of getting the word out. What are your thoughts and ideas?