

Where Morgan County Business Comes First

BUSINESS LEADER

MORGAN COUNTY

July 2011



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Dave Doyle of Big O Tire

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Success through a desire to help

I attend more than a dozen special events, Chamber meetings and other networking/service groups each month – I even Chair a few of these gatherings that serve and build relationships. Sometimes I notice business owners, whether large or small, approach conversations with other business owners with a technique of “these are the services I offer”, as opposed to “How can I help you?” There is a substantial and important difference between the two.

In his national bestseller, *The Go-Giver*, nationally renowned author Bob Burg says, “Your influence is determined by how abundantly you place other people’s interests first.....and your true feeling of happiness with yourself is a result of continually putting the other person’s needs ahead of your own.”

This month’s issue is full of business owners who have built their reputation on understanding that difference. They discovered a need they could fulfill, rather than targeting a client they could sell to.

Over 12 years ago, when she first opened in Noblesville, Jenny Feuquay built the reputation of 1-2-One Promotions on her ability to help businesses create and enhance a brand presence. She didn’t focus on selling shirts and pens; instead, she counsels clients on how to best create a presence in the community. Now in Mooresville, she’ll continue to serve the needs of her established clients while offering the same individual attention and creative solutions to the Mooresville community.

Carolyn and Mike Bledsoe built their business on air conditioning system repairs as Bledsoe Environmental. And while troubleshooting A/C problems for landlords in established structures has proven a profitable venture for over 18 years, they also recognized that the best solution is to take a proactive stance with new construction. Today, the Bledsoe Building Commission helps new building engineers avoid the common pitfalls of A/C unit installation, and offers solutions in initial construction—making it far less likely that Bledsoe Engineering will have to be called on a few years later!

Opening a mortgage business in 2008 during the biggest fallout in home ownership in decades may not be the most prudent choice, accord-



Jim Hess

ing to some experts, but it shows a passion for the industry! That’s the enthusiasm that Corey Howard used when he opened Five Star Mortgage Solutions, a bustling and successful business now with six employees, during an economy in the midst of a housing depression. But Corey believes in the American Dream and finding ways to help couples and families own a home, no matter what it takes, and no matter what the headlines read. I know firsthand, using a creative solution, he helped my daughter and her husband to buy a home.

Sometimes you can answer a need for others by addressing a need for yourself. The effects of time took its toll on Larry Elsner of Cedar Creek Winery, and his successful carpentry business ceased being the joy it was years ago. He chose to step back from his long-established construction trade to pursue his passion for wine. By constructing a custom-designed French-European cottage in the midst of the wine garden a short drive from Martinsville’s town square, Elsner created Morgan County’s first winery that has already become a popular haven for like-minded lovers of music, wine and fine conversation.

It’s one thing to volunteer to cover lunch for nine people. It’s a whole other matter to continue paying for now 1 / 2 the cost of lunch when that group has grown from nine to one hundred. But to Dave Doyle, the need is the same now as it was then—to help the Mooresville Chamber of Commerce membership enjoy a hot meal with their monthly meeting.

Check out our stories to learn how Morgan County businesses continue to meet the needs of others. The takeaway here seems clear:

The next time you’re ready to tell someone all about *your* business, instead, find out how you can help *their* business.

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

BUSINESS LEADER

MORGAN COUNTY

ESTABLISHED 2006
Vol. 6, No. 2
Phone: (317) 418-7925
Fax: (317) 745-2088
E-mail:

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Contents

Success through a desire to help	2
Promo business happy with move to Mooresville	3
It’s the economy, stupid!	4
First Merchants Charitable Foundation, Inc. Grants Annual Awards	5
Elsner family opens first winery in Morgan County	6
Creating time	7
Mooresville company expanding	7
Giving Back in a ‘Big O’ Way	8
Networking Opportunities	10
Bring your best	11
Mooresville Chamber Benefits from Two June Events	12
The fifth dimension of effective marketing communication: Delivering your messages	12t
At home in Morgan County	13
Five behaviors to success	14
Planner of note	15

Business Owners! ANY Industry, Size

3 Reasons You Should Hire a Business Coach!



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Promo business happy with move to Mooresville

By Bob Sullivan

Morgan County Business Leader

On October 10, 2010—yes, 10-10-10—Jenny Eby married UPS employee Jamie Feuquay and became Jenny Feuquay. “Working downtown he has the same drive anywhere, so that opened us up to look all around the circle to decide where we wanted to start our new life.”

Though Jenny was operating 1-2-One Promotions out of Noblesville, a promotional items printing business she formed in 1998, they decided on Mooresville. “We wanted to get away from the hustle of the north side. There’s just something about Mooresville. We love the small town atmosphere, and we could find the land we needed for our horses. Our passion, outside our careers, is our horses. Then I realized that with today’s technology and the services I provide, it made more sense to relocate the business rather than commute, so I moved the office in January 2011.”

1-2-One Promotions offers a wide variety of imprinted promotional products for businesses and individuals. “I call it 3D advertising,” said Jenny. “We receive the most demand for corporate clothing—polos, oxford shirts—and we’ve built a niche providing quality company uniforms.” Jenny added, “We can serve school sports and little league needs, too.” Other high demand items include pens, mugs and other drinkware, golf items and umbrellas. “We often get unique requests off the beaten path, but with our contacts all across the United States, we can find solutions for those as well.”

According to Jenny, 1-2-One Promotions serves as a contractor for a variety of preferred suppliers. “They’re busy printing and manufacturing; they don’t have time to find the business.



That’s where we come in.”

1-2-One service representatives can help clients find what they need, or visitors can go to the website and browse the full array of product if they prefer. “We can work with any budget, and strive to provide the best quality and service possible within that budget,” said Jenny. “We generate a lot of volume with our vendors, and we’ve been with many of them for a long time now.”

“We take a client from the idea to the final product. We can generate artwork and logos in-house. We can even consult with clients who have no idea how to form their brand and logo, and take them through the process.”

Jenny has a lot of experience with creating artwork and logos. Born and raised in Brownsburg, she graduated Anderson University with a B.S. in graphic arts in 1993. “I loved painting, sculpting,

1-2-One Promotions

Jenny Feuquay
Owner/Account Executive
217 E. High Street
Mooresville, IN 46158
317-584-3333

Hours of Operation
8 a.m.-5 p.m. Monday-Friday
jenny@12Onepromo.com
www.12Onepromo.com

anything to do with fine art,” Jenny recalled. After graduating, she designed CD covers for a local record company, and in 1996 joined the sales force of a Noblesville marketing firm. When the firm folded, Jenny started 1-2-One Promotions.

“We call ourselves 1-2-One because I believe each customer is an individual with unique needs and a unique vision. As a graphic and printing specialist, I can bring that individual’s vision to life.”

Jenny feels promotional products maximize a company’s spending dollar. “People are generally excited to receive our clothing and products; they take them home; they wear them or bring them to work, parties, and events. The ‘life span’ of promotional products is much longer compared to other forms of advertising.”

Jenny says the move across the city has not affected business. “Even though we had an office in Noblesville, we had long ago grown our customer base all over the United States. That made our transition very smooth. And for our Noblesville clients, I’m still only an hour away.”

A large advertisement for Economy Heating and Air Conditioning. The background is a dark, textured surface resembling a metal diamond plate. At the top, the word 'Economy' is written in a large, red, stylized, cursive font with a white outline and a drop shadow. Below this, the words 'HEATING and AIR COND' are written in a bold, white, blocky font with a black outline. Underneath that, the phone number '317-831-5279' is displayed in a large, red, blocky font with a white outline. At the bottom, the website address 'www.EconomyHeatingAndAir.com' is written in a white, sans-serif font.

It's the economy, stupid!

My friend Representative Todd Rokita puts out a weekly newsletter. This week he included these:

- 81% of Americans know someone without a job.
- 1,809,000: The number of net jobs the economy has shed since the stimulus bill was signed into law in February 2009
- 6.8%: The level at which the Obama administration claimed unemployment would be today if the "stimulus bill" was signed into law.
- 1,346,000: The number of job seekers that are new entrants to the workforce and have yet to find a job.
- \$1,161,000,000,000: The total cost of the "stimulus." CBO (congressional budget office) estimates the cost of the bill will reach \$814 billion and interest on the debt will be at least \$347 billion.

Todd asked that I point out he's "really, a positive guy..."

My other friends, I only have two, Brian Wesbury Chief Economist at First Trust Advisors, shares this with us: "And while the economy could be doing better, real GDP has expanded for seven straight quarters - we're now in the eighth. Corporate profits are at a record; the S&P 500 is up 100% from the bottom; consumer



Tim Corman

spending is \$450 billion above its pre-panic peak, and private sector payrolls have expanded for 15 straight months."

Yes, business is doing just fine, despite the stimulus. We really can blame the slowdown on temporary Japan related disruptions, tornados throughout the mid-west and the flooding of the Mississippi basin. The economy could be doing so much better if not for the job killing policies of this administration. If the administration really wanted to cut unemployment they would roll back the "minimum wage" to 2007 levels. Remember the "minimum wage went from \$5.15/hr in 2007 to \$7.25/ hr in 2009. (U.S. Department of Labor)

I can tell you the businesses I speak with on a regular basis are

having good, great and in some cases record setting years. Whether it's a service business or manufacturing, with the exceptions of home building, printing and commercial real estate, the business world, as I know it, is growing. Employers are slow to hire new people for a lot of reasons, not the least of which is we don't know what the future holds. Will taxes go up? Will healthcare costs get worse? Is that possible?

I will leave you with this excerpt from Burt White, Chief Investment Officer LPL Financial: "In the coming weeks and months, inflation and growth are likely to be greater concerns than deceleration and a return to recession."

Tim Corman is an independent LPL Financial Advisor and LPL Registered Principal. He can be reached at Corman Total Investment Management (CTIM) 2680 E. Main St. Suite 233 Plainfield IN. 46168 317-837-5141 cell 317-414-0249. The opinions voiced in this material are for general information and are not intended to provide specific advice or recommendations for any individual. ALL PERFORMANCE REFERENCED IS HISTORICAL AND IS NO GUARANTEE OF FUTURE RESULTS. ALL INDICES ARE UNMANAGED AND CANNOT BE INVESTED INTO DIRECTLY. Securities are offered through LPL Financial Member FINRA/SIPC

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First Merchants Charitable Foundation, Inc. Grants Annual Awards

First Merchants Charitable Foundation, Inc. is distributing grants to local charitable organizations in six counties across Indiana. Formerly known as Lincoln Charitable Foundation, the foundation has issued a total of nearly \$1.5 million in grants since it was formed in 1998.

Mike Rechin, President and Chief Executive Officer of First Merchants Corporation expressed, "First Merchants understands and lives its mission as a community bank. We specialize in servicing the communities that comprise our franchise. The foundation derives great satisfaction from being able to financially support the growth initiatives and needs of all the markets which we serve. The foundation exemplifies our brand with the strength of big, the service of small."

The 2011 First Merchants Charitable Foundation, Inc. Grant Awards are listed below including check presentation times and locations.

First Merchants Charitable Foundation, Inc. Grant Awards 2011

- **Hendricks County** Already Presented
Location: 1121 East Main Street, Plainfield IN (Plainfield Main Street Branch)
Recipient: West District Branch YMCE (for benefit of new Hendricks County YMCA)
- **Johnson County** Already Presented
Location: 996 South State Road 135, Greenwood IN (Greenwood 135 Branch)
Recipient: Johnson County Community Foundation
- **Morgan County** Already Presented
Location: 1010 North Old State Road 67, Mooresville IN (Mooresville Branch)



Sharon Durham, Sally Wells, and Pat Sherman of First Merchants Bank & Tom Zoss of Community Foundation of Morgan County

- **Brown County** Already Presented
Location: 189 Commercial Drive, Nashville IN (Nashville Branch)
Recipient: Brown County Community Foundation
- **Clinton County** Already Presented
Recipient: St. Vincent Frankfort Hospital Foundation
- **Montgomery County** Already Presented
Recipient: South Montgomery Youth Football
Recipient: Sugar Creek Players / Vanity Theater Fund
Recipient: Lew Wallace Study Preservation Society

CFMC Awards Record-Breaking \$72,000 in Scholarships

At award nights and receptions county-wide through June, the Community Foundation of Morgan County was proud to award \$72,540 in scholarships to both high school and non-traditional students. This is the largest amount the foundation has ever awarded, and is more than \$8,000 above last year's scholarship awards.

The scholarship cycle began on November 15, 2010 and applications were due in January and February of this year. Each CFMC scholarship has different criteria such as grade point averages, school and community activities, high school attended, and college majors. The criterion was selected by the original donors of each scholarship fund.

The CFMC Scholarship Advisory Committee, along with several other committees comprised of scholarship donors and school officials, reviewed the applications to select the recipients. The CFMC Board of Directors then approved the selections at their April meeting.

Tom Zoss, executive director for the CFMC, presented most of the awards to scholars in May and June.

"This is one of the highlights of my year," he said. "It is a privilege to represent the generous donors from years past and to present students with a gift that will help them make higher education possible."

Eminence High School Scholarship recipients are Andrew Feutz, Lester Alexander, and Grant Shupe.

Martinsville High School recipients are Sean Stafford, Allyson Hankins, Samantha Murphy, Emmaleigh O'Neal, Sarah Hawkins, Zachary Thacker, Ryan Schneck, Maggie Paul, Christopher Poindexter, and Samantha Messmer.

Monrovia High School recipients are Kori

Shields and Miranda Vondersaar.

Mooresville High School recipients are Devon Jacobs, Margaret Page, Sarah Newton, Samantha Perry, Amy Anderson, Jack Waters, and Ashtyn Fisher.

Non-traditional scholarship recipients for students who have already graduated high school are Kristin Hilligoss, Brittany Perry, Kristi Brown, Jenifer Martin, Christopher Walker, Melissa Messmer, and Jill Perry.

Daniel Kersteins of Martinsville High School and Tyler Huff of Mooresville High School also received the Morgan County Lilly Endowment Community Scholarship, which is not included in the \$72,540 figure of scholarships awarded. This scholarship is for full tuition for four years, so the amount of the award will vary and could be up to \$160,000 per person, dependent upon the school attended.

Nearly half of the CFMC scholarship funds awarded were through the Dorothy Asher Scholarship and the Newburn-Asher Scholarship, created from a bequest upon the passing of Dorothy Asher. The first scholarships for those funds were awarded in 2010.

"The need for scholarships continues to grow each year," Zoss said. "Individuals and families can help meet these needs through the foundation with a one-time scholarship, multiple-year gifts, or through an endowment fund established today or funded by a bequest later."

Individuals interested in discussing scholarship creation can contact Zoss at (765) 813-0003 or tzoss@cfmconline.org. More information on scholarships at the Community Foundation of Morgan County is available online at www.cfmconline.org or by calling toll-free at (855) 280-3095.



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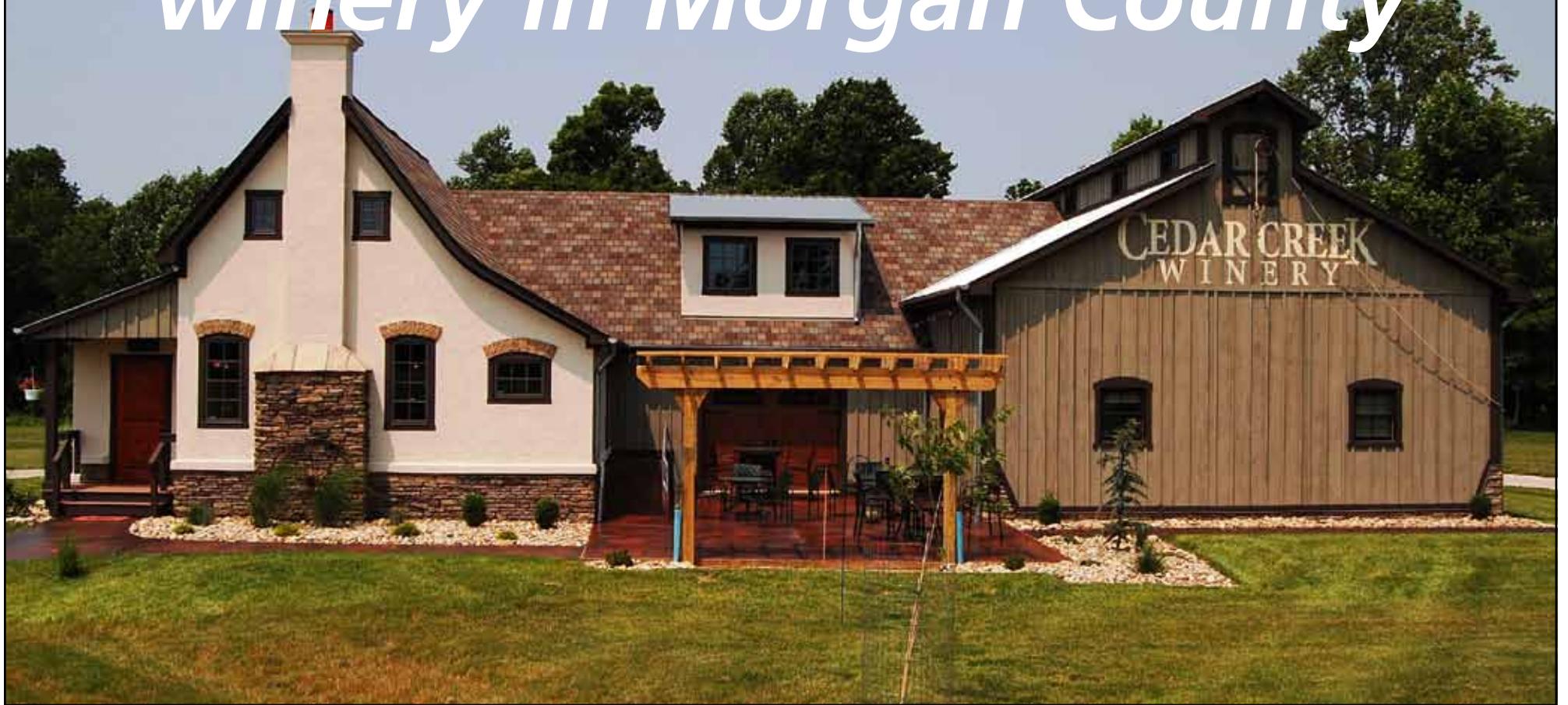
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Elsner family opens first winery in Morgan County



Photos by Dave Ashbaugh

By Bob Sullivan

Morgan County Business Leader

Since 1989, Larry Elsner has enjoyed tremendous success as a professional carpenter, home builder and remodeler, doing business as Cedar Mill Builders. In January 2010, Larry took his business ambitions in a completely different direction when he formed Cedar Creek Winery.

"The hard work inherent with construction was catching up with me," explained Larry. "I've cut back to part-time, and knew I needed something else in place." Larry admits that the recent economy has been tough on construction and remodeling, but now, even if the industry experienced a boom starting tomorrow, his future is with Cedar Creek Winery. "I'd been brewing my own beer and creating my own wine for several years. It's grown into my passion. The reception has always been positive. Plus, I wanted something the whole family could get excited about, something that could be there when I've retired."

Larry may have intended to ease up on construction, but he personally created and built the winery structure, bar, storage and interiors. "A year ago, this was cornfield," said Larry, indicating the artful seating area. "We built everything between April and October 2010. I could take the image in my head and build it, creating exactly the French-European look and old-style stone and wood-

work atmosphere I wanted."

Visitors driving onto the road toward the winery pass several acres of newly-planted grape vines: 300 Catawba vines and 150 Traminette vines. "It takes three years before the vines create grapes mature enough for us to use," Larry explained.

Until then, Cedar Creek ferments its selection of wine using grape juice from distributors, using in-house commercial grade wine processors to create the winery's unique flavors. Cedar Creek currently produces 16 varieties of wine, falling into the four broad categories of dry, semi-dry, sweet, and specialty (dessert) wines. "Our reliance on outsourced juice will lessen over time, but this will never entirely go away," said Larry. "By outsourcing some juices, we can produce varieties of wine locally, using juice from grapes we'd never be able to grow here."

Currently, Cedar Creek is available at Bynum's Steakhouse and Texas Corral restaurants in Martinsville, and will be available at area liquor and grocery stores within the next couple of months. "We had a tent at the Martinsville go-cart racing event last month, which was a tremendous success, and it looks like we may be at the Fall Foliage Festival later this year, too." Earlier this year, at the Story Inn Wine Event, Cedar Creek's Dessert Ice Wine was awarded the bronze in the specialty category.

Since officially opening its doors in October, Larry says the support from the community has been phenomenal. "We get great foot traffic on the weekends. My son, Bryce, books the entertain-



Bryce, Alyssa & Larry Elsner

ment and events. We have wedding receptions, parties, and more. Our live music draws people in and the atmosphere is friendly and laid back.

Larry and his family live in the Dynasty subdivision of Martinsville. His son Bryce, age 22, manages the winery. His wife of 24 years, Donell, and their daughter Alyssa, age 20, also help with various tasks at the winery, including the wine tasting events and exhibitions.

Cedar Creek Winery

Larry Elsner, Owner
Cedar Creek Winery
3820 Leonard Road
Martinsville, IN 46151
765-342-9000

Hours of Operation

Tuesday-Saturday: Noon-7 p.m.

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Creating time

Many harried business owners tell me that they'd love to have a business coach but they don't have the time. They ask, "Can you create additional time for me?"

The answer is always, "absolutely!" The starting point is the concept of working ON your business versus working IN your business. When I work with a client, one of the first things we work on is Time Mastery with the goal of creating just 5 hours/week to work ON the business rather than IN the business. There are a number of strategies but all time management improvement starts with tracking. Write down what you spend your time on for 2 weeks. Then prioritize each task you spent your time on as A (highest priority), B, or C. As the owner, your time should be spent primarily on A's. Then add these strategies:

"Eat the frog." Every day, identify the frog—the task you hate, and do it first! It'll get you over the hump and give you great momentum for the day.

Create an organizational chart. Identifying roles within any business represents a powerful start to creating time to work ON the enterprise – it works for solo entrepreneurs too. Even if your name is in every box on the chart, it provides you with a starting point to shed work that's lower priority, that you hate to do,



Roger Englau

or aren't good at.

Delegate, even if you're a small shop or solo entrepreneur. Ask your spouse, friends, family members, or an intern. Approach the neighbor kid who's good at technology or social media. You can probably get them to work for just a couple of bucks above their weekly allowance!

Eliminate distractions. If the task is NOT Urgent and NOT Important... stop it! It's self-discipline.

Now we have 5 hours/week to work ON your business versus IN your business. Use that time to develop systems/processes to handle 80% of tasks in the business. This creates more time for you and your best employees to work on high value and customer-centric tasks. Finally, solid systems dramatically reduce the Urgent but Not Important tasks. It is when you're in this sweet spot that you feel like you're on top of things and moving your business forward to a bright future—success, fulfillment, and balance between your life and your business!



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Mooresville company expanding

Equipment Technologies, a manufacturer of agricultural spraying equipment, plans to invest nearly \$6.4 million in an expansion of its Mooresville operations, more than doubling its work force by 2015.

Founded in 1997, the company is the largest independently owned maker of self-propelled sprayers in North America. It already employs for than 50 at its 108,000-square-foot manufacturing facility and headquarters, and plans to add about 60 jobs as it builds a separate 50,000-square-foot

warehouse and training facility.

The firm's name-plated Apache sprayer, distributed to farm equipment retailers throughout North America, Australia and Eastern Europe, was named 2010 Product of the Year by publishers of No-Till Farmer magazine.

"Being located in central Indiana places us in the heart of our market and provides good transportation access for distribution," CEO Matt Hays said in a prepared statement.

Giving Back in 'Big O' Way

By Bob Sullivan

Morgan County Business Leader

On the Big O Tires Facebook page wall, dated January 2011, reads a message posted by the Mooresville Chamber of Commerce that reads, "Thank you Big O Tires Mooresville for being our lunch sponsor for over 5 years!" For the past three years, at least, the Chamber monthly luncheons are attended by over 100 members, with caterers serving up hot meals at the Jones Crossing Banquet Center. Thanks to the efforts of Dave Doyle, owner of Big O Tires in Mooresville and Plainfield, Chamber members and guests out-of-pocket contributions have held steady at \$5 per person for several years.

When Dave first offered to sponsor lunch, the situation at the Chamber was very different. Dave recalled that when he first joined, only 10 to 12 people showed up per meeting on average! "I'd been a member for awhile, and around 2004, they'd voted me onto their board, and at one of the first board meetings after that, Bob Miller talked about how, if they could feed everyone, members would be able to attend more easily. So I said, '10 to 12 people? That's easy, I'll take that on.' And I'd just pick some chicken lunches on my way to the meeting." After a few months, the dozen or so members had blossomed to around 30. "At that point, my wife invested in some serving bowls, pans—everything to cater to a small group, and we'd cook the day before. So we were serving everyone for a few months. Then it grew to where we needed two days to prepare." As the Chamber growth spurt continued, Dave made a tough decision. "I said, I can't do this all myself, but if everyone can contribute \$5, I'd pick up the balance to bring someone in to cater it." Dave's role in the Chamber continues to grow. He now provides the monthly Chamber reminder notices and has turned them into an opportunity to contribute to local not-for-profit organizations.

Dave recalls the Chamber growth fondly. "Word of mouth is great in Mooresville, and the Chamber is the core of the business community. Everyone started having really positive experiences, and word travels fast here. That's a big difference compared to areas that are more metropolitan. It's more difficult to make an impact in a large area. The people in Mooresville notice, and they're appreciative. You can't out-give in this town."

Dave Doyle opened the Big O Tires in Mooresville as a new location August 1, 1999. The business grew over the next few years, and he took over ownership of the Plainfield location in December 2004.

Dave already had over 20 years managing car oil change service stores, beginning in 1980 at the first McQuik's Oil Lube on the east side of Indianapolis on Washington Street, close to where he grew up. "It was a new location, I was 18 years old, and I was their first employee. The company was tremendously successful, and a year and a half later, I was managing their third store. I was their operations manager at age 23. It turned from a job to a career pretty fast. Then in 1989 Quaker State bought the locations."

From 1990 to 1996, Dave took over a franchise of stores in the Newcastle and Kokomo areas.

"I had six of them in 1996, which I later sold." Dave stayed on as a consultant for awhile, but left, following another takeover and name change. He was looking to start over fresh when the Big O Tires opportunity came along. "It had been a separate oil change and tire place next to each other, and Big O Tires remodeled both as a unit and offered it as a franchise. I'd been changing oil and brakes for almost 20 years. Funny thing is, tires were a new thing for me, so I had a bit of a learning curve."

Dave was up to the new challenge. "It's about serving people, building a reliable staff that knows their job and feels the same way, and taking good care of them. I have people working for me now going over ten years, and it's their attitude about life and business that makes all the difference."

Dave credits his supervisor at McQuik's with instilling his sense of service. "That's how he trained us. He had a true servant's heart. People want to know that you want to do what's right by them, and it's not just about a paycheck."

Besides the Chamber, Big O Tires has supported the Boys and Girls Club of Morgan County, the Miracle League, and more. "If someone asks me for something, and it's a not-for-profit and it's Morgan County, I'll do what I can to help."

Dave and his wife Anne reside in Greenwood and have been mar-

Big O Tires

Dave Doyle, Owner
540 State Road 67
Mooresville, IN 46158
317-834-6840
Hours of Operation
Monday - Friday 7:30 a.m. - 6 p.m.
Saturday 7:30 a.m. - 3 p.m.
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ried 24 years. They have four children: twins Maggie and Sallie, age 22; Abbie, age 17, and David Jr., age 13. If you are looking for Dave and can't find him at his stores or with his family, you'll know he is on the golf course. Dave is a self-described "golf-aholic."



a
y



Granger Marks 30-Year Anniversary with Home Bank



Scott Granger, Vice President, has marked 30 years of service with Home Bank. Granger joined the organization in 1981 and has worked in various capacities including lending and his current role as Compliance Officer. Granger holds a B.A. from Depauw University and an M.B.A. from Indiana University.



Employees from Home Bank participated in a "Women's Build" on May 7 with Habitat for Humanity of Morgan County. Several employees, friends, and family members participated and also held a separate fundraiser to raise funds for Habitat.

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

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 is \$5. For more information call the Chamber office at 317/831-6509 or visit its website: www.MooresvilleChamber.com.

Mooresville Revitalization Group:

The Mooresville Revitalization Group meets the fourth Tuesday of the month at Zydeco's on E. Main St. from 6:45-8:00 PM. Current topics include purchasing additional planters for the downtown area and coordinating a new "Planters on Parade" contest for

the Spring/Summer. For more information contact Lori Cole, Autumn Whispers Health and Harmony, 317-831-7817, or e-mail to AutumnWhispers@earthlink.net

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.

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 Hunter at 317-856-9801.

Networx:

Networx meets weekly on Thursday at 7:30 AM at the Comfort Suites at Kentucky Avenue

and 465. Call Rick Groce at 317-724-4348 for more details.

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.

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.

Morgan County Toastmasters Club:

The weekly meetings will now be on Thursdays beginning May 5 from 6 to 7 p.m. The club meets at the Academy Building, 250 N. Monroe St. in Mooresville.

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Bring your best

Photos by Elaine Whitesides

By Elaine Whitesides

Morgan County Business Leader

For the last 18 years, husband and wife team, Caroline and Mike Bledsoe, have diligently built a successful business. It's located on a quiet, dead-end street in Camby and even though the street might be a dead-end, the business is certainly not – it is still growing. In fact, it is growing a whole new branch. Bledsoe Environmental has expanded to include Bledsoe Building Commissioning.

When building owners or tenants have a problem with air or water systems, they call Bledsoe. Under the Environmental banner, Bledsoe comes in and gathers data to troubleshoot the issues and make recommendations to resolve them. They test the air and water systems to assess what they are designed to do compared to the current output. Once they identify inefficiencies or deficiencies, they report their findings.

It is up to the client to make the changes needed to improve the systems. It was that test and balance work that fueled the frustrations that led to the new branch of operations, Bledsoe Building Commissioning.

The Bledsoes discovered that the problem of systems not operating optimally was sometimes due to initial installation issues, and by the time the problems surfaced, the owners had to hire someone to replace or work on the system. If the systems had been assessed at the time of installation, the corrections could have been made immediately, saving money in operating and repair costs.

Building commissioning is a growing service industry where companies like Bledsoe are a part of the construction team from the onset of the building, renovation or remodel. Their role is to work in concert with engineers and contractors whose responsibility is to make sure the project is completed within budget and on time. Bledsoe's role is to make sure systems are functioning the way they are designed to function and operating the way they should. They can also make recommendations for sustainable or "green" products during the construction to reduce future energy use and maintenance costs.

"In building commissioning, if you get hired at the right time



Mike and Caroline Bledsoe

and are involved in the process all the way through, you can make so much more impact," said Caroline. "We feel like we can actually help (the owners) get the best and most for their dollar. And upon completion, they have a fully functional, operational building."

"We can show an owner a comparison of with us and without our process; how we can lower energy costs, maintenance costs and fix things during the project rather than after the fact. Once they see the savings, they are not as apprehensive with the upfront costs. They see that it is a good ROI for them."

Quality drives the Bledsoe philosophy. Besides being LEED AP certified, the company and employees are all also certified by the National Environmental Balancing Bureau (NEBB). "NEBB sets the policies, procedures and standards for the test and balancing and building commissioning industry," said Caroline.

Bledsoe Environmental has the only certified hands-on test lab in the Midwest for NEBB. The Bledsoes

Bledsoe Environment/Bledsoe Building Commissioning

7122 Millis Drive
Camby, IN 46113
Phone: 317-821-4760

Web: www.certifiedbuildingcommissioning.com

stepped up to establish the lab when NEBB mandated certification. At that time, the closest test facilities were in Maryland and Florida.

Even though the company operates nationally, Morgan County is home. "Neither of us wanted the rushed, fast-paced life more than we already have," Caroline said. "It doesn't matter where we have our offices because we're going to be traveling anyway. We might as well be somewhere we are comfortable and somewhere we like."

"We have a passion for our business, Caroline said. "It's not just a job. We want to bring quality to the process." That explains why the Bledsoes put so much time into training and their work.

However Caroline says there is an area of business they neglected and that was a mistake.

She said, "In the beginning of any new business you're struggling to get jobs, do the work and make the customer happy. But you have to build relationships. We didn't see the true value of networking and contacts and utilizing other people's knowledge. We thought we were doing the right things by meeting the day-to-day demands.

"We went years and years and learned the hard way. Eventually we met up with a man who was very helpful. We learned about the business world and what you have to do to immerse yourself into the right places and make the right contacts."

Her advice to new business owners: Surround yourself with good, knowledgeable people – and bring your best.

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Mooresville Chamber Benefits from Two June Events

The Mooresville Chamber of Commerce held two fundraisers in June. The Chamber's Annual Golf Outing took place June 8 at Eagle Pines Golf Club, with 21 teams participating. The event is the biggest annual fundraiser for the organization.

On June 16, Citizen's Bank and Zydeco's co-sponsored their 6th Annual Mardi Gras Block Party. 34 vendors signed up to participate in what proved to be perfect weather that evening. "This year the event included performances by the Mooresville Arts Partnership and Spotlight on the Stars," said Chamber Director Mindy Taylor. "The weather cooperated, the community came out in force, and, based on the feedback, both the public and our vendors had a great time."



Top Tips from tiptopics.com

The fifth dimension of effective marketing communication: Delivering your messages

Presented by Bob Chenoweth

In this five-part series, we've covered how to define your target market, how to design your brand to appeal to that market, how to develop your online and offline marketing presence, and how to craft your communications plan. Now, finally, it's time to deliver your messages.



Bob Chenoweth

The Right Messages

As I mentioned last month, the right messages tell the story of your business. They position you as the "go-to" expert, or they promote your products as "must haves" (to the right audience, of course). The right messages are keyword-specific and relevant. They create resonant connections by being human, authentic and conversational. They do not sell; rather, they inform and generate awareness, interest, desire and action (remember "AIDA").

Simple, right. Uh, no. The elephant that keeps crowding into the room is the blank page itself.

That empty page (or screen) is downright menacing. Where to begin? What to say? How to say it? Of course, this is much easier if you have previously crafted a detailed and actionable content/communications plan (see Dimension 4 from last month, online at www.morgancounty-businessleader.com or at www.TipTopics.com).

So if you haven't crafted that plan, take a step back and do that first. Don't worry; it isn't necessarily cast in stone. You can adapt and modify as you go if necessary. Keep in mind that your plan should describe your audience, your content platforms, the best types of messages, your message distribution frequency, and the means to measure results.

Art and Science

Crafting the right messages is both art and science. It is art in the sense that your communications must indeed appeal to your audience. It must speak the language of your buyers and instill a desire to learn more and act on that expanding knowledge. Creating powerful messages is also a science in that the task must be approached strategically, with a keen eye toward keywords and search terms. The content creator must strategically spotlight (and provide marketable solutions for) hot-button issues, aching needs, and strong desires. Good writers – and in particular, good marketing writers – know how to do this. Artistically. Scientifically. Successfully.

Content Considerations

Frankly, truckloads of books have been produced on how to effectively craft content for marketing purposes. It's impossible in this limited space to effectively cover all the bases. But here are some things to keep in mind to help your content rise above the ordinary:

Know your audience. Speak their language. Solve their problems.

Know your business. Know what sets you apart from the competition. Highlight your unique selling proposition and your competitive advantages.

Be transparent, authentic, and human.

Understand that the nature of compelling content will vary by media; what is appropriate for your blog won't necessarily work for social or print media.

Cornerstone content, however, can be tweaked, parsed, and repurposed to fit the platform. If you approach content creation strategically, you won't have to reinvent the wheel for each media form.

Understand that online audiences probably won't begin at the beginning; in other words, your online content should be circular in nature: someone discovering your third article or post should be able to move forward and back to discover the treasure trove you are creating.

Understand that nearly all business writing today is influenced by the changing pace of our society. Information comes at us so quickly that we tend to ignore huge, unbroken blocks of text, and gravitate instead toward content that can be easily skimmed.

The best content is, therefore, visually appealing, even if images are not included. Use white space and subheads to add visual interest.

Content management systems and message scheduling/posting tools can simplify the delivery of your content.

Mix it up: alternate longer articles with shorter posts, detailed business-oriented insights with humanizing commentary, text with video.

If you don't consider yourself or someone on your staff qualified to effectively plan and implement a content marketing strategy, seek help from a professional. It will be money well spent.

The Bottom Line:

Again, planning, crafting and delivering the right messages to the right audiences at the right times via the right media is both art and science. It can be complex, but to the targeted reader, it should appear effortless. More than ever – and for virtually any type of business – marketing requires delivering solid content. This fifth dimension of effective marketing communications is where the rubber meets the road; it's where prospects become customers and customers become raving fans. But if planning and crafting content isn't your strong suit, contact me today. I'll be glad to help.

Bob Chenoweth is the founder, President and Chief Creative Officer of TipTopics LLC. A professional writer, content consultant and graphic designer, Bob also owns Chenoweth Content & Design LLC, which specializes in helping business owners and operators craft messages that communicate, illuminate and resonate. To learn more, contact Bob Chenoweth at: Chenoweth Content & Design LLC 30 Greenwood Drive Mooresville, IN 46158 bob@chenowethnow.com (317) 831-7760 (Office) (317) 402-2613 (Cell)

At home in Morgan County

By Elaine Whitesides

Morgan County Business Leader

Home ownership is a topic of interest to many, including residents of Morgan County. With recent economic events, pursuing that proverbial American Dream may have been set aside by those whose lives have been scorched by the economy.

But Corey Howard, owner of Five Star Mortgage Solutions, Inc. in Mooresville believes he can provide solutions for almost every situation. That faith is the reason he established a new mortgage company in August, 2008 despite the woes expressed every day in the media.

Main Street America was hit hard, but Howard brought a ray of hope building a business on Main Street in Mooresville, based on helping families achieve that American Dream of home ownership.

"I was always intrigued by finance and I did not attend college," said Howard, "but basically I knew in life I wanted to be successful. If you follow your dreams and goals, it doesn't always take a college degree to be successful."

And he has found success. The 33-year-old's business now has a staff of six. "Our biggest success has been establishing ourselves here in the community and getting the support we receive. We opened at one of the biggest declines in residential housing and proving we are not a fly-by-night organization was our challenge."

"You can't put a sign on the building and wait for the phone to ring," Howard said. "If you want it, you have to go out and get it."

He says getting out and meeting face-to-face with local Realtors has been important. So many mortgage brokers had burned bridges with risky loans in the past. He says he takes one loan at a time because he knows you have to build trust one transaction at a time.

Positive aspirations are his mainstay, but hard work and persistence is what it takes to start such a business, especially in this climate. He chuckled as he said, "I am single, no kids and so I put ev-



Corey Howard

Photo by Elaine Whitesides

everything into this business.

"They say if you love what you do, you'll never work a day in your life," Howard said. "I feel that way. I enjoy waking up and coming to work knowing I'm going to make someone's day a better day. Buying a home is one of the single largest investments we make in life and for me to be a part of that excitement with a first-time buyer planting their feet, starting a family, well, it's humbling."

It's so important to Howard that he offers a credit correction service. "Basically we help people fix their credit in order to become home buyers," he said. "It could take 30 days or 12 months." People come to get pre-qualified to

purchase a home and discover credit problems. He helps them resolve the issues and only charges what the credit bureau charges. "It's a service we provide because it helps our clients become home buyers."

Howard chose Mooresville and Morgan County as the home for his business because he saw a need. "There was not a broker in the area offering the programs and services we have to offer," said Howard. One of the programs he refers to is a little-known program called the USDA (United States Department of Agriculture) Rural Development Guarantee Loan.

All of Morgan County qualifies as a rural community under the program. There are income

Five Star Mortgage Solutions Inc.

Corey T. Howard
19 E. Main St.
Mooresville, Indiana 46158
Phone: (317) 831-8355
Web:
fivestarmortgagesolutions.com
E-mail: Choward@
fivestarmortgagesolutions.com

restrictions, but Howard says it is often perfect for borrowers, especially now. The program requires no down payment, offers comparable 30-year fixed interest rates and is flexible in qualifications.

Over the last four years Howard has come to feel at home in Morgan County. "I like being here. Everybody is down to earth and there is a relaxed, laid back feel. Customers feel comfortable with me in a golf shirt versus a suit and tie. Ultimately, they are my friends. It's not just a business relationship."

Five Star Mortgage Solutions, Inc. is state licensed and nationally registered in the Nationwide Mortgage Licensing System. But Howard says people use them because they're local. "We employ Morgan County people, we help Morgan County residents get into homes and we're active in the community with local athletics, organizations and the Chamber of Commerce."

"I'm not just the owner, I am a working owner," Howard said. "I am physically working every day to build this company. It wasn't that easy. It took long hours, sleepless nights and serious dedication. It's personal."

Howard said he has built what he envisioned – and more. "Anything is possible if you put your mind to it."

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Five behaviors to success

There are a stacks of books about how to be successful, I know I have read many of them over the years. A few stick out as favorites and others slip into the vagueness of memory. There five simple behaviors that if practiced consistently will return success. Certainly you will get more accomplished on purpose.

Here are the five:

1. Value of Time
2. Having an Agenda
3. Focused Priorities
4. Being Ruthless About Waste
5. Obsessed with Results

Let's look at each and see how you and I might apply each of them. Valuing your time is a must! You need to have some type of calendar system that you trust and that you can take with you wherever you go. Routines and blocks or chunks of time where you do the same thing each week so it can become a habit. Most entrepreneurial days are chaotic and hectic to say the least but having a routine to start the day and end the day will ensure that "things" don't slip through the cracks.

That is where having an agenda comes in to play. Having an agenda is vital to a successful person because if you don't have an agenda you will fall prey to someone else's agenda. On your agenda should be your focused priorities. Those things you intend to make happen no matter what.

So let's review what we have so far, An intense value of time and yet allowing enough time to complete each task or job so that a job isn't rushed and completed half right. My Dad used to have a catchy phrase for that but I can't use it here... Next you have an agenda of what you want to accomplish on a daily, weekly, monthly



Jack
Klemeyer

basis. Additionally there should be an agenda per project or encounter so you know what the outcome is to be. Thirdly you have the things you want to get accomplished prioritized and all of these should be in writing, either electronically or the old fashioned way with pen and ink. The test here is that wherever you have your list, it should be a place you absolutely trust. Meaning is can't be erased or misplaced.

Next being ruthless about waste of any kind is another facet that makes these five work so well. Don't waste time, resources and especially not relationships. A written plan and knowing exactly what success looks like goes along way to mitigate waste. As you implement your plan notice areas where you can conserve. Conservation of movement, effort and resources. Last but certainly not least, be obsessed with results. It's the results that matter... so be obsessed there! If, by chance, you don't get the results you desire or expect try this thought from the NLP world... Your communication can be judged by the results you get. If you didn't get the results you wanted, look to yourself first to see how you might have communicated what you wanted more clearly or at least in a different way.

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

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TOWN OF MOORESVILLE - BUILDING PERMITS

James Saylor, Bunker Hill Tr., Building Demolition
Leona Garrett, S.R. 144, Residential Construction
Wes Woodson, Washington Street, Storage Barn
Franciscan Alliance, Hadley Road, Commercial Remodel
Pascal Arnes, Slideoff Road, Camby, Accessory Building
Carl Von Essen, Keen Drive, Sign
Bryant Hopwood, Mooreville, Residential Construction

TOWN OF MARTINSVILLE - BUILDING PERMITS

Shook Construction, Main Street, Commercial Alteration
Blakely Construction, Cherry Street, Residential Addition
Lewis and Associates, Marion Street, Remodel
VSCH Inc., Gray Street, Concrete Block Building
Todd Montgomery, Judy Drive, Remodel
Barry Stafford Construction, Hess Road, Sun Room Addition

Kagel Lancaster, Morgan Street, Remodel Daycare
Mike Kirsch Construction, Old Morgantown Road, Garage Addition

MORGAN COUNTY - BUILDING PERMITS

Stuart McDougal, Grey Fox Ct., Single Family Residence
Mike Huff, Fawn Lane, Garage Addition
Cam Arnold, Rocky Lane, Residential Addition
Jeff McCammack, Crooked Creek West Drive, Deck
Keith Ford, Old S.R. 67, Electrical Upgrade
Dan Porter, Fox Hill Drive, Electrical Upgrade
James Osborne, Northwood Drive, Residential Addition
Ned Vosmeier, Denny Hill, Storage Building
Roger Kemp, Lewisville Road, Pole Building
Janice Hetzler, Upper Patton Park Rd., Single Family Residence
Joseph Rayes, Edgewood Road, Residential Addition
Robert Willhide, Old Morgantown Road, Single Family Residence
John Bain, Pinto Place, Single Family Residence
Carol Williamson, Wildwood Lane, Garage Addition
Kevin Wilson, Beech Grove Road, Pole Building
Jack Haggard, Briarhopper Road, Swimming Pool
Kent Bauer, Ranch Trail, Garage
Steven Schilling, Paragon Road, Garage
Stephen Ratliff, Middle Patton Park Road, Pole Building
Mary Jane Estes, State Road 252, Mini Barn
Kenny Baker, Paige Court, Electric Upgrade
Chris Thrasher, Brandywine Lane, Garage
Johnny Tinsley, Smith Lane, Garage
Norman Willmann, Little Hurricane Road, Deck
Randy Kinnaid, Wildwood Lane, Deck
Greg Schwipps, Hollow Branch Trail, Deck

Laura Britton, Babalon Rising, 6419 Hall School Road, Martinsville, IN 46151
Gilbert Staten, Morgan County Construction, 8346 East Staten Lane, Camby, IN 46113
Dawn Spearin, Renew 1, 4401 Upper Patton Road, Martinsville, IN 46151
William Gorham, Indy Office Cleaners, 2067 P:lantation Lane, Martinsville, IN 46151

NEW BUSINESS FILINGS

Julie Engel & Deborah Flynn, Cara Advisory Group, 1645 W. Bunker Hill Rd, Mooreville, IN 46158
Kelly Harris, Kels discount Grooming, 10352 North Rooker Road, Martinsville, IN 46151
Arlie Brock, Elite Communications, 6700 East Vista View Pkwy, Mooreville, IN 46158
Janet Telfer, Tie That Binds

Longarm Quilting, 2110 Burton Lane, Martinsville, IN 46151
Harris & Kelly Craven, Craven Auctioneering, 989 East Columbus Street, Martinsville, IN 46151
Thomas Riester, Redhawk Gaming, 1228 Northpoint Drive, Mooresville, IN 46158
Roger Williams, R & J Tire, 249 Church Street, Paragon, IN 46166
Kenneth Chadwick, C & H Windows, 3380 Valley View Drive, Martinsville, IN 46151

Laura Britton, Babalon Rising, 6419 Hall School Road, Martinsville, IN 46151
Gilbert Staten, Morgan County Construction, 8346 East Staten Lane, Camby, IN 46113
Dawn Spearin, Renew 1, 4401 Upper Patton Road, Martinsville, IN 46151
William Gorham, Indy Office Cleaners, 2067 P:lantation Lane, Martinsville, IN 46151

SHERIFF'S SALES

Christopher Osburn
3350 Skyway Lane
Martinsville, IN 46151
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\$479080.68
Doyle Legal
317-264-5000

Golden Corral
Weiland Investments
July 11, 2011
Barnes & Thornburg
317-236-1313

Teddy & Stephanie Ferran

870 Cope Rd
Martinsville, IN 46151
July 11, 2011
\$176,712.43
Bray, Bray & Bray
765-342-6814

Dustan & Kelli Houchens
13845 N Honey Creek Dr
Camby, IN 46113
July 11, 2011
\$257501.48
Bray, Bray & Bray
765-342-6814

Sandra Smith
1453 Blue Bluff Rd
Martinsville, IN 46151
July 11, 2011
\$275184.44
Foutty & Foutty
317-632-9555

Michael Platter
13077 N Becks Grove Dr
Camby, IN 46113
July 11, 2011
\$113686.39
Zarksis Daroga
800-910-4249

Jeff N Zullo
13690 N Ayrshire Ct
Camby, IN 46113
July 11, 2011
\$157257.13
Zarksis Daroga
800-910-4249

Mark Brackemyre
1117 Delwood Dr
Mooreville, IN 46158
July 11, 2011
\$87901.26
Fiewell & Hannoy
317-237-2727

David & Teresa Gardner
1300 Pumpkinvine Hill Rd
Martinsville, IN 46151

July 11, 2011
\$74113.32
Blommer Peterman
219-793-9680

David Jugg
107421 Rainbow Lane
Mooreville, IN 46158
July 25, 2011
\$105353.38
Mercer Belanger
317-636-3551

Randy & Judy Brock
5 acres - Arend Road
Martinsville, IN 46151
July 25, 2011
\$27476.22
Harris & Currens
317-831-4466

Brad Weaver
159 S St Clair St
Martinsville, IN 46151
July 18, 2011
\$113218.14
Mercer & Belanger
317-636-3551

Tony Collett
10725 W Shagbark Ct
Quincy, IN 47456
July 18, 2011
\$120128.45
Feiwell & Hannoy
317-237-2727

Richard & Rebekah Moore
10042 N David Lane
Mooreville, IN 46158
July 18, 2011
\$131217.15
Feiwell & Hannoy
317-237-2727

Jamie Taylor
6371 E Rockhill Ct
Camby, IN 46113
July 18, 2011
\$124000

Unterberg & Asso
219-736-5579

Donna West
9049 Timberwood Dr
Martinsville, IN 46151
July 18, 2011
\$105664.41
Unterberg & Asso
219-736-5579

Dennis Trimble
13346 N Miller Dr
Camby, IN 46113
July 18, 2011
\$100535.02
Unterberg & Asso
217-736-5579

Joe & Wilhelmena
Grimmett
4850 Turkey Track Rd
Martinsville, IN 46151
August 1, 2011
\$170756.37
Reisenfeld & Assoc.
513-322-7000
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Note: If you need any further information, please contact the attorney listed per each sale. We do not know what debts are owed on the properties, the condition of the home, and we do not have keys to the residence. All sales are held at 2:00 p.m. at the Morgan County Sheriff's Department. If you are the successful bidder, you will be asked to bring in the full amount of the bid by 4:00 p.m. that same day. Funds must be in the form of a cashier's check. We do not accept letters of intent to purchase from your bank. Not responsible for typographical errors.

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