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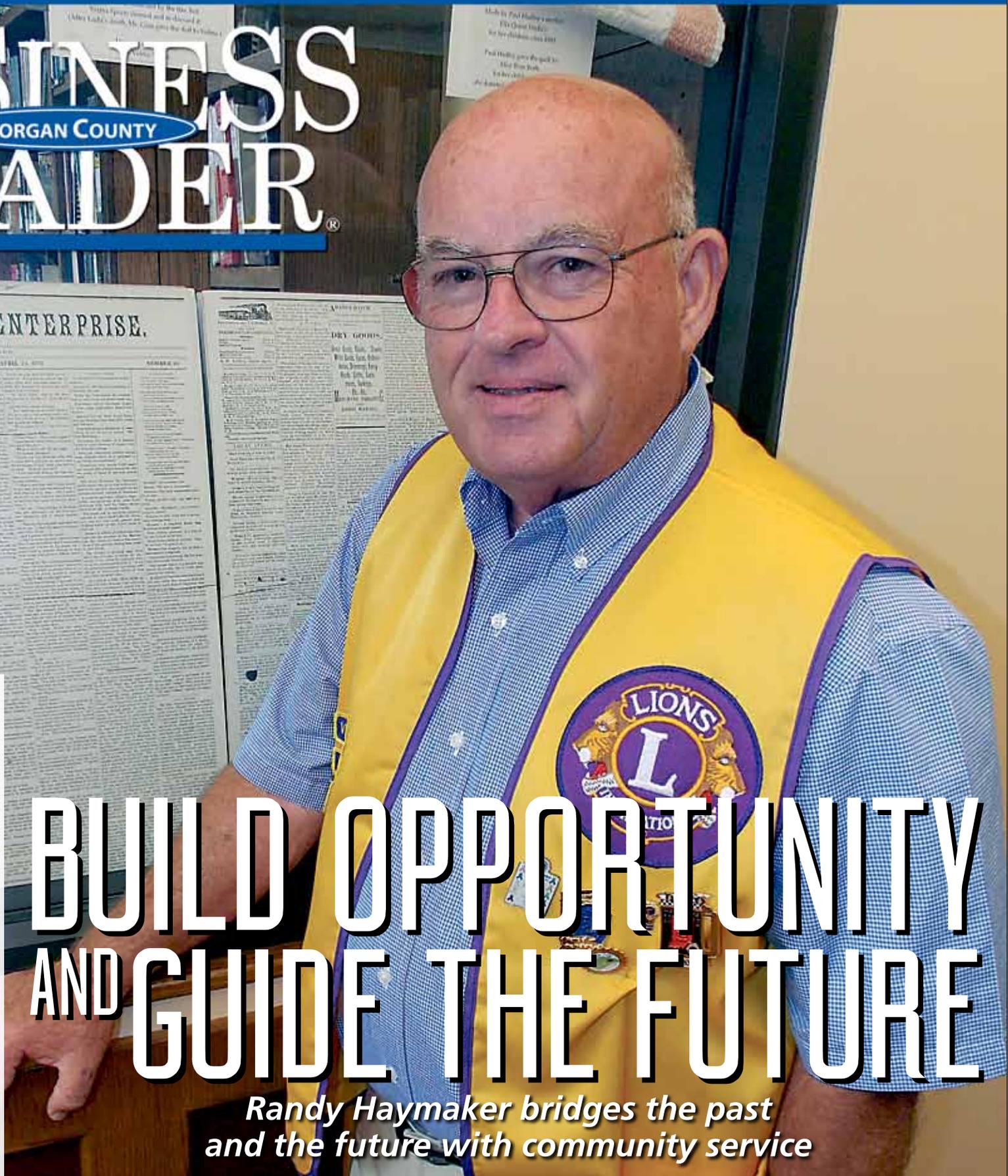
BUSINESS LEADER

MORGAN COUNTY

July 2015



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*Randy Haymaker bridges the past
and the future with community service*



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FROM THE PUBLISHER

Celebrate: Past, Present and Future

This month the Fourth of July celebrations will be going on and most of us will participate in picnics, family gatherings, pool parties, waving of flags, parades and fireworks. These are some of the ways Americans again honor our country's independence.

Passing these traditions to the next generation is easy, but remembering the historical lessons of this holiday requires a commitment to share the stories and encourage the younger generations to celebrate all of the accomplishments of our country.

That holds true to our community, celebrating where we came from and how we got where we are today. Many positive changes have taken place and it is through the efforts of businesses, organizations, and individuals that have continued to make this a community that is stretching for growth and striving to meet the needs of the people that call Morgan County home.

This Fourth of July, Mooresville will hold their fireworks celebration at Pioneer Park with live music starting at 6 pm and fireworks at sundown. And if you live closer to Martinsville, go to Jimmy Nash Park for live

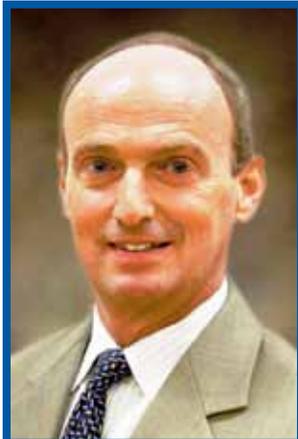
music starting at 4 pm and fireworks at 10. Both events are free to the public. Also in our

community, we're preparing to celebrate Indiana's Bicentennial, and it's no coincidence that so many of the events planned for next year are steeped in sharing those traditions with the next generation.

As you participate in the celebrations of this summer I am once again reminded of the many who have served throughout history and those that serve our country today in order for us to have the freedoms that we enjoy. We are truly a blessed nation and I am grateful.

I am reminded of Abraham Lincoln's quote, "We have been the recipients of the choicest bounties of heaven. We have been preserved, these many years, in peace and prosperity. We have grown in numbers, wealth and power, as no other nation has ever grown..."

I encourage you to remember the history, share all the accomplishments, and pass the stories down to the young. Join me in remembering Morgan County's beginnings, present, and future.



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

Contents

Celebrate: Past, Present and Future.....	3	CFMC hires new Director of Gift Planning.....	11
With a Grandmother's influence, preserving timeless pieces.....	4	5 tips to make business travel a breeze.....	12
'What's a broken record?'.	5	Addressing public transportation.....	13
Delivering your favorite take out, straight to your door.....	6	Can electronic cigarettes help employees quit smoking?.....	14
It takes how long? Are you kidding me?.....	7	Mooresville hospital earns outstanding patient experience recognition from Healthgrades.....	14
Build Opportunity and Guide the Future.....	8	Kendrick Foundation Selects 62 Scholars for 2015.....	15
Fall Foliage Festival awarded \$1,000 Festival and Event Grant by Visit Morgan County.....	10	Networking Opportunities.....	15

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By Nicole Kendall

Morgan County Business Leader

As a young child, Lora loved visiting her grandmother, the late Mildred Musick, on Sundays, where it was an almost weekly tradition to be dressed up with her grandma's jewelry. Her costume collection was extensive and that was fun for Lora to go through and enjoy. Lora always knew that she had a flair for fancy jewelry and being dressed up, which continued on as enjoyable passion as she grew older.

At the age of 17, with waist-long hair and a love for jewelry, Lora interviewed for a job in a well-known jewelry store. Although her intentions were sincere, she was turned away from the position. Disappointed that she didn't land the job she knew she would love, she went to her grandmother and told her about her unsuccessful interview. She shared with her grandmother that she was told she "didn't look the part" and she was "too young". Mildred told her granddaughter, "What you need to do is cut that hair, buy a business suit and you need some nice pumps." She immediately took Lora shopping for a "professional look" that she needed. Then, they ventured to get a haircut for a polished appearance. Finally, they were off to the makeup counter at Macy's where grandma insisted, "Make her look fresh. No red lipstick!" After Lora's confidence was uplifted with her grandmother's pep talk and her business-like appearance in place, Lora went back to the same jewelry store for another interview and was told, "You are just what we are looking for!" Lora shared that they did not even recognize her the second time around and to this day, she is still very thankful for her grandmother's guidance to help her get pointed into the right direction.

She enjoyed working at this jeweler for about 3 years and while there she was also taking courses through Purdue in their Aviation Program at the airport. Lora had always been intrigued by the thought of being a pilot so she was doing both for a few years. She thought being a pilot would be a really fun career and she would still work in jewelry, possibly on the side. However, she realized after 1700 logged hours in the pilot program that it really wasn't for her. She thought of how she loved doing trunk



Lora Richards

shows, learning about how jewelry is made and how it was distributed and she knew that her best fit for a career was working in jewelry. Making custom pieces and working with people during their transitional, special times in their lives, was truly her calling. She enjoyed making new jewelry out of old jewelry and during her time working for jewelers while she was in school, she consistently had a waiting list of customers who sought her for her custom, heirloom work.

In 2013, Lora took a leap of faith to set off on her own in a small office suite in Indianapolis to do the custom work she had excelled in. She worked by appointment only and saved up her earnings to put it back into the business to move where she is now, her new location in Mooresville. Richards always wanted to be in Mooresville and she loves the location of her store, at the corner of Indiana and Main downtown. She shared, "The heart of any city, is downtown. I'm excited to be in an area that is in the midst of positive change and growth".

Lora wanted a store just like the one her grandparents frequented; a place that was in touch with what was going on in customers' lives. "The jeweler used to be a person that everyone comes to. Jewelers used to be like your doctor. People trusted them. Society and the industry has really moved away from that". Lora, a licensed appraiser and certified diamondologist, takes pride in having special relationships with her customers.

She shared that she had a client call her on a Friday seeking a special, custom baptism necklace for that Sunday. While that turnaround time is not always possible, Lora was happy to hand deliver this new piece to the family, that Sunday. Lora does all of her own work, utilizing her own off-site lab and depending on the complexity, her turnaround time is normally 6-8 weeks. She draws out sketches, uses a special computer program for finalizing her designs, creates the molds and works closely with her clients to get exactly what they want. The designs can be from scratch or a redesign of an old piece of jewelry that the client wants changed into a new creation. When it comes to her business operations, Lora stated "I'm upfront with my pricing, quote everyone upfront at the final sketch and do not charge the 3-6 times the cost that many other jewelers are known for. I also make custom pieces truly custom, and I do not just place a stone into a finished setting".

Lora and her husband, Jason, have 2 children, a daughter, Elexis (20) and son, Blake (14). Lora enjoys boating, traveling and spending time with family, including her 2 nieces and 2 nephews. She is a member of BNI in Morgan County and is a Mooresville Chamber of Commerce member and member of the Indiana Jewelers Association. If you'd like to welcome her to the business community and visit her store, you can easily find Iconic Brilliance at 1 E Main St in Mooresville.



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'What's a broken record?'

While discussing some ideas for this column with my wife the other day I told her I was afraid that I may be starting to sound like a broken record. Our soon-to-be 16 year-old chimed in, "What's a broken record?"

And thus, the genesis of this column was created.

I explained to him that before iPods and mp3 players and phones that take pictures, access the internet and play music either through little speakers you put in your ears or connect wirelessly to Bluetooth battery-powered speakers, you used to listen to music differently. I went on to describe this big turntable thingy with this arm that had a diamond "needle" on it. A record was a big, vinyl flat plate-like thingy that had tiny grooves cut into it. In these grooves were little purposeful imperfections that the diamond "needle" would bump around and turn into electronic signals. These signals then went into a separate thingy called an amplifier. The amplifier was hooked up to these big honking boxes called "high-fidelity" speakers. And instead of being impressed with how tiny and expensive your ear buds were, or what hip hop artist slapped his name on them, back then, everyone knew that the larger these boxy speaker thingies were,



Jeff Binkley

the more impressive they were. (Klipsch anyone?) And when the vinyl flat plate-like thingy got scratched or "broken", the music would skip and repeat, and repeat, and repeat. Until you either stomped on the floor near the "turntable" or physically bumped it.

"Hunh" The Boy shrugged. "Sounds a lot more complicated than my iPhone 5s." Alas, he is right from his perspective. But how I miss my Pioneer powering those Klipsches!

Perspective is a valuable tool. And I'm more than a little uncomfortable with the potential lack of perspective we have currently on Wall Street. A recent article from Business Insider brought my discomfort into focus. (<http://www.businessinsider.com/traders-are-so-young-they-only-know-zero-interest-rates-2015-5>)

I passed my Series 7 licensing exam back in June of 1993. Before the internet. Before the Long Term Capital Management Fund crisis of 1997. Before the "Dot com" bubble burst. Before 9/11. Before the 2008 financial crisis.

A large percentage of Wall Street traders today (30%) are so young that they have never experienced anything other than 0% interest

rates. 66% of traders weren't yet adults when the dot com bubble burst in 2000. And only 43% of traders are old enough

to remember the two most significant financial events of the last 15 years, the 2000 dot com bubble and the 2007 financial crisis.

(Data was not available on how many of these youthful traders know what an LP or turntable was or even what "High-Fidelity" means.)

In 1994, my second year as a registered rep, the economy was emerging from a big recession. Treasury interest rates began to rise slightly from their 1993 lows as GDP growth projections improved, yet with few signs of inflation rearing its head. (Sound familiar?) From March of '94 to October of '94, The Fed began tightening. Interest rates rose from roughly 5 1/2 percent to 8 percent. (That's a 50% increase.)

I don't know what's gonna happen. I know that at press time, (early June) the markets and media are in a tizzy again about the FOMC and what it's going to do. I do know that by the time you read this column, the Fed will have had another meeting (June 15th and 16th) and the interest rate crystal ball may be a little clearer. Regardless of when the Fed begins tightening, it behooves a prudent investor to prepare their portfolios for that eventual reality.

None of what I have written above should be construed as buy or sell recommendations for any investor without thoroughly discussing your specific situation with a professional advisor. The Binkley Wealth Management Group LLC is a fee-only Indiana Registered Investment Adviser located in Avon. Mr. Binkley can be contacted via email at Jeff@thebinkleygroup.com or phone 317.697.1618

I'm more than a little uncomfortable with the potential lack of perspective we have currently on Wall Street.



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by Nicole Kendall

Morgan County Business Leader

Amber Sosa always liked the idea of working for herself and just recently made the successful transition into doing so. A former computer programmer with a bachelor's degree from IU-PUI, Amber spent many years working in the home building industry and spent some time as a stay at home mother. She went back to school for a few years and studied law enforcement to work toward an additional degree but that was interrupted when her mother was diagnosed with Stage IV breast cancer. Wanting to step up to help her mother, Amber put her career aspirations aside to do all that she could to help her mother. She was an only child and her father had passed several years ago. Unfortunately, Amber's mother lost her fight with cancer and Amber set out to do something different with her career path. She knew to go back to work, she did not want to sit behind a desk. She wanted to pave her own path and do something fun.

Two years ago while traveling in Seattle with no rental car and stuck in a hotel with no food options close by, she was thankful for the convenience of finding a hotel delivery service. Since then, she had heard of another service in the area that is locally owned and had good experience with them as well. Amber realized the potential of having a similar service based in Mooresville. She decided to launch Mooresville Menu. After being in business now only over 3 months, this business is already finding a great amount of popularity and success. Word of mouth has spread and they are continuously adding new restaurants to their selection list of menus for their clients.

The restaurants that use Mooresville Menu for delivery include Roscoe's Tacos, Rancho Grande, Route 67, Ralph & Ava's Café, Dawg House Pizza, Morgan's Corner Café, Gray Brothers Cafeteria, Dong's China Buffet, Pizza King and Treasures Café. Amber shared that not only are they adding new restaurants to their delivery service, but they offer a larger delivery area than one may expect. "We offer delivery to areas further out than most traditional pizza establishments", she shared. Customers can place their orders through MooresvilleMenu.com or



Jamie Armpriester, office manager, and Amber Sosa, owner

by calling their office and the staff of Mooresville Menu takes care of the pickup and delivery, even offering a few extra items to choose from, such as candy and sodas that can be added to the orders. All orders are delivery only and they are delivered to their clients' doors, serving both residential and business customers. They receive orders from Mooresville, Camby, Monrovia, Centerton, Waverly and Brooklyn just to name a few and if interested residents have questions on their delivery area, Amber asks that you give them a call to inquire. Although they have a large delivery area, Amber shared that down the road, they would like to look at adding more rural areas to their service.

Orders can be placed online or by phone and can be paid for in cash at the time of delivery or may pay by credit card or Paypal online. A small delivery fee applies at the time of checkout.

Sosa and her associates are already starting to be active in our community and have been supportive of Relay for Life in Mooresville and is sponsoring 2 little league baseball teams in our area. Mooresville Menu is a new member of the Mooresville Chamber of Commerce. Amber is active with her son, AJ (7) and attends church at Grace Worship Center in Centerton, where they reside. When time permits, Amber enjoys traveling the Pacific North West, especially Washington.

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Pictured with June Doty is daughter Belinda Doty

It takes how long? Are you kidding me?

How many times do you follow up after making contact with a potential buyer of your goods or services? My answer for you ... probably not enough times! If you follow-up more than three times with a prospect, you are better than 90 percent of other sales professionals. According to the Direct Sellers Association the most sales (80 percent) are made between the fifth and twelfth contact.

Here are some staggering statistics about follow-up efforts:

- 48 percent of people never follow-up with a prospect
- 25 percent of people make a second contact and stop
- 12 percent of people make three contacts and stop
- Only 10 percent of people make more than three contacts

Kind of makes your stomach turn doesn't it? I know it did mine when I first read these statistics. Especially when I looked at what were then my follow-up activities. It's said that at any



Jack Klemeyer

given time there are only three percent of the population looking for what you're selling. Statics prove this theory too in that only two percent of sales are made on the first attempt. That means that the person out wandering around looking for what your salesperson is selling and your salesperson happened to bump into each other. Might be the lucky seat at the local Starbucks.

More statistical information from the Direct Sellers Association, only this time from the salesperson perspective:

- 3 percent of sales are made on the second contact
- 5 percent of sales are made on the third contact
- 10 percent of sales are made on the fourth contact

The good news is that by adding only two more contact touches you can more than double your results. Certainly if you do four follow-up touches... you get five times the results.

Think of the processes you have in place now and how you can add just a couple more follow-up touches. Here are some ideas: a follow-up email campaign, another phone call, a postcard mailed to your prospect, a letter or handwritten note sent to your prospect. Nobody sends notes anymore... so be different and start sending those handwritten notes as a regular practice in your follow-up process.

Reach out and make a few more touches and a few more sales.

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

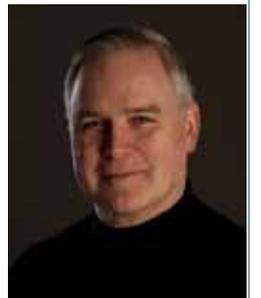
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BUILD OPPORTUNITY AND GUIDE THE FUTURE

*Randy Haymaker bridges
the past and the future
with community service*

By Elaine Whitesides

Morgan County Business Leader

History, commerce and people are tightly interwoven in the fabric throughout Morgan County and although his professional position is Director of Public Affairs at Hoosier Energy, Randy Haymaker is one of its weavers. The quote from Lord Acton comes to mind, "History is not a burden on the memory, but an illumination of the soul."

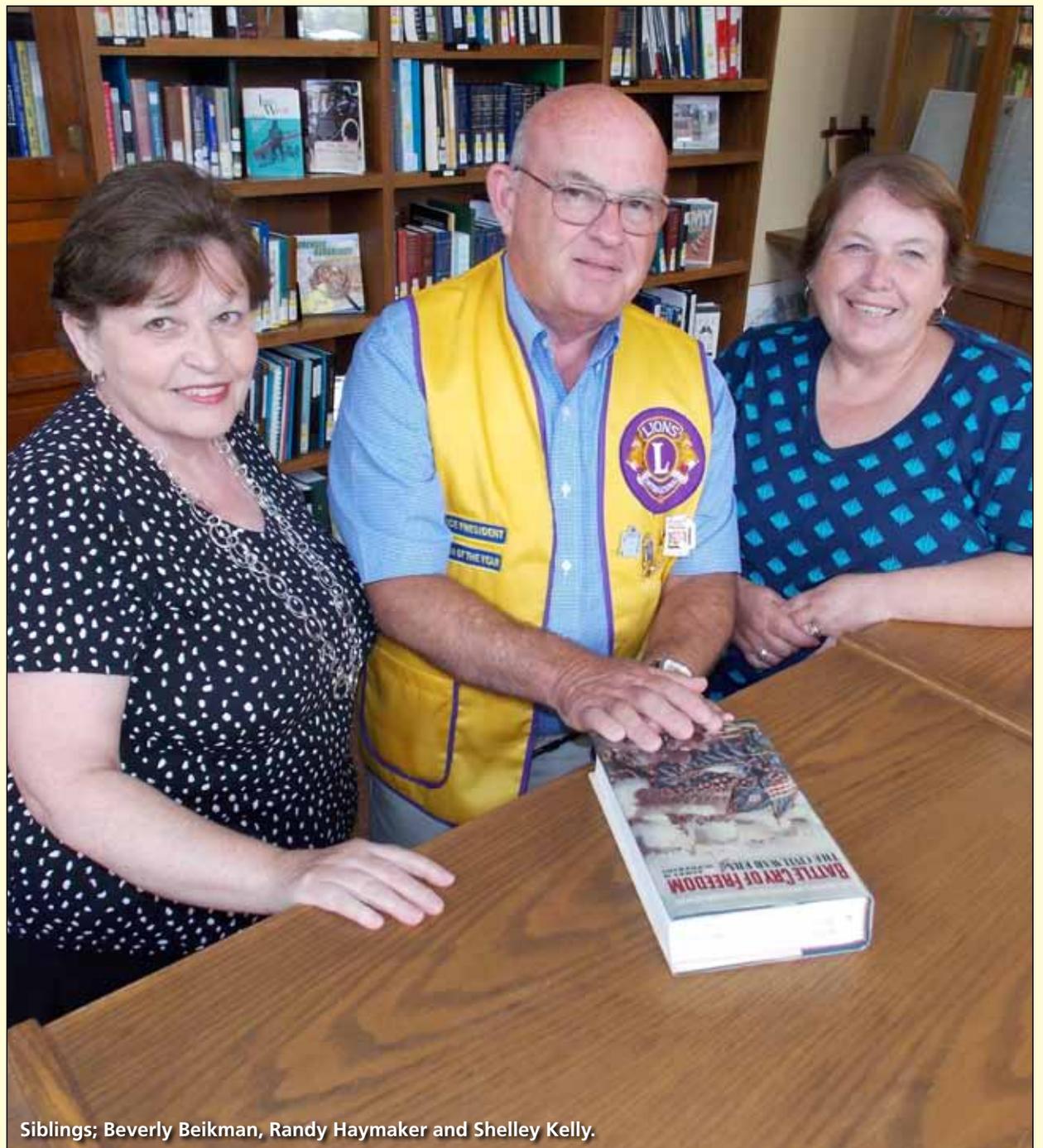
Haymaker's ancestors, the Doanes, first arrived in Morgan County in 1822. They were one of the Quaker families who came from North Carolina to help build the Moon Mill two years before Samuel Moore started the town of Mooresville. Seven years later, the Haymaker family arrived and for almost two centuries, the Doane/Haymaker descendants have been witness to the entire story of the development of Mooresville and other parts of Morgan County and that history is not lost on Randy.

He is quick to point out that it wasn't just his family who laid the foundation for what Mooresville is today, it was many in the community who stepped up to meet a need or create opportunity for growth and development. He said, "Volunteerism, leadership and community involvement is the story of Mooresville from the town's founders to today."

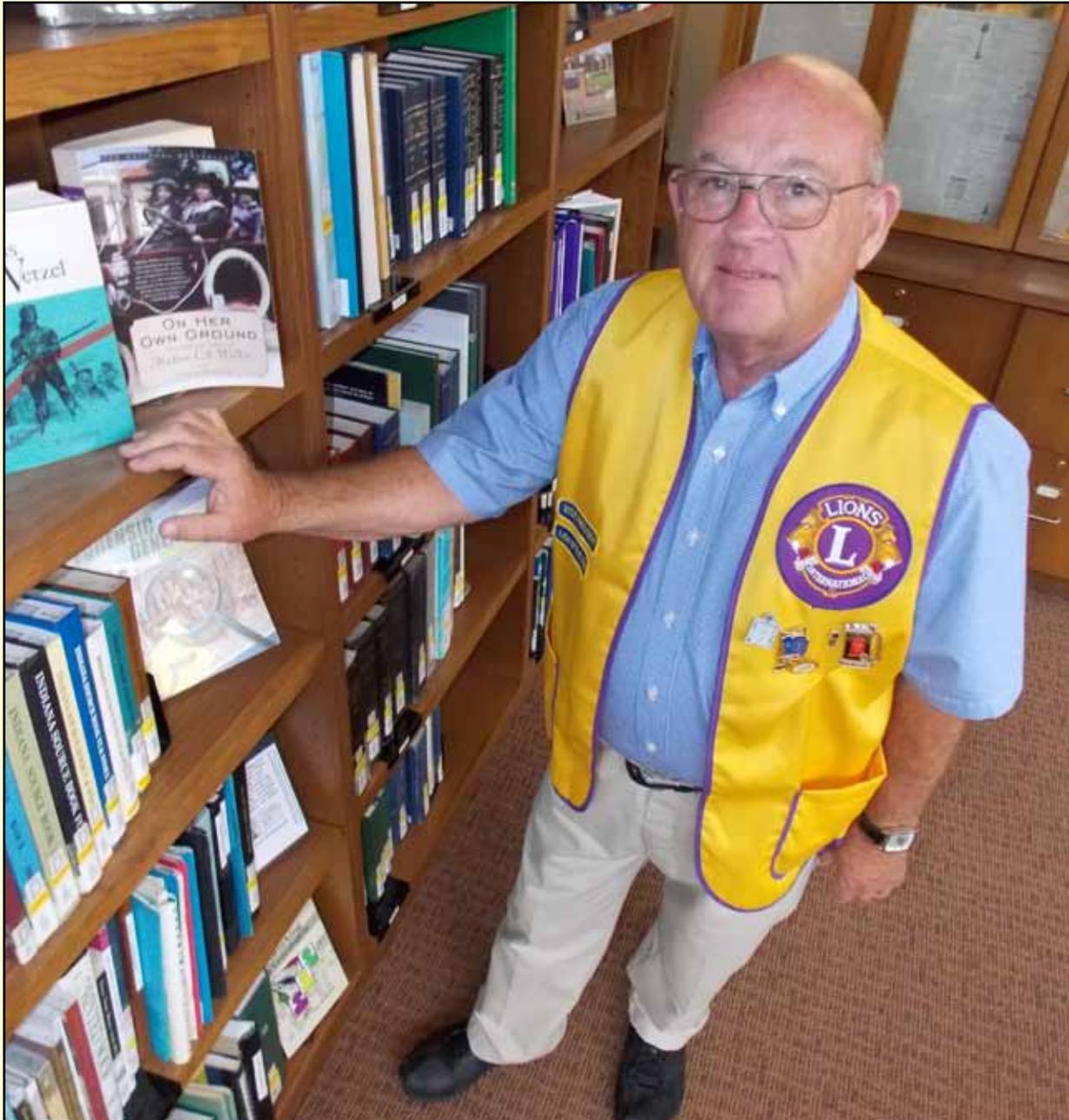
Haymaker told the story that Samuel Moore had a policy when he went about starting the town. He plotted the town and if he met someone he thought would be good for Mooresville, he gave them a plot of land for free. He met the Rusie and House families on their way to homestead in Illinois. He offered them plots of land and they stayed. Today, Tony Langley, a descendent of the House family, is a member of the Town Council. That is but one example of the long history of service to the community by descendants of the founding families.

If anyone understands what it means to be an active contributor to his community that would be Randy Haymaker. The list of honors awarded to Haymaker range from the Sagamore of the Wabash and Mooresvillian of the Year in 1989 to the Excellence in Leadership Award from the Indiana Economic Development Association and Lt. Gov. Becky Skillman, and the Leadership Appreciation Award from the Indiana Democratic Editorial Association.

Haymaker's parents, Bob and Mary Haymaker were very active volunteers in the community. His father started the vol-



Siblings; Beverly Beikman, Randy Haymaker and Shelley Kelly.



“VOLUNTEERISM, LEADERSHIP AND COMMUNITY INVOLVEMENT IS THE STORY OF MOORESVILLE FROM THE TOWN’S FOUNDERS TO TODAY.”

unteer fire department and his mother was Harrison Township trustee for 16 years. (Her brother was also a township trustee for eight years.) Bob worked at General Motors full-time and the family farmed part-time, were involved in 4H and active as scout leaders, too. Randy and his sisters, Beverly Beikman, Shelley Kelly and the late Nancy Kramer all grew up with the belief that you first help your neighbors and have been active in Mooresville volunteers.

His time as editor and co-publisher of the Mooresville Times (previously the Times) owned by the Kendall, Holt and Adams families afforded him opportunity. “I am fortunate that the newspaper work gave me access and standing to participate in many events starting when I was a young man,” said Haymaker. “I have worked with many generations of Mooresville leaders. I knew Ida Fogelman, who was the granddaughter of Samuel Moore who founded the town.

“I used to interview people when they turned 100 years old

like Isa Wilson, who was a retired school teacher and Mooresvillian of the Year in 1971. She was born in 1869. There was Paul Hadley, who was the designer of the Indiana state flag. George Allison, died at 105 years old in the 1970s. He was born in 1869 or 1870 and he helped to start Citizen’s Bank. He also owned the Ford dealership and the Goodyear store. Those people pass on to you a love of the community.”

Haymaker added, “I was fortunate to work when there were WWI and WWII veterans around. I worked with the vets who came back to expand the town. An example of their contribution was when Ray House, Dorothea Edwards and H.D. Coleman formed the Mooresville Development Corporation. They bought a farm on the west side of town, put in streets and sewers and built houses for returning vets.

“They brought in other companies, developed sites for them and marketed the towns. They were the ones who helped found the Chamber of Commerce in 1950. Through running the pa-

per and their knowing I was local, they were very open and allowed me to participate in things.”

And participate he has – in so many groups and on so many projects there is not space to list them all. But he said he is particularly proud of a couple of his achievements, which he again is quick to note were accomplished by a group of people of which he was only one member. He worked alongside Paul Fishel to start the LifeStar Ambulance Service in 1982. “It is owned and operated by Brown Township,” said Haymaker, “(the service) has saved many lives and still serves the entire county.”

His biggest honor, he said, was being asked to start the Mooresville Economic Development Corporation. With his work at the newspaper, he had attended community group and town meetings for more than 20 years in addition to being the Chamber Director, so he knew the leaders in the community and he was also aware of the needs and issues facing the town. “I worked with so many great people. Pat Overholser, Steve Edwards, Jack Forbes, Dick Heald, Steve Ballard and Tim Viles; those people had faith in me to start the program. I got to work with Norman Connell, Bud Swisher and Dave Kollmeyer to make a real difference for the town,” Haymaker said.

“I’ve never done anything alone in my life,” repeated Haymaker. “I was the full-time employee that worked with all these wonderful people. During that time the town tripled in geographic size through annexation, but not forced annexation. We were able to convince people to go with sewers instead of septic tanks and got people to agree to create separate industrial, commercial and residential areas. We worked around geographic issues to install sanitary sewers, roads and built right of ways and infrastructure.”

Many of the people who worked alongside Haymaker through the years to grow and develop Mooresville are life-long residents, but many are not. Haymaker said, “You don’t have to be born here to do it.” He mentioned contributions made by people who relocated to the area like Morgan County Councilman Jeff Quyle and Harold Gutzwiller, the head of the Mooresville Redevelopment Commission. “There is overlap and continuity,” said Haymaker. “People come and go and you have to accept new people. New people bring different backgrounds and perspectives as well as a diversity of up-to-date talents.”

Growth and development is inevitable and important according to Haymaker, because building is opportunity for families and businesses.

“People have to accept the fact that (the community) is going to change and working with change to help guide it is more important than trying to avoid it or ignore it. Otherwise things happen that you can’t influence.”

Haymaker says he is proud of the job Chelsey Mann, Executive Director of the Morgan County Economic Development Corporation, is doing, and that she is following the plan that was established more than 25 years ago by community leaders.

It is evident that Randy Haymaker loves Mooresville and Morgan County. It is home for him, his wife, retired kindergarten teacher, Joan, and their son, Greg. He is proud that his family has a legacy of contributing to its growth and development and he and Joan have continued that legacy throughout their lives. To him, it is the way life and people should be, saying simply, “Every generation makes their contribution, building on the contribution of those in the past.”

He sees growth and expansion in the future for Mooresville and the rest of Morgan County and, apparently, that looks good to him. “The community is being well-served,” said Haymaker. “There are people who are good stewards and will guide the future and maintain control. They will continue to strive to keep influence on the future.”

Chances are really good that he will be right there along with them.



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Fall Foliage Festival awarded \$1,000 Festival and Event Grant by Visit Morgan County

Visit Morgan County, the area's county-wide tourism office, is pleased to announce that a Festival/Event Grant has been awarded to the Fall Foliage Festival for 2015. The grant, in the amount of \$1,000 will be used to offset the cost of two contests that will take place during this year's festival.

One of the events that will be funded through the Festival and Event Grant from Visit Morgan County is the Bags of Gold Search, which involves 100 bags that are distributed to businesses throughout the county and displayed either hidden or in plain sight. Participants who find the bags can return them to the Morgan County Fall Foliage Festival to be entered to win a cash prize. This event takes place in the month prior to the Festival and was a popular lead in to the festival in 2014. It should be even more popular in 2015!

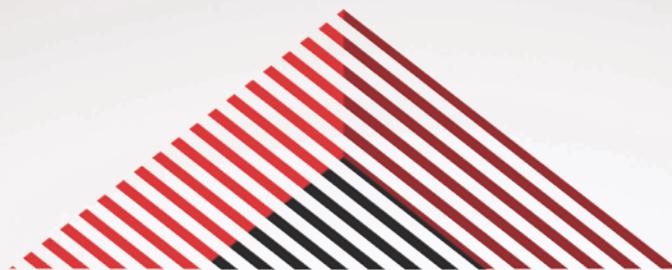
The second event that will receive funding is a new Repurposing Project Contest that invites participants to transform or create a once-useable item from its original purpose to another useable item through repurposing. These entries will be on display during the festival, creating not only a fun event for the participants, but also an additional exhibit for general festival attendees to enjoy as well.

"The Fall Foliage Festival has been a Morgan County tradition for decades. We are excited to help it grow through additional events and ac-

tivities," said Visit Morgan County executive director, Tosha Daugherty. "The two events being funded through our Festival and Event Grant Program will help to generate new interest in the festival for both participants and general attendees. As always, any time we can help support positive visitor experiences within Morgan County, we are excited to do so."

The 2015 Fall Foliage Festival is schedule for October 8 – 11 and will feature a variety of fun events in addition to the two mentioned above. Follow Visit Morgan County on social media to stay informed about local attractions and fun upcoming events throughout Morgan County.

Grant funding for local festivals and events is available through Visit Morgan County's Festival and Event Grant Program. In addition, local businesses or attractions that serve visitors can apply for funding through the Cooperative Marketing Grant Program for use in advertising outside of Morgan County. Both grant programs are reimbursement programs that provide up to 50% matching funds for area organizations or businesses that qualify. Questions about whether your business or event qualifies to apply for funding can be addressed to Visit Morgan County Executive Director, Tosha Daugherty, by calling 765-346-5611, emailing info@visitmorgancountyin.com or stopping by the Morgan County Visitors Center, located at 109 E. Morgan Street in downtown Martinsville



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CFMC hires new Director of Gift Planning

The Community Foundation of Morgan County has announced that Chris Oganowski will be joining the staff of the CFMC as the new director of gift planning. With nearly twenty years of experience as a development professional, Oganowski is passionate about fundraising, as well as community and relationship building.

"It is such a pleasure to join the Community Foundation of Morgan County where I hope my fundraising expertise, when combined with the passion of the board and experience of current staff, will make the foundation an even greater change agent within the county," Oganowski stated.

Originally from Wisconsin, Oganowski began her development career at the University of Wisconsin – La Crosse, where she received her master's degree in development and administration before beginning her professional development career within the university as a phonathon coordinator from 1997 to 1999. Chris was promoted to the director of annual giving, a position she served in for more than eight-years before accepting a development position at the University of Indianapolis in 2007.

While at the University of Wisconsin – La Crosse she reinvigorated the university's annual fund program, achieving nearly seventy percent growth in telemarketing revenue and thirty percent growth in direct mail revenue. Similarly, at the University of Indianapolis, Oganowski doc-

umented planned gifts in the seven-figures and annual gifts in the five-figure numbers before moving on to DePauw University in 2011 and

personally closing more than \$4.5 million dollars in financial contributions.

"Chris has brought significant experience in major and annual gift development to us, which will allow the CFMC to continue evolving with the county's needs," said Ed Kominowski, CFMC Executive Director. "Our board of directors and staff are excited to have her join us in service to the Morgan County community."

Earlier this year, the board of directors of the CFMC unanimously chose to better capitalize upon their fundraising and relationship building capacity by hiring a proven fundraiser. Oganowski was ultimately chosen from a pool of applicants from across the region, and will allow the CFMC to maximize the \$1 million matching grant provided through the generosity of the Giving Indiana Funds for Tomorrow (GIFT), an initiative of Lilly Endowment Inc.

"Morgan County has been given the unprecedented opportunity to raise \$2 million, which will not only allow for a more robust impact grant making program through the CFMC, but allow nearly 30 community programs and projects to increase the reach of their programming with a \$0.50 on the dollar match for any donation made to these funds," Chris Branson, CFMC Board President remarked.



Oganowski

Is your upstairs TOO HOT?!?

In many two-story homes, the upstairs area is considerably warmer than the main floor. The reason for this is simple - heat rises. The



Jod Woods

thermostat is typically located on the main floor; so when this level reaches the set temperature, the air conditioning turns off. The heat from the first floor rises to the second. Heat from the attic also causes the temperature to rise on the second floor. Because the heat leaves the main

level, this area stays cool longer, thus not asking the air conditioning system to run. This cycle continues all day as the temperature upstairs continues to rise. All of these factors can lead to a very uncomfortable area to live and sleep. There are a number of things that can be done to reduce or even eliminate this condition. Every home is different, so the potential for correcting this problem varies based upon these differences. Economy Heating, Air Conditioning, and Plumbing is trained and experienced



in the proper way to deal with this situation. Please give us a call at 317-831-5279 to schedule an appointment to discuss your options.

Please let me know if there are any topics that you would enjoy being discussed. I can be reached at 317-831-5279 or Jod_D_Woods@EconomyHeatingandAir.com

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5 tips to make business travel a breeze

Sometimes getting ready for a business trip can seem like a huge task, especially if you're trying to pack between planning for that killer sales presentation and catching up on last minutes things around the house or office. However, you can keep you workload to a minimum by following these 5 easy tips that reduce your stress of business travel.



Will Gott

1. **Keep essentials packed at all times.**

Avoid forgetting crucial items such as toiletries and charging cables for electronics by keeping them in a travel bag at all times and that is ready to go at any time. You may have to replenish these items every couple of trips, however it gives you less to worry and think about as you prepare for your business trip.

2. **Remember to pack leisure cloths.**

Don't forget pack a comfortable pair or walking shoes and jeans or casual shorts. It's easy to think you are going to wear your business attire during your entire business trip; however, you want to be ready for any leisure time you may get.

3. Avoid checking bags. Why pay for check luggage or wait for your luggage at the baggage claim area, when you can take advantage of carry-on bag allowances. You don't get much room in a suitcase if you decide to carry-on your luggage, so be smart what you decide to pack.

4. Enroll in frequent traveler programs. Many credit card companies and travel providers have their own loyalty or frequent traveler programs. These programs give you extra perks like free checked bags, upgraded seats, expedited check-in and check-out, preferred parking, free internet and the list goes on and on. Some credit card companies will give you free airline miles, points or free flights and or hotel stays for using their approved credit card. If you travel often, you are losing money and time if you are not doing this.

5. Ship items to save space, time and money. Instead of taking larger or heavier items with you, why not ship them to your final destination. Or, if you have accumulate more stuff while on your business trip than your luggage allows, ship you items back home or to the office. The price to ship your items could be cheaper than the cost of checking an additional bag.

Business travel does not have to be stressful. With a little bit of planning ahead of time, you can make the most out of your next business trip.

Will Gott is the owner of Magnified Vacations CruiseOne, a locally owned and operated full service Cruise and Leisure Travel Agency. Will, and his wife Nikki, specialize in helping families and couples reconnect by helping create memorable vacations. The Gotts have extensive proficiency in the travel industry as well as business experience. You can email Will at wgott@cruiaseone.com, or call (317) 451-4232 or via www.magnifiedvacations.com



First Merchants was a very proud sponsor of the Mooresville Kiwanis Golf Outing which directly benefited the League of Miracles in Morgan County. Travis Caulk and Bill Boyd from First Merchants Bank were present to present a check to the Kiwanis Club at their June 9th meeting.

Connecting Morgan County

Coordinated Aging Services for Morgan County / Connect Morgan County Public Transportation

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By Bob Sullivan

Morgan County Business Leader

Many locals identify daily access to affordable public transportation as a challenge in Morgan County. While it's true that there is no visible trolley or bus driving a daily route, the area offers publicly funded, affordable transportation. The challenge, says Steve Gerber, Executive Director of that option, is getting the word out to those who need it.

Coordinated Aging Services for Morgan County (CASMC) is a state-funded transportation program for seniors 60 years and older. Connect Morgan County Transportation (Connect) is a public transportation service for all ages, run by the same organization and resources. CASMC's services are free to the customer; there is a nominal flat rate for riders using Connect—\$4 for a one-way ride within the same town, \$5 for a trip within the county. The same umbrella organization (Sycamore Services) oversees both. Ideally, a rider must schedule the use of either service with at least one day's notice. CASMC started in 1985, and Connect was added in 2007. Steve Gerber joined as executive director in October 2014.

"A lot of people aren't aware of our public transportation component, so we're trying to raise public awareness, and also get the word out to the business community about how we can benefit them." Steve estimates 80% of their customers are CASMC clients.



Steve Gerber with dispatchers Cindy Goss and Cheryl Myers.

Steve manages 12 part-time drivers, two dispatchers, and a fleet of 12 vehicles. His staff meets the rider demand, though he suspects the actual need for their services is far greater. "People see our vehicles and they think 'elderly' and don't realize it's available for everyone. That's the branding issue we're looking to change." Regarding the daily schedule, Steve observed, "There's a huge demand for CASMC from 10 am to 3 pm for senior medical appointments."

Steve believes Connect can play a big role in the lives of the underserved. "We want to put our services top of mind at local businesses. We can get prospects to that important interview when they don't have other options. We can serve as temporary transportation until an employee acquires their own vehicle. These are ways Connect can start addressing these problems for businesses and their employees today."

As Connect catches on, Steve imagines scenarios that make their option even more affordable. "If we had four or five people that lived in one area who all needed to go to work every day in another area, we could reduce the price per person per day by creating a sched-

uled carpool route. We would negotiate a discount in exchange for the guaranteed bulk business." Steve believes "it won't take much to get us in this position."

CASMC is an NFP and highly regulated. Its partners include the Central Indiana Council on Aging, INDOT, the United Way of Morgan County, and the County Commis-

sioners. Co-funding underwrites their costs and allows Connect to offer transportation at the discounted rate. His drivers must maintain their chauffeur's (PPC) license and undergo monthly training on wheelchair lifts and other specialized equipment through the Rural Transit Assistance Program.

Steve grew up in Paragon. He earned his pastoral degrees and entered into a career in social services. After over 20 years working in social services and pastoral ministry, he became aware of the CASMC opportunity. "I'd never had a chance to work in Morgan County, and I saw a chance to give back."

With the NFP, he saw an opportunity "to expand the public transportation initiative. The organization has a good reputation already and a solid foundation to build on." Along with expanding Connect, Steve hopes to establish a fixed public shuttle route in Martinsville in the near future. "We are a very missions-based organization. I think when businesses realize how we can help them with their bottom line, it will be a win-win."

Steve and his wife, Vicki, have been married 26 years. Vicki grew up in Morgantown and, in 2004, the family moved back to Morgan County and into the very house she grew up in. They've raised two children: Kyle (19) and Nathan (17). Steve is the pastor at Little Union Baptist Church in Unionville.



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Can electronic cigarettes help employees quit smoking?

A few years ago, I was at a conference where many employers and business owners were looking for ways to improve their employees' health. One topic that came up was using electronic cigarettes (also known as e-cigarettes or e-cigs) as a way to quit smoking. While we discussed the pros and cons, one very clear fact emerged: be very, very careful in "recommending" or encouraging this type of unproven cessation method. You could open yourself up for a potential lawsuit if an employee is harmed.

Here are a few facts you should know:

Electronic cigarettes contain nicotine

An e-cigarette is a battery operated (disposable or rechargeable) device that contains nicotine. The nicotine is turned into a vapor in the e-cig and then inhaled. The vapor looks similar to smoke. E-cigs come in all sorts of sizes and often flavored nicotine cartridges.

Electronic cigarettes aren't regulated

E-cigs contain other chemicals besides nicotine, which also get inhaled. Since e-cigs aren't regulated by the FDA, we have no way of knowing how much nicotine is in them or what other chemicals they contain.

Electronic cigarettes haven't been shown to be effective

There have been NO scientific studies that prove e-cigs actually help people to quit smoking. There is also concern that using e-cigs may lead nonsmoker to start smoking regular cigarettes. Many times, someone who smokes e-cigs also smokes regular cigarettes.

Nicotine patch vs electronic cigarette

A nicotine patch, used as a way to quit smoking, is FDA approved and regulated. These contain a measured dose that helps a smoker taper off nicotine addiction, starting at 21 mg patches used for two weeks, then 14 mg patches for two weeks; and finally, 7 mg patches for two weeks and then it is easier to quit.



Jennifer Walker

We don't know enough about e-cigs, so they should not be recommended. There are other cessation aids, with or without nicotine, that have been proven to be safe and effective at helping people quit smoking.

If you want to help an employee quit smoking, consider proven methods to quit. The Indiana Tobacco Quitline is available 24/7 and just a phone call away: 1-QUIT-NOW (800-784-8669). It's free!



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Mooresville hospital earns outstanding patient experience recognition from Healthgrades

Franciscan St. Francis Health-Mooresville has earned the Healthgrades 2015 Outstanding Patient Experience Award.™

This recognition places Franciscan St. Francis-Mooresville among the top two percent of all hospitals in the nation evaluated for providing an overall positive experience for inpatients.

"We are honored to be a recipient of this award," said Peter J. Murphy, senior vice president and chief operating officer for Franciscan St. Francis Health-Mooresville. "Our physicians, surgeons, nurses and support staff continually work to improve and ensure patients have the most positive experience possible during their hospital stays."

Healthgrades, an online resource for comprehensive information about physicians and hospitals, evaluated performance by applying a scoring methodology to 10 patient experience measures, using data collected from a 27-question survey of the hospital's own patients. The survey questions focus on patients' perspectives of their care in the hospital.

Questions ranged from cleanliness and noise levels in patient rooms to factors such as pain management and responsiveness to patients' needs. The measures also include whether a patient would recommend the hospital to friends and family.

"We commend all recipients for their achievements and for demonstrating an organization-wide commitment to deliver high-quality care and ensuring a safe and positive experience

for patients," said Evan Marks, Healthgrades' chief strategy officer.

Franciscan St. Francis Health-Mooresville's award comes in the wake of other recent recognition from Healthgrades. In March, the hospital was ranked among America's 100 Best Hospitals™ for its total joint replacement surgery program.

For more information about Healthgrades or to download a full copy of the report or to receive information about hospital and physician quality, visit: www.Healthgrades.com/quality.



Murphy

Kendrick Foundation Selects 62 Scholars for 2015

The Kendrick Foundation Board of Directors has named 62 Morgan County residents as Kendrick Scholars for 2015. This is the largest number of scholarships ever awarded by the foundation, and is up from 57 scholars in 2014, 41 scholars in 2013 and 40 in 2012.

Kendrick Foundation scholars will receive a scholarship for tuition only, up to a maximum of \$15,000 per person per school year to attend the educational institution of their choice. Students will pursue degrees in medicine, dentistry, nursing, and allied health services. A potential of \$930,000 will be awarded this year.

The Kendrick Foundation's board personally read through each of the 80 scholarship applications received this year, making final scholarship decisions as a committee. Members of the Kendrick Foundation board include, Lynn T. Gordon, Secretary and Treasurer; Greg McKelfresh; R. Barry Melbert, MD, Vice President; Jerry Sanders, PhD; Shelley D. Voelz, President and Chairperson, and; Eric Wymer, MD.

Qualified students can re-apply for the scholarship each year, and if they meet the eligibility criteria, may be considered to receive the scholarship again. Of the 62 scholars this year, 46 students have received the scholarship for two or more years.

This year's Kendrick Scholars were honored at an annual banquet hosted at the South Central Indiana – REMC in Martinsville, Indiana on Tuesday, June 2, 2015. The Kendrick Foundation board of directors hosted the ceremony, with a welcome by Lynn T. Gordon, retired president/CEO of Citizens Bank in Mooresville and Kendrick Foundation board member since 2012. Dr. Jerry Sanders, retiring Assistant Superintendent at MSD of Martinsville and Kendrick Foundation board member since 2014, led those in attendance in an invocation before the meal.

Two previous Kendrick Foundation Scholars spoke on the academic and professional achievements that were made possible through the support of the Kendrick Foundation Scholarship. Jessica Bradford, M.A., CCC-SLP, a Covenant Christian High School graduate, was a Kendrick Foundation Scholar from 2006 through the end of the 2011-2012 academic year. Receiving her B.S. in Communication Sciences and Disorders from Butler University in 2010, followed by a M.S. in 2012 in Speech-Language Pathology, Bradford remarked that, "education truly never ends," as she continues to learn from her patients at Columbus Regional Hospital, where she serves as a Speech-Language Pathologist. Bradford was also inspired by the generosity of the Kendrick Foundation, commenting, "Kendrick's passion to give back to the community is evident by the number in attendance tonight. When I was a scholar, the number of scholars was a third of what they are today."

Amanda Walter, M.D., a Martinsville High School graduate, was a Kendrick Foundation Scholar from 2008 through the end of the 2010-2011 academic year. Walter received a B.S. in Chemistry in 2006 from Butler University, followed by a M.S. in Biology from Purdue University in 2007, before obtaining her medical degree at Indiana University School of Medicine in 2014. Today,



Walter serves as a pediatrician for Franciscan Physician Network, where she acknowledges, "I'm not just another face to my patients; I actually mean something to them. It is my hope that the level of care and concern I provide is tangibly felt."

The award presentation was led by Kendrick Foundation board members, Greg McKelfresh, SCI-REMC Chief Executive Officer and Kendrick Foundation board member since 2013 and Dr. R. Barry Melbert, Franciscan Physician Network surgeon. Shelley D. Voelz, retired Franciscan St. Francis Alliance R.N. and Kendrick Foundation board member since 2005, reminded the scholars that, "each and every one of you has very unique talents and abilities. We have great faith in you, and the way we can show we believe in you is by the financial gift we can give to you. But, it's much deeper than that, we believe in you, and we know you're going to do wonderful things."

Special guests for the evening included Dr. Brian Disney, Mooresville High School Principal; Dr. Michele Moore, MSD of Martinsville Superintendent; Mr. Peter Murphy, St. VP/COO in charge of the St. Francis Franciscan Alliance Mooresville campus; and, Mr. Greg Williamson, Executive Director of St. Francis Franciscan Alliance Foundation.

The 2015 Kendrick Scholars are: Abigail Allen, Alexander Anderson, Sarah Angermeier, Justin Applegate, Kayley Armstrong, Adrienne Bathory, Adrienne Bay, Morganne Belton, Chelsie Brady, Briana Bray, Ian Bray, Elizabeth Brock, Sarah Brown, Shannon Bruce, Sarah Burnside, Ashley Butler, Mackenzie Cheesman, Christopher Connell, Andrew Costin, Juanita Ellis Nelson, Elaina Ennis, Sara Gilbert, Sarah Glasscock, Katy Grismore, Morgan Hacker, Ashley Hale, Erica Hendrickson, Jillian Holt, Hannah Lange, David Lawson, Hannah Leake, Kaitlyn Lowe, Charles Matias, Brent McCreary, Tanner McKinley, Rhonda McKinney, Daniel Moriarity, Joseph Moriarity, Elisabeth Nicholson, Dana Nokes, Mikinzie O'Neal, Amber Ooley, Taylor Oswald, Soniya Patel, Katrina Polikoff, Jared Pond, Skyann Rittenhouse, Jessica Rohrig, Julie Saucerman, Ryan Schneck, Stephanie Schneck, Cayla Schwab, Molly Scrougham, Griffin Selch, Alyssa Shipman, Ryan Skora, Isaac Smith, Charlotte Spina, William Spina, Haley Taylor, Christopher Walker, Cheryl Yarnell.

The 2016 scholarship cycle will begin this fall, and information and applications will be available on the Kendrick Foundation website in late November of 2015. The scholarships are open to all Morgan County residents, including post-high school students and non-traditional students, who are pursuing degrees in the health care field. Other restrictions apply.

More information on the Kendrick Foundation is available online at kendrickfoundation.org. Individuals may also call the Kendrick Foundation at (317) 831-1232 or 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 Tuesday 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.

Rediscover Martinsville: An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. 765-343-6303 or e-mail: rediscovermartinsville@gmail.com. Follow us on Facebook.

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 Wilson at 317-856-9801.

Correction

In last month's story "Celebrate History, Ignite the Future," the article lists various projects. The sentence after the list should have read: "The funds for both Mooresville projects were secured by the Mooresville Redevelopment Commission through TIF proceeds and a bond."

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