



GREATER MADISON
CHAMBER of COMMERCE

NEWS

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Jeff Patterson of JP Hair Design to Receive Chamber's 2018 "Ground Floor Award" for Small Business Leadership *Award to be presented at special nex7 Stage event Nov. 13*

MADISON – The Greater Madison Chamber of Commerce announced today that Jeff “JP” Patterson, owner of JP Hair Design in Madison – which houses the Men’s Health and Education Center – will receive the Chamber’s third annual Ground Floor Award for Small Business Leadership.

The award, which recognizes true champions for small business both within their business and in the community, will be presented during a special nex7 Stage event Nov. 13 at the Madison Museum of Contemporary Art (MMoCA). Previous recipients include Jim Garner of Sergenian's Floor Coverings and Susan Bulgrin of Culver's on Todd Drive and Echo Tap & Grill.

“JP’s work with everyone from students to at-risk populations to entrepreneurs, not to mention his considerable skills as a business owner and barber, have made an immeasurable impact on Greater Madison,” said Chamber President Zach Brandon. “His leadership, passion and commitment to giving back to our community make him the ideal recipient of this year’s Ground Floor Award, and we look forward to honoring him on the nex7 Stage.”

Patterson opened JP Hair Design in 1998, ultimately moving the business to its current westside location and expanding to a full-service barbershop with 10 chairs. He has served on the state Cosmetology Examining Board, as well as the state Barbering Advisory Committee, where he served as chair. He has also taught Men’s Haircutting, State Laws and Sales and Marketing at Madison College.

In the community, Patterson coaches football in the Madison Memorial youth program and speaks to middle and high school students about entrepreneurship and creditability during the YMCA of Dane County’s “Friday Nights at the Y” summer events. At JP Hair Design, Patterson and his team provide free haircuts, compensation and mentoring through their “Kids Cleaning Crew” program for kids grades four to 10 that work at the shop. JP Hair Design’s biggest community campaign is the Back to School Event, which has reached 12 years of serving the community with back-to-school haircuts.

“I am honored to be recognized by the Greater Madison Chamber of Commerce for the Ground Floor Award. This award is a tribute to our wonderful team of barbers and our partnership with Aaron Perry of the Men’s Health and Education Center,” said Patterson. “As the leader of the company, an award like this creates accountability, creditability and great exposure. We will continue to be mentors, advocates and contributors to our community.”

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In addition to the presentation of the Ground Floor Award, nex7 will also feature compelling pitches from the seven finalists for the Chamber's third annual Most Innovative Company (MIC) award. The MIC finalists represent a diverse cross-section of industries, missions and locations across Greater Madison. The winner will be determined by audience vote.

To register for this free event, visit: www.greatermadisonchamber.com.

About the Greater Madison Chamber of Commerce:

The Greater Madison Chamber of Commerce is the voice of business with nearly 1,300 organizations – ranging from one-person shops to corporations with more than 10,000 employees – working to bring the Greater Madison area to its full potential. The Greater Madison region is a leader in innovation. From cutting-edge technologies to distinctive retail shops to inventive services and products, our members vary greatly but are united by the region's entrepreneurial spirit. More information can be found at greatermadisonchamber.com.

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