

on the menu is made entirely in-house, a fact the family is so proud of they now put it on full display.

The innovation doesn't stop with Dan and Matthew. Marguerite may be the driving force behind it all. Her brainchild is a cafe offering sandwiches and grab-and-go options alongside Heitzman's traditional treats, expanding what was once a bakery into a true all-day dining destination. Another signature venture grew from her passion for the perfect bagel: after supplying Dooley's Bagels for years, the family took over the operation entirely in 2014, folding it into the bakery with a commitment to restoring quality through the finest handcrafted ingredients. A nod to Dooley's still appears on the side of the building today, a quiet tribute to a Louisville original.

Matthew is excited for the future and has no intention of resting on past success. His three strategic priorities are clear: first, a focus on family — not just his immediate family, but his family of staff and customers. Second, a deepened commitment to the Louisville community, with no cutting corners and an unwavering standard of quality. Third, continued innovation. On the horizon: in-house coffee, the perfect complement to Heitzman's sweet treats and savory eats, and a growing catering initiative led by talented staff bringing imaginative dining options to any group gathering. For Heitzman's, the sweetest chapter may still be ahead.

Written by Clark Burckle '06
Photo by: Dan Dry/PriceWeber

Built on Discipline: The Journey of Josh Jordan



For **Josh Jordan '10**, success has never been about a single achievement—it has been about the foundation that made those achievements possible. From his early days at

Nativity Academy to leadership at UPS Worldport, Josh's story is one of discipline, perseverance, and purpose.

Josh still vividly remembers the support he received as part of Nativity Academy's first graduating class. With small class sizes and close relationships with teachers and staff, the environment fostered both accountability and confidence. "It felt like we were building something bigger than ourselves," he reflects. Experiences like participating in the River City Drum Corps after school broadened his perspective and reinforced the value of discipline and teamwork. Those lessons extended far beyond the classroom.

Nativity Academy ultimately shaped Josh's mindset. He credits the school with instilling discipline, accountability, and faith—principles that guided him into St. X High School. Transitioning from a class of 14 students to a school of over 1,200 was intimidating, but the structure Nativity provided made the leap manageable. At St. X, Josh quickly learned that success required commitment. Inspired by that standard, he maintained perfect attendance all four years.

Although he was drawn to St. X by its football program, where he was part of the 2009 State championship team coached by Mike Glaser, Josh soon realized the school's deeper mission. "They cared about who we would become beyond the game," he says. That perspective shaped how he approached both athletics and academics. A multi-sport athlete competing in football, wrestling, track and field, and powerlifting, Josh embraced the grind of balancing it all. His dedication paid off when he became a National Powerlifting Champion and set seven school records—accomplishments he attributes as much to mental toughness as physical strength.

"Football taught me how to handle adversity," Josh explains. "I've failed plenty of times, but I see failure as an opportunity to grow." That mindset became essential when his football journey shifted after one year at Georgetown College. Faced with family responsibilities and financial considerations, he made the difficult decision to return home. Rather than viewing it as an ending, Josh reframed it as a transition.

He found a new path at UPS Worldport, where he has now spent 14 years and currently serves as a Building Manager managing upwards of 400 employees. In that role, he applies the same principles he learned through sports—teamwork, leadership, accountability, and development. "What I loved most about football was being part of a team and helping others grow," he says. "I've carried that into my career."

Central to Josh's journey has been the unwavering support of his parents. Growing up in Louisville's West End, he understood the challenges he faced, but his mother and father created a foundation of love and expectation that shaped his trajectory. Today, he channels that same commitment into his own family, striving to set an example for his wife and three daughters.

Motivated by the desire to inspire others, Josh remains passionate about mentorship and leadership. He encourages young people to believe in themselves, emphasizing that "where you start does not define where you can end up." His advice to his younger self—and to others—is simple but powerful: stay disciplined, remain consistent, and trust that setbacks lead to growth.

Written by Tendai Charasika '96