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Peace on Earth

Peace of mind, peace in the world, peace and love. Peace is a word that is thrown around a lot and it is one that is used frequently, especially this time of year. "Peace on earth" is a refrain that we hear from mall speakers and read on drug store greeting cards. It comes off like a buzzword. If we say it enough maybe, just maybe...

The idea of peace on earth first came from the Bible in the book of Luke, where the story of the first Christmas was told. A choir of angels appears to some shepherds and the angels say to them: "Glory to God in the highest, and on earth peace, good will toward men."

Well said, isn't it? It is so catchy that we've latched onto it. It is a hope, something everyone strives for. Perhaps not a goal we think about daily, but peace is something we would take if we could get it. And goodwill is always a great idea, right?

But what is peace? Is peace the absence of conflict? Is it some sort of quiet and rest that is rarely attained? Is peace a moment in which you

have no problems, or a moment when you are able to forget that you do? What brings peace and how do we keep it?

Peace is not a thing we can generate. Peace is not something we must wait for or hope it falls our way one day. It is not any of these things. Look again at more of what the angels said to the men with their flocks:

"Do not be afraid. I bring you good news that will cause great joy for all the people.

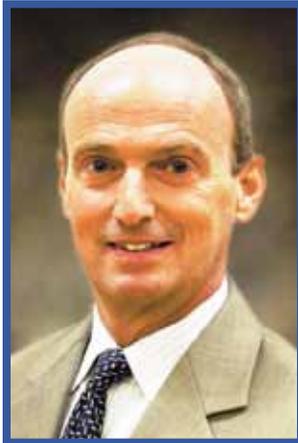
Today a Savior has been born to you; he is the Messiah, the Lord....

Glory to God in the highest, and on earth peace, good will toward men."

Here is what the angels were saying: "God is praised here because this Child will bring peace to the earth that no one else could bring, and this peace is for the benefit of

all mankind." And so it is. For in Christ's arrival we find that peace is not the absence of conflict; it is the presence of His blessing. True peace on earth points to Christ alone.

Merry Christmas and Peace on Earth.



Jim Hess
Owner & Publisher

The Morgan County Business Leader is published monthly and direct-mailed to Morgan County businesses free of charge. Subscribe at morgancountybusinessleader.com

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The plan is coming together at IU Health Morgan Hospital

By Elaine Whitesides

Morgan County Business Leader

It was around 20 months ago that Doug Puckett stepped into the role of CEO and President at IU Health Morgan Hospital. He had a vision and a plan and it all had to do with quality care for patients.

Hannibal Smith of A-Team fame always said, "I love it when a plan comes together" and now Puckett, along with all physicians, nurses and staff of the hospital have tangible evidence that their plan is coming together.

On October 28, 2013, the Joint Commission named the hospital as Top Performer on Key Quality Measures. The award was earned in regard to specific care and service criteria for pneumonia patients.

"This (award) is an indication that the work we are doing is paying off for our patients," Puckett said. "We did not apply for this, nor did we even know we were going to receive the award."

"We know we had been working hard on this," said Kelley Reynolds, "and this was an unexpected pat on the back telling us we are heading in the right direction." Reynolds has recently taken on a newly created position and role at the hospital. She was named Vice President of Service Excellence in July and her enthusiasm for the changes occurring is evident.

Part of the transition underway at IU Health Morgan Hospital is attention to the details of care and patient experience and from a different perspective. "Every employee that works at IU Health Morgan understands what they do and how it affects quality patient service," Reynolds said. "Every role is different. We don't need to teach nurses how to do tasks, but we need to teach them the importance of the way they perform their job and the importance of how the details of technique affects the outcome for the patient."

"Understanding how each thing a caregiver is doing and how it impacts that patient's outcome and care is critical," said Puckett, "and consistency is the key."

New processes have been developed to trace the steps through all departments regarding the care of patients. Akin to an audit, teams across



Doug Puckett and Kelley Reynolds

departments assess the flow and physically walk through the steps in the file to review things like cleanliness, tidiness, hand washing by caregivers. Reynolds said, "We are following anything that is related to that patient's care and making sure they are getting effective care on a consistent basis."

Every employee cycles through participation on assessment teams so as things change, people see and understand the changes. In fact, they may have been part of the group working together to build action plans to improve care

and resolve issues. One of the benefits is that it allows all employees to see the whole picture so they know how it all fits together.

Staff is retrained on areas consistently missed in the chart review. Afterward, they audit a block of charts to see if retraining was applied. This allows them to assure training was not only effective for the learner, but also in the type of training used (e-Learning, hands-on, classroom, etc.).

Through the audits, there is immediate real-time feedback for employees with the goal of

being proactive. "It allows us to prevent errors from happening and making outcomes better for our patients," said Puckett.

This has been a journey for everyone at IU Health Morgan. "We've gone through some leadership transition," Puckett said. "There were people leading a variety of quality initiatives in all these different areas that affect patient quality. It was fragmented with various leaders reporting to a variety of directors. Through organizing ourselves differently, we were able to bring a pervasive quality culture."

"When I looked at the components that needed to come together, Kelley was already overseeing a lot of those pieces," said Puckett. He explained that Reynolds was already leading the areas of care management, education and coding. Infection Prevention and Patient Experience were added to create the new position.

Patient Excellence is measured by both patient perception as well as qualitative aspects of care. Puckett said that measuring those qualitative aspects brought it all under one umbrella. "It allows us to have a more cohesive team because it is being directed through one person."

They credit improved coordination of efforts between departments and staff, transparency and clarity of information and teamwork for the success that has come. "We have not arrived yet, but we are very pleased with what we have achieved so far," Puckett said. "Acknowledgement from the Joint Commission is some fruit from the hard labor. Awards are a nice confirmation we are on the right path."

The goal at the end of the path he envisions is simple, according to Puckett: Improved patient experience and better outcomes so that patients are able to get back to normal life sooner.

Awards also re-emphasize to the public that there is a high quality health care facility in their community. And that is an important benefit for county business and economic development working to bring new business and employees to the area.

It sounds like the plan is coming together at IU Health Morgan Hospital. Hannibal Smith would be proud of this team, too.

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Where's the leadership in that?

Amazed is a word that is not strong enough to describe the feelings I get when I witness the tragic things that happen when there's a void in leadership.

Whether you are an owner, a supervisor or on a board of directors, by all means exercise your leadership abilities. If you are among those who are challenged with those abilities, then take a class.

Let's look at the characteristics of an ideal leader:

A good listener, enthusiasm, passion, shows appreciation, a visionary, role model, trusting, integrity, organized, knowledgeable, credibility, persuasive, charisma, team building, clarity of purpose, problem solver, attitude of service, leads by example, patience, willing to act without complete knowledge, understands followers, consistent, empowers other people, and adapts to change.

When I ask my clients what the characteristics of a good leader are, their answers include the same items. From all this comes some useful insights.

- 1. Notice what the list contains.** All of these characteristics relate to the human side of leadership. That's interesting because many people minimize this side of leadership with terms like "soft" or "touchy-feely." Actually, applying these characteristics requires more strength than not.
- 2. Notice what the list excludes.** Absent from this listing are characteristics such as stern, mean, serious, short tempered, vindictive, tough, angry, harsh, punitive, controlling, violent, or ruthless.



Jack Klemeyer

And that's interesting because many popular representations of leadership emphasize at least one of these "hard" characteristics.

In fact, these characteristics are the refuge of those who lack the strength (or the skills) to apply the human side of leadership.

3. How about you? How would you rate yourself as a leader compared to the list of positive characteristics? If you were to survey the people who report to you, how would they describe your leadership? Would they list characteristics from the "soft" list or from the "hard" list? Could you become more effective by improving upon any of the "soft" characteristics? And how about the other leaders in your organization? Do they truly maximize human potential?

People want leaders who treat them with genuine compassion, courtesy, and respect. They want leaders who help them become more successful. They want leaders who inspire them with a vision for a better world and show them how to go there. They want leaders who shoot straight.

They don't want leaders who avoid the possible confrontation; avoid giving the feedback; avoid doing the sometimes tough things that need to be done.

I challenge you to make 2014 your year to grow your leadership skills and set a goal to be a better leader.

Jack Klemeyer is the founder and head performance coach of GYB Coaching (www.gybcoaching.com). Contact him at Jack@GYBCoaching.com.

Citizens Bank's sweepstakes winner

Citizens Bank would like to congratulate Linda Adams of Mooresville, IN who is the winner of the Bazing \$1,000 Gas Card Sweepstakes. She was presented with the prize by Patti Wilson, Branch Manager at our Heartland Crossing location.

The \$1,000 Gas Card Sweepstakes ran from July 29 – November 1, 2013 with a simple registration. No purchase was necessary. Linda's entry was drawn from about 1,000 total entries.

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Linda Adams

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Raise prices with confidence

Recently I met with a client to review his quarterly financial statements and to talk about the performance of his business. This small but growing company has been consistently profitable for the roughly three-year period I've been working with the owner, but it seemed to be slipping to the low end of the range of profitability in terms of industry averages. We discussed the general ways of improving profits – increasing revenues, cutting cost of goods sold, reducing administrative overhead.

When I asked him about the last time he had increased his prices, he thought for a moment and said “about five years ago.” I asked him how his material costs and operating expenses had changed during that time period. Most had increased, of course, and some of the materials he used had increased quite significantly.

I recommended a fifteen percent across-the-board price in-



Kevin Jones

crease to take place in early 2014. I could see deep concern on his face. He was afraid of losing customers. But I assured him that he was in a good position to raise his prices and, after we talked about it for a while, he agreed to a ten percent price hike.

Raising prices is a serious issue, and because of potential negative impact, something not to be taken lightly. There are some effective ways of lessening or even eliminating the impact altogether, though, especially if you're dealing with a relatively big jump in prices, as my client was.

Here are some strategies to consider if you're preparing for a big price increase in your business:

- **Be open and explain your reasons** – Tell your customers why you're raising prices, and do so in a straightforward, honest manner. Don't apologize. Most customers will understand the increase, if your costs have risen significantly, and especially if you've tried to absorb cost increases to avoid a price hike.
- **Take advantage of your quality and leadership position** – Publicize the awards you've won for your quality work and your reputation in the market (as my client has done). Remind your customers that they're doing business with the best.
- **Increase the value of your offering** – Increase the

size of your product or offer a “freebie” with each sale. Give your customer more in order to lessen the blow of a price increase.

- **Give customers plenty of warning** – Let customers know of your price increase well in advance of the actual hike. Offer them the opportunity to buy now at the lower price and even to “stock up,” if desired.
- **Consider making regular price adjustments** – Instead of waiting five years or more and then making a large price increase, consider adjusting prices in smaller increments on a periodic (yearly) basis.
- **Review discount policies** – You may be able to avoid problems with your largest customers by granting them attractive volume discounts that are not attainable by smaller accounts. So, as long as they buy in sufficient quantities (cumulative or single-order), a price hike will not sting them as much. To avoid charges of price discrimination, be careful to offer the same quantity discounts to all buyers, even though only some may be able to take advantage of them.

Kevin W. Jones is a business advisor with the Central ISBDC. He can be reached at 317-916-7529 or kjones@isbdc.org

Raising prices is a serious issue, and because of potential negative impact, something not to be taken lightly.



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Gon' fishin'

My four year old son can't wait to grow up. If the "school agers" are doing it, he wants to do it too. This past summer, he could not wait to go fishing. Finally, after weeks of watching the kids in the neighborhood start fishing just around the time he had to go to bed, he had his chance.

There he was, in the middle of the afternoon, while we visited friends, holding a fishing pole over a pond. He was so excited!

Until he caught the fish.

Then he wanted nothing to do with it. My husband was helping him with the fish, saying things like: "It's just a fish" and "there's nothing to be scared of."

A few days later, I pulled out my husband's family photo album – and found a picture of him, at age four, with his dad and the first fish



Kathy Davis

my husband ever caught. Ironically enough in the picture, he is leaning as far away from the fish as he could get and still be in the picture.

The whole situation reminded me a few things about life — and business.

- 1. What we achieve isn't always what we expected.** Whether the result is a wriggly rainbow trout, an unhappy customer, or a realization that we don't want to do the neat thing exactly the way the standard model works, we all learn by doing. We learn what we like and don't like. We learn that surprises and the unexpected are a part of life — and we can either learn to accept this or constantly struggle trying to control that which is out of our control.
 - 2. New things are exciting.** When you see someone else doing something neat, cool or different, it is natural to want to check it out.
 - 3. Given time, even things that were once scary are no longer scary anymore.** Comparing the picture of my husband at age 4, compared with the adult version, I know the adult loves to go fishing. But the first time, he didn't look so excited. So if something is scary — like actually asking for help, or offering your services knowing you could be rejected, keep doing it. The more times you try, the less scary it will be.
- Happy fishing!



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Property entrepreneur invest



By Bob Sullivan

Morgan County Business Leader

"I'm all about stimulating tourism—Cultural tourism, culinary tourism, it's a great way to bring people to town," observed property manager and entrepreneur Ron Stanhouse. Since opening in 2009, Ron's renovated property in Martinsville—once a Methodist church, now the Art Sanctuary—has proven to be a cultural focal point just off the downtown square. "People will come for anything that's unique and different, and Martinsville has a lot to offer. It's a great way to get the revitalization process rolling."

Ron grew up in Greenwood and Southport and attended IU Bloomington, where he obtained a degree in accounting. "Owning my own business was always the goal," he explained. He worked for a public accounting firm in Indianapolis for a couple of years, and then returned to Bloomington to invest in the restaurant business. "A couple of college friends and I went into business and opened a restaurant." A handful of other business ventures followed. Fast-forwarding 30 years, after several successes and an occasional misstep, Ron is now part-owner of three restaurants in Bloomington: Crazy Horse, the Alley Bar ("The smallest restaurant in Bloomington.") and the Upstairs Pub.

"Bloomington has been a fertile environment for bars and restaurants, but people forget that, 30 years ago, it was a very different place. Bloomington had to create its own Revitalization Group (now called Downtown Bloomington Inc.) People think Bloomington was always cool and upscale and successful. It's a process and it takes time. A lot of what we're doing now in Martinsville is what I saw implemented back then."

In 2005, Ron attended a conference on revitalization, and shortly after invested in a decaying building in Bloomington. "We could have turned it around for a quick profit, but we

Art Sanctuary Art Gallery and Studios

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ts in Art Sanctuary "on faith"



invested in the infrastructure, leveled the floors, added steel columns, invested in lots of repair to get it up to spec." The structure, now The Baker Building, is a successful retail outlet and art gallery with a weekend rental condo on the second floor. "That project was a turning point for me."

Jamie Taylor, Executive Director of the Martinsville Chamber of Commerce, contacted Ron in 2007. "I've known Jamie for over 30 years. She asked if I'd be willing to serve as an advisor to Martinsville's revitalization board, which was starting to form at that time." Ron remembered, "I took a look around. Martinsville has a great downtown area; I saw a lot of cool businesses worth promoting, and also several abandoned buildings that could someday accommodate more businesses." Ron purchased the Kivett Building and is still renovating portions of the structure. "The third floor used to be a Masonic lodge, and we're hoping to eventually turn that into an apartment." Currently, he rents out seven apartments on the second floor, and A to Z Auction occupies the first.

"One of the first things Jamie said to me was that the town really needed some sort of conference center or banquet hall. I was looking over how to do this with the Kivett Building when I noticed the Methodist Church was rebuilding, and looking to sell its current prop-

erty." He took a tour of the building. "It was affordable real estate, and I saw the obvious banquet hall and art studio connection. It didn't take 30 seconds for me to see the potential."

Ron admits, he wasn't certain of Martinsville fine art culture, and his decision to convert the space into rentable art studios and a display gallery was a "gut move." He credits Mayor Phil Deckard for suggesting and supporting the idea. "We didn't know, but the arts and art organizations are natural partners for downtown revitalization. You see that in all parts of the country."

The theory seems sound: draw artists to the downtown area, they become customers to the restaurants and shops, their exhibitions and displays at the gallery draw visitors, which opens up downtown to a new audience. But would it play out that way?

Ron purchased the building in 2008, and says converting the facility to their needs was relatively simple compared to other projects that he has tackled in the past. Prior to opening the studio to the public, the Indiana Art Council hosted the local district's grants and awards ceremony. "During the event, we announced our plans to rent out the studio rooms, and from that, word spread quickly. It was exactly the kind of network we needed."

Upon opening, the studio space filled al-

most immediately. "We have 20 art studios at the Sanctuary, and we rarely have fewer than 18 occupied at any time. Some studios can be shared by more than one artist. We try not to have too many rules, as that kills the artistic energy."

Ron's "gut move" proved correct. "Our next step was to establish a not-for-profit (Sanctuary Management, Inc.) with a goal to look beyond the building and look at the overall cultural growth of Martinsville. For this to succeed, the culture needs to stretch outside of these walls and get plugged into downtown." Ron sees the facility growing into a cultural hotspot for Monrovia, Mooresville and beyond.

One development that excites Ron is seeing artists go beyond the Sanctuary to create storefronts downtown, such as Breathe and Flow Yoga, Heartland Holidays, and Everything's a Canvas. Another positive recent development: Ivy Tech now offers painting classes at the Sanctuary.

Ron advises the Main Street Martinsville board, and helped push to get the Innkeeper's Tax passed, which seeds funds for the Morgan

County Convention and Visitor's Bureau [see the MCBL November issue]. "A lot of work the past five years has been structural, below the radar, zoning that keeps building owners from painting the buildings yellow, or hanging neon signs, rules that serve to preserve the downtown character and keep the buildings from being damaged."

Reflecting on the future of Martinsville, Ron summarized: "Downtown is what defines your city, and this one has been overlooked, but if we all work together to polish it up and make it something to be proud of, then new businesses and industry will come. Let's make it a fertile area where people can succeed."

Ron is at the Art Sanctuary about 20 hours a week and uses it as a home base to conduct Martinsville business. He spends the balance of his time at his Bloomington restaurants. "With a laptop and cell phone, I can take care of business in both areas every day."

Ron and Liz, his wife of 26 years, have raised two daughters. They live in North Bloomington.



Friday, November 22, was the grand opening of downtown Martinsville's newest store - Heartland Holidays, which was given a rent free six week trial period by Rediscover Martinsville, the downtown revitalization group.

Owner Pam Hurst has temporarily brought together a unique collection of regional artists' handmade fashion, accessories, and gift items, including her jewelry, which was featured at last year's Academy Awards gift bags.

One recent customer quipped, "This is a perfect Nashville-style store conveniently in Martinsville." Heartland Holidays is located at 190 East Morgan Street and open every day until December 29th.

Quality over quantity leads to carpet cleaning service success

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By Bob Sullivan

Morgan County Business Leader

Charles Gray, owner of Gray's Carpet Cleaning Service, attributes his success to investing quality time and service into every cleaning, whether it's his first visit to a home or he's working with a customer he's had for years.

Charles Gray started moonlighting part-time as a carpet cleaner in 1984. He stepped away from a high stress day job in 2000 to take Gray's Carpet Cleaning Service full-time.

A lifelong Mooresville resident, Charles met his future wife Sharilee while attending Mooresville High School. He worked part-time at the IGA, where she ran the cash register and he sacked customer's groceries. Charles and Sharilee were married by the time they graduated high school. Charles took a job with McCormick Food Service in Indianapolis where he sanitized the equipment used for packing the food. "The process was specialized and FDA-regulated; we had to disassemble, sanitize, and reassemble the equipment used every day to package the food products." The plant closed in 1983. "I took my severance pay and bought my carpet cleaning equipment, cleaning carpets part time while seeking full time employment."

He took a position with Loomis Armored Car where, from 1984 to 2000, he picked up large cash deposits for businesses throughout Indianapolis and delivered the money to their destination banks. "We were paired with a driver. I was the messenger, actually doing the pickup and handling the money."



Anthony, Sharilee and Charles Gray

Sharilee looks back on that time and recalls, "The holiday season was particularly tense because it's the busiest time for retail. People get desperate for money, and robberies increase. He was transporting thousands of dollars from stores and banks. He always felt like he had a target on his back." Charles said, "On more than one occasion, we'd drop money off to a bank and the bank would be robbed right afterwards. It was clear the criminals were watching the bank, waiting for us to make our delivery first."

In 1995, Sharilee became a real estate agent when the economy experienced a housing boom. By 2000, the stage was set for Charles to leave his stressful job and pursue his carpet

cleaning service full-time. "For years, I received referrals from my wife and other Realtors who had sellers wanting to have the carpets cleaned in preparation to sell, and buyers that had just bought a home and wanted the carpets cleaned before moving in. That gave me a base to grow my business." By the time real estate took a downturn in the mid-2000s, I'd built up a solid client base of repeat homeowners."

Charles observed that even the downturn of the economy worked to his advantage. "A lot of people who would otherwise have replaced their carpet were having it cleaned in order to get the most out of it. So my business grew even then."

Charles explained, "You can break carpet

cleaners into two categories; those that get in and out as fast as possible and focus on numbers. The second is cleaning services who put quality and customer care first. We could schedule nine customers in a day, but we never will, because we couldn't offer the service quality we set for ourselves. That's how our company has grown." Gray's Carpet Cleaning client base is 75% residential customers, 25% commercial.

Charles and Sharilee raised one son, Anthony, age 36. Anthony joined the business full-time earlier this year. Sharilee manages the office part time while continuing to work full time as a Realtor while Charles and Anthony are the cleaning technicians personally taking care of their clients.

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In a brief ceremony on November 19th, Morgan County leaders opened the Landersdale Trail walking and bike path by joining with representatives of TOA, a major Mooresville area employer, to plant a Japanese flowering cherry tree as a symbol of the friendship and respect the community has for the company. The path, over a mile and a half in length, ties together five major housing additions with over 1,000 homes in Morgan County, and gives their residents a safe avenue for exercising and getting around the community. The path is also expected to improve property values in the area. Pictured are Jeff Quyle, Morgan County Councilman; Matt Gallo, Director of Procurement at TOA USA; Bob Whyte, Vice President of TOA USA; Gary Swaim, Morgan County Parks Board; and Ryan Goodwin, Morgan County Councilman.



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IU Health Morgan Hospital – one of 30 Indiana hospitals – earns “Top Performer on Key Quality Measures” recognition from The Joint Commission

Indiana University Health Morgan Hospital was named *Top Performer on Key Quality Measures*® by The Joint Commission, the leading accreditator of health care organizations in the United States. IU Health Morgan Hospital was recognized by The Joint Commission for exemplary performance in using evidence-based clinical processes shown to improve patient care.

IU Health Morgan Hospital is one of 1,099 hospitals in the U.S. earning the distinction. The program recognizes hospitals that attain and sustain excellence in accountability measure performance. IU Health Morgan was specifically recognized for its achievement in pneumonia measurers. The ratings are based on an aggregation of accountability measure data reported to The Joint Commission during the 2012 calendar year.

Each hospital named a *Top Performer on Key Quality Measurers* met the following criteria:

- Achieved cumulative performance of 95 percent or above across all reported accountability measurers;
- Achieved performance of 95 percent or above on each and every reported accountability measure where there are at least 30 denominator cases; and
- Have at least one core measure set that



Morgan Hospital

has a composite rate of 95 percent or above and within that measure set all applicable individual accountability measures have a performance rate of 95 percent or above. A 95 percent score means a hospital provided an evidence-based practice 95 times out of 100 opportunities.

“IU Health Morgan Hospital has demonstrated an exceptional commitment to quality improvement and they should be proud of their achievement,” says Mark R. Chassin, MD, FACP, MPP, MPH, president and chief executive officer, The Joint Commission.

“We understand that what matters most to patients at IU Health Morgan Hospital is safe, effective care. That’s why we have made a commitment to excellence in positive patient outcomes through evidence-based care processes. IU Health Morgan Hospital is proud to receive the distinction of being a Joint Commission *Top Performer on Key Quality Measures*,” says Doug Puckett, President & CEO.



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Mt. Olive Manufacturing Donates \$30,000 Supporting Technical Education In Morgan County With Two New Funds at Community Foundation of Morgan County

Business owners Steve and Lisa Langley today announced a new commitment to Mooresville High School to enhance its Career and Technical Education Department. Through the establishment of a new fund at the Community Foundation of Morgan County (CFMC), Mt. Olive Manufacturing in Mooresville will donate \$20,000 to establish a fund to be administered to benefit the high school's growing technical education programs.

In addition, the Langleys have made an initial donation of \$10,000 into a second new fund to provide four \$2,500 scholarship awards in 2014 for one male and one female recipient at both Mooresville and Martinsville High Schools. This new scholarship fund, through CFMC, will support graduating Mooresville and Martinsville High School seniors interested in pursuing careers in fields of engineering, technology, and advanced manufacturing.

Mt. Olive Manufacturing's owners were first approached by Mooresville High School teacher A.J. McAdams with the idea that local businesses might be interested in supporting the efforts now underway at Mooresville

High School to improve the STEM (Science, Technology, Engineering, and Mathematics) Program. "We now have new classrooms as result of the recent construction," said McAdams, "but we struggle with the cost of acquiring equipment for the students to use in the classrooms. The financial support provided by Mt. Olive Manufacturing will make a tremendous impact on our ability to utilize the type of equipment and technology needed to facilitate an advanced learning environment," he said.

Mt. Olive Manufacturing President Steve Langley is a 1981 graduate of Mooresville High School and is pleased to provide this support. "I took every shop class offered at Mooresville High School during my four years," said Langley. "This early learning experience and having the opportunity to work with my hands in metals, woods, drafting and design has been invaluable to my career."

"Since moving our manufacturing plant to Mooresville in 2009, we've had a difficult time finding local workers with basic machine/tool, mechanical, and electrical skills required to build, set-up, and maintain our production tooling and

machinery," Langley added. "Personally, I feel that over the past couple of decades, the reductions and/or elimination of the vocational trades and shop classes, like I took at Mooresville, has resulted in a missed opportunity for some students. The United States, and more importantly my home community in Morgan County, Indiana, is a great place to manufacture products. People keep saying we need jobs and companies like ours need the opportunity to recruit locally these types of skilled workers," he noted. "Teaching these basic skills must start at the secondary level of local school systems," Langley emphasized. "I'm very pleased to see we have some local teachers at Mooresville, like A.J. McAdams, who recognize the untapped potential of some of our high school students. As business owners, by giving back to the local school and with student scholarships, we'd like to think we're investing in the future success of our youth. Hopefully, one day they may return and seek a career with us here at Mt. Olive Manufacturing."

"These scholarships will make a tremendous impact on Morgan County seniors," commented Tom Zoss, CFMC Executive Director.

"Not only will they support local high school students who seek post-high school classes, but Mt. Olive Manufacturing is going the extra mile by offering a nurturing environment they can hope to join upon graduation."

Mt. Olive Manufacturing, Inc. is located at 3304 Hancel Circle, Mooresville, in the Flagstaff Business Park. The company specializes in heat-sealing flexible plastic films and coated fabrics used for medical devices, aerospace, military, and retail consumer products. For further information about Mt. Olive Manufacturing, visit the company website at mtolivemfg.com.

The new scholarships will be part of this year's offerings by the Community Foundation of Morgan County, and the nearly \$1 million in scholarships available in 2014. All CFMC scholarship applications this year will use an online process. Please visit the CFMC website at yourCFMC.org for more information about these scholarships. Online applications will be available as of November 25, 2013, with an application deadline of 4:00 p.m., February 28, 2014.

More information is available by calling the CFMC office toll-free at (855) 280-3095.

Networking Opportunities

Martinsville Chamber of Commerce:

The regular monthly meeting on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: www.MartinsvilleChamber.com

Rotary Clubs:

Martinsville meets every Tuesdays at noon at the First Presbyterian Church, 240 East Washington Street, Martinsville. Mooresville Decatur meets every Wednesday at 7:30 AM at Jones Crossing Banquet Center, S.R. 67 and Allison Road, Camby.

Business Networking International:

Morgan County Connections meets every Wednesday Morning at the Mooresville Public Library, 220 West Harrison Street, from 8:00am to 9:30am. For more information call Angela Kath at 317-445-9827.

Mooresville Chamber of Commerce:

The regular monthly meeting on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of S.R. 67 and Allison Road. Lunch (\$7 members, \$10 non-members) For more information call the Chamber office at 317/831-6509 or visit its website: www.MooresvilleChamber.com.

Morgan County Toastmasters Club:

Weekly meeting every Thursday evening at 6pm at Franciscan St. Francis Hospital 1st floor Conference Room.

Business & Professionals Exchange:

This Hendricks County meeting takes place each Tuesday from 8:15-9:45 a.m. at West Central Conservancy District, 243 S County Road 625 E, Avon. More information at www.b-p-e.org.

Networking Business Women of Morgan County:

NBW of MC meets on the second Thursday at 11:30 AM at the Mooresville School Administration Building next to the Post Office on Carlisle Street. Bring your own lunch. For more information, call Patti Wilson at 317-856-9801.

Rediscover Martinsville:

An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. (765)352-8261 or www.rediscovermartinsville.com, e-mail: rediscovermartinsville@gmail.com.

Morgantown Merchants Association:

The Morgantown Merchants Association meets at the Fire Station on dates to be announced. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997 or on www.MorgantownIndiana.com.

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Ultimate Start-up Manual, chapter 9: Light housing

When you're starting a new technology company, the most important thing that you need is not just clients, but validation. Validation in that you know what you are doing. Validation in knowing someone else trusts you to help with their business, validation of your concept and validation of your people, your management team and your value proposition.

"Validation is key."

Finding organizations that can lighthouse to become a proof of concept to give you the testimonials, the case studies, and the data to prove your technology, to prove your value proposition, to prove your concept etc... is the most important thing you can do in getting off to market.

Too many entrepreneurs and CEO's think they have the cure for cancer. Yet, for example, they don't realize that although they have the cure, the client – your target market – may think the technology should be delivered differently. This difference may result in that person not buying even though it's the cure. They are afraid to be the guinea pig, the first to be tested on.

"Validating your "cure" is one of the most important proofs of concepts you can do in getting your company off the ground."

The Ideal Client

Take the time to create a strategy of your target client or your niche. By taking this target you've built a profile for, and then building a value proposition for your client, you create more than a client--you create a lighthouse partner.

Light housing means you are going to create a value proposition different from the target

market you plan to go to market with. Those clients essentially become your partners; they essentially help you with research and development.

"Those clients help you with development. They help you create the value proposition you take to market. They become as much a partner in your development as they become a variable paid client."

In many cases, if you profile correctly and you do your research to understand what their pain is, what their pattern of pain is, you can become a partner. They will become the new revenue you need for the future.

They will be those clients who will bring you the testimonials, the case studies, and the data points you need to prove out your company and

your value proposition. If you are successful at light housing, you can discount services to get funding.

"What I mean is, if you are really good at understanding the value proposition of your target market, if you are really good at understanding what their pattern of pain is, if you know what they would consume – a lot of times those potential customers (especially if you are a small business going into a large business) will advance you the funding needed in order to develop and become a partner."

Visit ultimatetechstartupmanual.com to sign up to receive a downloadable copy of the book.

Tony is the President of Stringcan and is committed to helping you share your genius. He's a serial entrepreneur, business coach, self-proclaimed foodie, a proud Michigan State Spartan and tells a great story. Tony has helped more than 1,000 businesses go to market, has trained more than 10,000 salespeople and is the founder and CEO of Rainmakers Marketing Group. Throughout his career, Tony has served as a VP of Sales, Director of Marketing, Sales Manager and Director of Business Development for several companies.



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Increase workplace wellness through tobacco cessation

It's fairly common knowledge that as an employer, you are paying a higher price for employees who smoke. Smokers cost employers more annually through lost production, secondhand smoke exposure, workers compensation and medical expenses than nonsmokers.

Employees that smoke contribute to:

- Increased absenteeism
- Higher life insurance premiums
- More time spent on smoking rituals
- Greater risk of occupational injuries
- More disability claims
- Increased cleaning and maintenance

More disciplinary actions

The CDC estimates that the economic costs of smoking are \$3,391 per smoker per year in direct medical costs and lost productivity. The estimated breakdown is like this: \$1,623 in excess medical expenditures, plus \$1,760 in lost productivity per year, plus \$8 in smoking-attributable neonatal expenditures.

To calculate the specific smoking costs use this formula:

Number of Employees:	_____
x Smoking Prevalence	0.23*
x Annual Additional Costs	\$3,391
total =	\$_____

This represents the cost per year in excess medical expenditures and lost productivity.

Example:
 (500 employees) x (0.23) = 115 employees who use tobacco
 (115) x (\$3,391) = \$389,965 per

year in business borne costs associated with smoking.

That's money up in smoke. It is easy to see why the health and wellbeing of employees is a major factor in controlling health care costs.

Smoking impacts your workers' productivity. Non-smokers harmed by secondhand smoke at

work have won lawsuits and disability claims against their employers under a variety of legal remedies. The American Productivity Audit, a national survey of over 29,000 workers, found that tobacco use was a leading cause of worker lost production time, greater than alcohol abuse or family emergencies. Smoking impacts your workers' productivity. One large company found that their employees who smoked had more hospital admissions (124 vs. 76 admissions per 1,000 workers) and a higher average insured payment for health care (\$1,145 vs. \$762) than their non-smoking employees in an eleven-month period.



Jennifer Walker

Learn more about how you can potentially lower your health care costs by reducing employee tobacco use. Visit www.quitnowindiana.com and discover how you can help your employees quit tobacco use for good. This is a free service to you and your employees. Educational presentations available for you and your staff to learn more. For more information, contact Jennifer Walker, Director, Morgan County Tobacco Program, 317-306-1282 or email: jennifer.underwood.walker@gmail.com

*Morgan County's adult smoking prevalence is 22.8%.

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AP Computer Works
For more information visit: www.MooresvilleChamber.com

TOWN OF MOORESVILLE - BUILDING PERMITS

Linel, 101 Linel Drive, Commercial
Addition

TKO Graphics, Merriman Road,
Signage

Joe Davee, Indiana Street, Signage
Bill Andrews, Merriman Road,
Residential Accessory

Dale Marsella, Main Street,
Signage

Wayne Grubb, Edgewood Drive,
Residential Remodel

Robert Lake, Largo Court,
Residential Remodel

Red Bud Homes, State Road 42,
Single Family Residence

Chris Salmon, Watson Road,
Residential Accessory

MG House, Indianapolis Road,
Signage

Shane Williams, Indiana Street,
Residential Electric

Neer Development, 126 Bridgmore
Lane, Single Family Residence

Neer Development, 128 Bridgmore
Lane, Single Family Residence

Neer Development, 130 Bridgmore
Lane, Single Family Residence

Mark Allen Rodriguez, Landersdale
Road, Demolition

Mark Allen Rodriguez, Landersdale
Road, Single Family Residence

Curt & Michele Peyton, Killian
Drive, Residential Remodel

Collis Naylor, Kitchen Road,
Commercial Remodel

Carl Brown, Martin Lane,
Residential Accessory

MORGAN COUNTY - BUILDING PERMITS

Sandra Bauer, Kivett Road,
Residential Remodel

Thomas Parell, Noah Drive,
Electrical Upgrade

Randall Snowden, Egbert Road,
Pole Building

Justin Ray, Cedar Run Drive, Single
Family Residence

Randy Kirk, S.R. 39, Storage
Building

Merrill Roberts, Mann Road, Pole
Building

Michael Barton, North Drive,
Electrical Upgrade

James Reed, Big Rock Road, Pole
Building

William shields, Mahalassville Road,
Single Family Residence

Harley Hubbard, Kivett Road, Pole
Building

Robert Curless, Plummer Road,
Pole Building

James Worley, New Harmony
Road, Carport

Richard Faulkner, S.R. 142,
Residential Addition

Jason Fishel, Spring Lake Road,
Residential Addition

Kevin & Andra Wolfe, Gore Road,
Single Family Residence

Josh Balay, Gore Road, Pole
Building

Mitchell Davis, Goat Hollow Road,
Pole Building

River Valley Christian Church,
Egbert Road, Signage

Rocky Carter, Wavelyn Circle,
Garage

Doug Roepke, Morningstar Drive,
Garage

Tena Allen, Hadley Road, Single
Family Residence

Terry Norris, Fox Run Drive, Single
Family Residence

Charles Shue, Justin Lane, Garage
Lexie Nolting, Adams Drive,
Residential Electric

Robert Eilar, Old Morgantown
Road, Pole Building

Thomas Mulvihill, Crone Road,
Garage & Pole Building

Michael Swango, Jennifer Lane,
Garage

Becky Rodenbeck, Hinson Road,
Residential Electric

Stephen Cline, Henderson Ford
Road, Electrical Upgrade

Alfred Fuller, Henderson Ford
Road, Roof

Stephanie Sink, Silcox Road,
Electrical

Lee Ashton, Observatory Road,
Residential Remodel

Thomas Bell, Arthur Road, Patio
Enclosure

Eddie Coffman, Alaska Road, Pole
Building

James Land, Oliver Court,
Residential Remodel

John Lee, S. R. 142, Single Family
Residence

Shirley Zupancic, S.R. 252,
Electrical

John Redman, Lewisville Road,
Single Family Residence

Josh Underwood, Pine Song Drive,
Single Family Residence

Michael Biesel, Darrell Lane, Single
Family Residence

Althea Kirkley, Church Street,
Electrical Upgrade

William Walls, Wilbur Road,
Electrical Upgrade

Raymond Williams, Lake Hart,
Residential Remodel

Richard Quakenbush, Leonard
Road, Single Family Residence

Franciscan St. Francis-Mooresville surgeons offer free joint replacements to patients in need

Three patients will receive free total joint replacement surgery beginning Dec. 3 during an Operation Walk USA-sponsored program at the Center for Hip and Knee Surgery, located on the campus of Franciscan St. Francis Health-Mooresville.

These patients — from Mooresville, Martinsville and Solsberry, Ind. — meet Franciscan St. Francis Health's criteria for financial assistance and joint replacement surgery. Center surgeons are donating the surgery, and the Mooresville hospital and staff are contributing the rest of the services, and implant manufacturer Biomet of Warsaw, Ind., is donating the implants.

Michael Berend, M.D., will be doing two knee replacements for the Mooresville patient. The first surgery will occur on Dec. 6. Philip Faris, M.D., will perform a single hip replacement on Dec. 3 for the Martinsville patient.

The Center has consistently been ranked among the top joint replacement facilities in the country using Medicare data and quality measures such as complication and infection rates. For five years straight, Mooresville hospital has been honored with Healthgrades Outstanding Patient Experience Award and ranked among the top 5 percent in the Nation for Outstanding Patient Experience.

Operation Walk USA, an independent medical charitable organization, provides all aspects of knee and hip replacement treatment — surgery, hospitalization and pre- and post-operative care — at no cost to patients who may not qualify for government assistance, have insurance or afford surgery on their own.

While more than 1 million hip and knee replacements are performed in the U.S. each year, countless men and women continue to live with severe arthritic pain and immobility because they cannot afford joint replacement surgery.

Established in 2000 by Merrill Ritter, MD, who also



founded the Center for Hip & Knee Surgery, Operation Walk Mooresville also educates in-country orthopedic surgeons, nurses, physical therapists and other health care professionals on the most advanced treatments and surgical techniques for diseases of the hip and knee joints.

Through donations of time, money and supplies, Operation Walk Mooresville has been able to touch the lives of countless citizens in several countries, including Cuba, Guatemala and Nicaragua.

Most recently, Operation Walk Mooresville traveled to Managua, Nicaragua, from Feb. 24 to March 2. The group performed 99 surgeries for 69 patients, including 81 joint replacements and 18 foot and ankle surgeries.

A team of 74 volunteers, 12 from Franciscan St. Francis Health-Mooresville, included surgeons, nurses, physical therapists and many others. The team brought the necessary equipment and donated supplies along with the expertise of the Operation Walk Mooresville group.

Each trip costs approximately \$165,000 for transportation, cargo, shipping, medical supplies, medications, room and board.

"Each year these costs increase," said Amy Robertson, R.N., team coordinator for Operation Walk in Mooresville. "Without the help from Franciscan St. Francis Health-Mooresville and the Kendrick Foundation, these trips would not be possible."

For more information about Operation Walk or to contribute the effort, visit operationwalkmooresville.org.

Community Foundation scholarship season begins

Morgan County high school seniors and residents looking to further their education may find financial assistance through the Community Foundation of Morgan County, which will help distribute up to \$1,000,000 in scholarships this year.

The foundation administers applications for its own CFMC Scholarships, Lilly Endowment Community Scholarships, and Kendrick Foundation Scholarships to Morgan County high school seniors and non-traditional/post-high school students.

Applications will be available online beginning November 25th from the CFMC's Scholarship Central website at yourCFMC.org. This online application platform offers an easy-to-use matching system for applicants to view scholarships available this year. By answering a few preliminary questions, students will be presented with a list of scholarships they are eligible for based on several factors.

Printed applications will not be available or accepted this year as the CFMC implements its online application system. Applicants can save applications as they compile needed information.

Annual Morgan County Scholarship Fair

The CFMC will introduce its offerings at this year's Morgan County Scholarship Fair, which will be at the Martinsville High School on Tuesday, December 10 from 5:30 to 7:30 p.m. Potential applicants and their families who attend this event will have the opportunity to learn



Community Foundation
of Morgan County, Inc.

about the variety of scholarships offered throughout Morgan County. There will also be a drawing for door prizes provided by the Martinsville and Mooresville Chambers of Commerce and other business donors, as well as pizza provided by the CFMC.

Free "How to Apply" Seminars

Potential applicants and their families can get the inside track and learn how to fill out CFMC, Lilly and Kendrick online scholarship forms at one of three free "How to Apply" seminars. The same seminar will be offered December 19 at the CFMC Martinsville office, January 9 at the CFMC Mooresville office, and January 14 at the Monrovia Branch of the Morgan County Public Library. All seminars will take place from 6:00 to 7:00 p.m. and no advance registration is required.

The CFMC administers three scholarship programs, as described below. Additional information can be gathered by calling the foundation, and asking to speak to Program Officer, Corey Howard, visiting the CFMC website at yourCFMC.org, or attending any of the events listed above.

Expert Emergency Care Returned Keys to Where His Heart is.

At 83, Keys Lowder is a former Navy man, a longtime employee of Indiana Power & Light and a fulltime farmer who tends his 250 head of cattle “sunrise to sunset, every day.” Then one night he started feeling chest pains. “I’ve always been strong and healthy, but I just didn’t feel right.” He was stabilized in the Emergency Department at Franciscan St. Francis Health – Mooresville, and then had open heart surgery at the St. Francis Heart Center – Indianapolis. “They couldn’t have treated me better. It’s the only place I would go,” he says, before heading out to bale hay, mend fences and feed the cows.

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