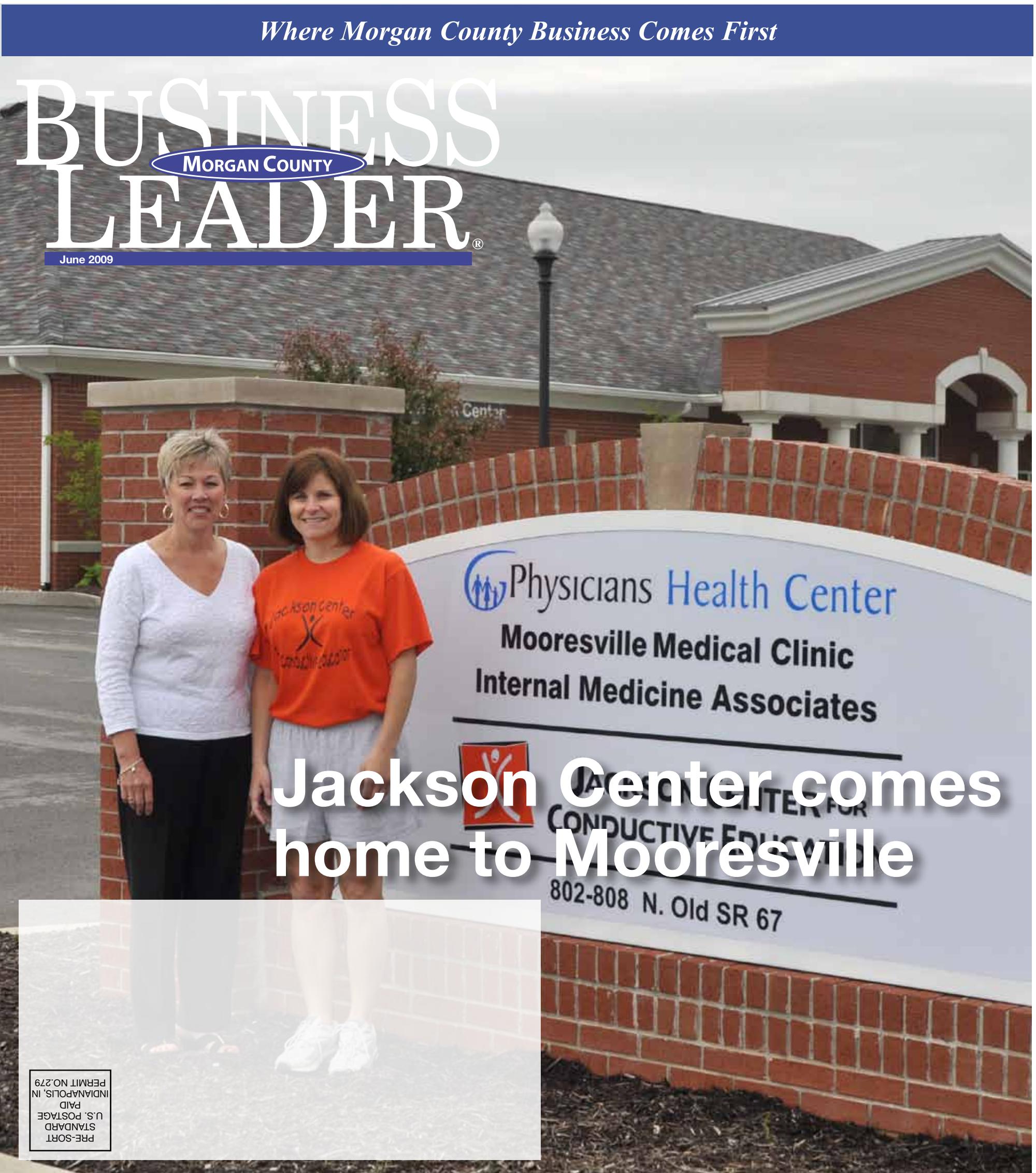


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June 2009



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The Greater Mooresville Chamber of Commerce

15th Annual Golf Classic ~ June 10, 2009

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The Greater Mooresville Chamber of Commerce will hold its 15th Annual Golf Classic on Wednesday, June 10, 2009. The proceeds from this event in part fund scholarships awarded to local graduating seniors. The event is expected to attract over 120 participants from throughout central and south central Indiana.

Location: Eagle Pines Golf Club registration & lunch (**Fried Chicken, chips & fruit**) from 11:30am -12:30pm. Shotgun start at 12:45pm. Complimentary **Steak Dinner immediately following** event. We are pleased to offer you the opportunity to participate in this event and promote your business by any of the following ways:

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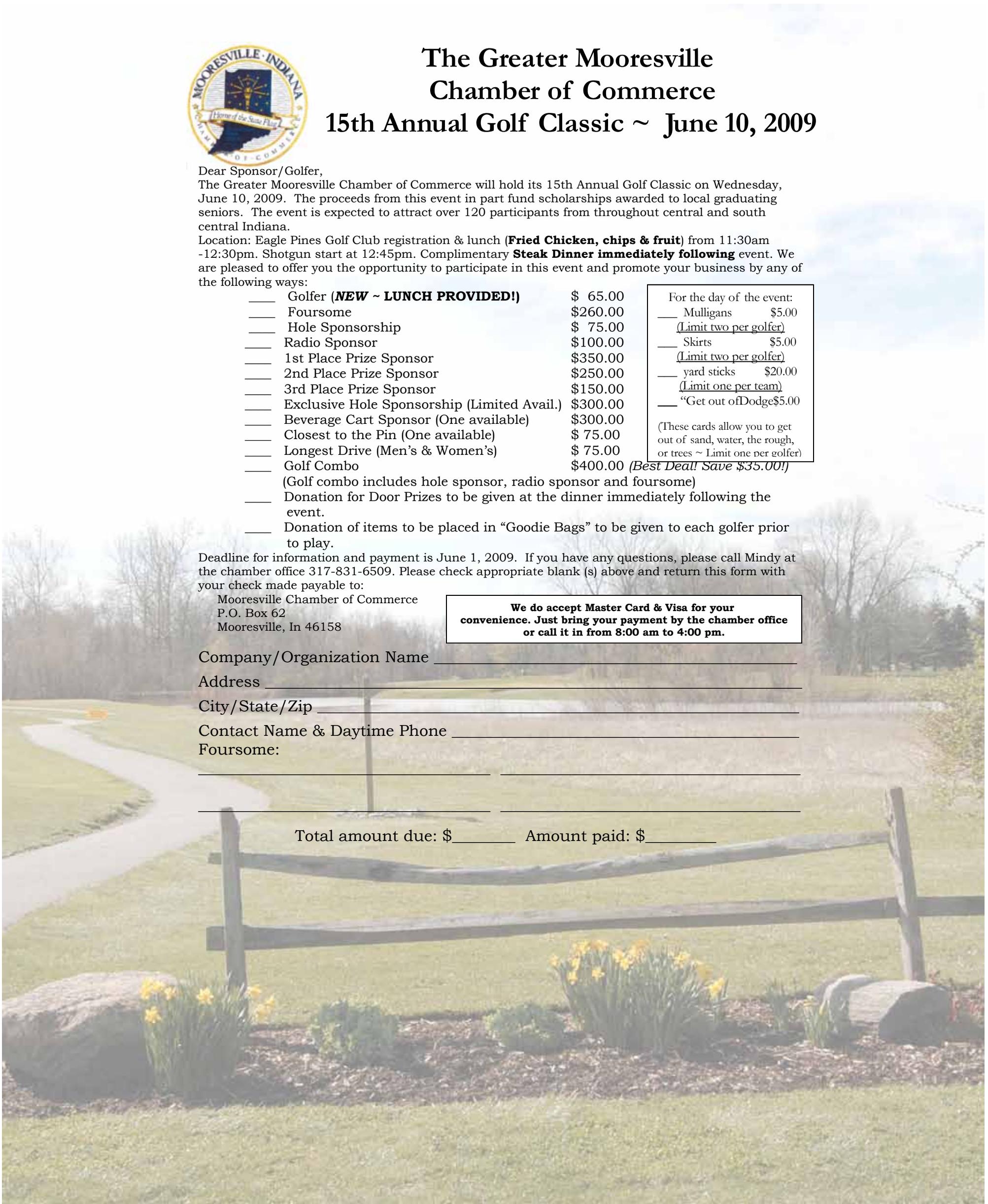
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Thank you Nancy Pelosi

A wonderful lesson is to be had from the Speaker of the House's remarks recently. Not that Pelosi remembers a briefing differently than everyone else, but that the messenger herself is believed, by anyone. There was a time when the village idiot was laughed at and then ignored, but now there are many who believe that same jester, not because of the logic imparted, but because of who the jester is. The lesson is simple; we no longer value critical thinking. We believe our leaders, regardless if the underlying facts and circumstances.

To be sure, ulterior motives might be behind her remarks, the further degradation of the CIA in the minds of the American and world's opinion. But to assume that motive is to assume some modicum of logic in Pelosi's remarks. If so, she came rather unprepared to defend herself. A much more reasonable explanation is that her disdain for the CIA, and defense in general, has clouded her memory to the point of making her unreliable. A very wise woman once told me that 95% of all conspiracies are best classified as stupidity, not conspiracy.

A terrible lesson is not the fight between the left and right, but that the general public lends any credence to any politician. The broadcast media is even more gullible and even more ignorant than the general public. Letting your ideology rule your thoughts is the abandonment of logic. Perhaps you remember logic? It's that tool you use to decide if your checkbook is balanced, if have enough money to buy your groceries, or if you can stack ice cream cartons on top of a fresh loaf of

bread in the grocery cart. It's not rocket science, but rocket science too depends on logic. Logic begins with saying, "Maybe what so-and-so said isn't quite the truth." Ignore the messenger, for anyone can be right sometimes, instead examine the message. Is there any supporting evidence, do other witnesses agree, has the messenger been wrong before? In saying, "Does it make sense?", be critical, not blindly trusting, of the message, not the messenger.

How has the general public become so gullible? It's easy to hear buzz phrases like "it's for the kids" or "we can't afford it" and then say to yourself, "I agree". It's easy, it's not right. Finding out the most logical truth is hard sometimes, but usually not. All it takes is an open mind, and the gumption examine. Acting on suspicions isn't always the wrong thing to do, convincing yourself that they're the truth without reason is the wrong thing.

The real lesson of Speaker Pelosi's latest sensationalism is that the public, and especially the media, are too lazy to make intelligent decisions. A nasty lesson to be sure, but ignoring bad truths doesn't make them go away, to become non-truths. Even in matters of which you know very little, such as theoretical subatomic physics, ask for explanations. If you don't understand the explanations, don't believe it as the truth. It's OK to suspect, but don't convince yourself because of the messenger. And if the messenger works in Washington D.C., there is no *logical* reason to believe *anything* they say.



Dave Stafford
Publisher

*Laugh when the
jester performs,
it'll keep you sane and
the jester in his place*

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

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Workplace wellness strategies from Stacy Nelson

-How can business help their employees become healthier and improve their bottom line at the same time? Simple, by incorporating workplace wellness initiatives. Wellness is important to everyone as our country and communities continue to see the rise of diabetes, heart disease, obesity, and other conditions that lead to poor health and poor quality of life. This also leads to decreased performance at the workplace, increased absences and increased insurance rates due to poor health of employees.

While there are some illnesses that are unavoidable there are many that can be prevented by exercise, better eating habits and healthier choices. This is where a business can help itself by helping their employees. A workplace wellness program can be simple and inexpensive way to improve the productivity and morale of personnel.

How can an employer start a wellness program? It is important to have a core group that includes all levels from the upper management, human resources, and laborers. Start small, by encouraging employees to go for a quick walk on their lunch or have healthy snacks available in vending machine. Create an atmosphere for everyone to be able to encourage one another to make healthy choices.

An example of a program at a business in Mooresville is at NicePak Corporation. Starting in January a core group of personal started brainstorming ways to encourage wellness at the workplace, this group was part of a safety committee. That committee added a wellness component that is now discussed at each of their regular meetings. Since the committee was already in place it was a simple addition that did not require a lot of extra work.

Some of the programs that were implemented were an indoor walking path that employees could

use during breaks and lunches. Healthy snacks in the vending machines. A smoking cessation program was done in conjunction with the insurance carrier. Healthy seminars are implemented during monthly safety meetings. A 10 week weight loss program/competition was just completed.

The weight loss program consisted of 53 people who were encouraged to make healthy choices for food and increase exercise to create a calorie deficit for a 1-2 pound weight-loss. Weigh-ins were done every two weeks and kept confidential. Results were posted as percentage of weight-loss. In the end the total amount of weight that was loss was close to 450 lbs. Nice Pak provided monetary incentives for the top 3 female and male "losers". Weekly prizes such as pedometers and exercise

videos were given to the top "losers" each weigh-in period. Overall, those who participated had a positive experience and planned to continue their new healthy life style change.

Work place wellness is successful at Nicepak and has not been a big burden to make the small changes that have impacted the health and lives of the employees. Wellness programs can be done for any size business. The programs can be as simple or complex as those who participate chose for them to be. Money need not be an obstacle for wellness programs because there are many changes that can be implemented that do not cost anything. Healthy employees lead to better productivity, less illness which can lead to lower insurance costs and ultimately a better bottom line.

Stacy Nelson, NCC Community Wellness Coordinator
Barbara B. Jordan YMCA Community Wellness Programming supported by the Kendrick Foundation
To learn how your business can get involved contact Stacy at ymcastacy@att.net



Stacy Nelson

Start small, by encouraging employees to go for a quick walk on their lunch or have healthy snacks available in vending machine.

Yes, we want your letters

Readers of the *Morgan County Business Leader* are encouraged to send letters to the editor often as they wish. The stipulations are that the letter is timely, focused (not more than 200 words) and verifiable. Please make sure to provide your complete name and daytime and evening telephone contact numbers. All letters are subject to editing for brevity, clarity and grammar. Please direct correspondence to info@bleader.biz.



Money Matters by Tim Corman

The US economy may still be cold, wet and hungry, but from where I sit, the rain has stopped and the sun has begun to shine. Many strategists believe a smorgasbord of positive earnings awaits us next quarter, and our friend the US stock market has been almost giddy, up more than 30% in the last 60 days. Consumer confidence was up a startling 45% in April (39.2) vs. March (26.9), according to the "Conference Board Consumer Confidence Index tm". The Conference Board is a global independent membership organization and has been around over 90 years. It's 2000+ member companies have over \$10 Trillion' in revenues and employ over 35 million people. But ABC News calls 2009 the "worst stretch on record". Their "record" goes back 26 years.

I hear the other side to this story. "It's different this time". Well, it was different in the early seventies when we had lost our first war and our President had to resign in disgrace. It was different in the early eighties when our enemies no longer feared us and the average mortgage interest rate was over 16% (Freddie Mac). It was different when the "junk" bond market collapsed and when the tech bubble burst. It's always different, but the end is the same. Fear subsides, the Dow starts to climb, confidence builds, people start to spend, and companies start to hire. Thirty years ago, half of the world population wasn't born yet, so we can't expect them to remember these things and as we talked about last month, we certainly don't learn from history.

The next challenge will be inflation. Inflation is caused by too many dollars chasing too

few goods. Since the 4th quarter of 2008, both administrations have pumped the financial system full of liquidity. According to Milton Ezrati of Lord Abbett, "the monetary base grew by 82.4% in the 4th quarter alone". The monetary base measures bank reserves and currency in circulation. M1 has grown by 25% in the last 6 months. M1 consists of currency in the hands of the public, traveler's checks, demand deposits and other deposits against which checks can be written. According to the Federal Reserve, M2 totaled \$8.3 trillion dollars in March. M2 is M1 plus retail money market funds and small time deposits. i.e. "Cash" \$8,300,000,000,000.

Whether this kind of government intervention was a good idea or even necessary will be debated for years to come.

What is certain is that the Fed will now have to remove the excess liquidity it created. We were able to soak up a lot of this liquidity in the early 80's with strong private sector growth, fueled by de-regulation and lower taxes. We grew our way out of trouble. This will be a difficult task given the current and projected deficits. Yet, we, the United States of America, always seem to find a way. See you at the next "Tea Party".

"The main vice of capitalism is the uneven distribution of prosperity, the main virtue of socialism is the even distribution of misery". Winston Churchill

Tim Corman is a Financial Advisor with City Securities Corporation. He can be contacted at tcorman@citysecurities.com These views and opinions are not necessarily shared by the management or employees of City Securities Corporation.



Tim Corman
Financial Advisor

"The main vice of capitalism is the uneven distribution of prosperity, the main virtue of socialism is the even distribution of misery".

-Winston Churchill

How to win better search engine rankings with links to your website

Presented by Scott Shearin

You've made the effort and spent the money, but your great new website remains a well-kept secret. Why? It's probably buried deep in search engine rankings. And why is that? Most likely your site is isolated and independent, disconnected from relevant and more successful sites. Consider this: while search engines such as Google base their search rankings on complex and secretive criteria, it's widely understood that traffic-building links -- to and from websites that are active, well-connected and content rich -- are a key factor in winning the search rankings game. So to increase your website traffic, consider these tips:

Get involved to create awareness.

Just as it's difficult for a "wallflower" to enjoy the dance, it's difficult to win Web traffic if you won't get involved in online discussions relevant to your areas of expertise. Start by seeking, and contributing your thoughts to, online forums or blogs. What's the difference between these two vehicles? A forum is a continuing topical discussion with multiple participants; a moderator may preside over a forum to keep comments in line. A blog, on the other hand, is where a blogger shares his or her thoughts, insights and opinions; blog readers can then respond by posting comments. The distinction between the two can be subtle, but both are a great way to join the dialogue and gain a reputation as an expert and a "thought leader".

Don't forget that connections made "off-line" can also create online benefits. Actively seek to develop relationships with other businesses in your area and invite referrals and link sharing (more about that below).

Be relevant and authentic.

When posting your insights and opinions online, avoid the temptation to sell, sell, sell. Instead, be accessible, relevant and authentic. Add constructively to the dialogue and you'll be seen as a true expert and a trusted resource. Over time this will generate business leads and sales.

Your website or blog content should be relevant and helpful, too. If your online content is thin and overly "salesy", your site's stickiness (an indicator of the amount of time a visitor spends at your site) will suffer, and that can impact your search engine rankings.

Remember: relevant content plus relevant connections equals quality relationships. That can be a formula for success.

Become dynamic.

It's not enough to be an active participant in online dialogue. You'll probably also want to proactively remind targets that your site exists. Use an email marketing service like TipTopics to create "top of mind" awareness. Be sure that site visitors have a satisfying experience: reward them with rich content and frequent updates to keep them coming back. Be careful to integrate key search terms so your site is search engine friendly.

Also, if you have information of value to share as an e-book or informational PDF, encourage visitors to sign up to receive that information. In that way you can begin building permission-based strategic relationships for enhanced Web traffic. To encourage site visits via your regular communications, put your website link in your signature line on forums and blogs. You can include your URL in your email signature line and



Scott Shearin founded NuMedia Marketing, Inc. in 2006 as a progressive agency that leverages effective online marketing with maximized brand development. Since its inception, NuMedia

Marketing has successfully integrated traditional and "new media" marketing communications for a diverse and notable client base.

To learn more about this topic, contact Scott Shearin at:
NuMedia Marketing, Inc.
482 East Broadway St.
Danville, IN 46122
(317) 506-0878 (Office)

in your profile information on social media sites like Facebook and LinkedIn and professional showcase sites like www.TipTopics.com.

Get linked.

Because in-bound links to your site can create dynamic connections for first-level viral marketing, you must have a strategy to get linked from other sites. Actively engage in a link exchange initiative by working your professional networks and asking for links. If someone requests you to link to their site, ask the same in return, but agree to the exchange only if the resulting connection is relevant and won't negatively affect your site's stickiness to visitors. To make it easy for others to link to your site, be sure to provide "feeds" and/or "embed codes".

Don't make these mistakes.

While your online reputation and qualified website traffic can be enhanced by following these tips, they can also be negatively impacted if you make certain mistakes. For example, don't waste your time posting to outdated and irrelevant forums. Also, don't list multiple business websites in your personal email signature (if you have multiple business interests, create separate email addresses and signature lines specific to each purpose). Don't register for forums or blogs if you can't commit to being a regular participant; instead, monitor the venue to determine if you continue to be engaged and eager to participate. Finally, don't shamelessly self promote; instead, participate, contribute, and gain recognition as an expert and you'll soon draw followers and customers.

The Bottom Line:

Taking the necessary strategic steps to win the search rankings game can be a long-term endeavor, but one that's worth the effort. It's mostly common sense, but making the wrong move can derail your best initiatives. These tips are, literally, the tip of the iceberg when it comes to search engine optimization and building Web traffic. To learn more, or to discuss your specific market needs, contact me today. I can help develop and implement a plan for your long-term success.

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Lincoln Bank is now First Merchant Bank

By Bob Sullivan
Morgan County Business Leader

At a time when hostile bank takeovers and ownership changes hit the news daily, the announcement that Lincoln Bank would change over to First Merchants may have come to many Morgantown customers as bad news. But according to Travis Walker, Banking Center Manager for the Morgantown branch, this is not one of those cases.

"We were presented with an opportunity in the fourth quarter of 2008 to 'pick our new partner' and pro-actively choose a bank to merge with," said Travis. "First Merchants is a very good fit for us. We're both Indiana institutions. First Merchants is headquartered in Muncie, and Lincoln in Plainfield. We had no competing territories where two branches existed in the same area." Because of this, according to Travis, nothing changed on April 20, when they officially became First National, except the sign on the building.

"That's key to this sort of transition," explained Travis. "Our staff will remain unchanged. Our customers are used to visiting with certain tellers. These are people the have come to know and trust. If they came in one day and we had all-new employees, our customers would have a cause for concern. But our staff is made up of 7 long-term employees who will remain after the transition is complete, providing the same personalized service our customers expect."

The merger will offer significant advantages to Lincoln customers, as well. "We now have more of a 'footprint' throughout Indiana. Our ATM locations expanded from 18 to 82! Customers who live in Morgantown but work westside, northside



or downtown now have access to their home bank. Morgantown residents can now travel to many areas across the state and find a local branch."

According to Travis, "most of the banks you see on the news in trouble are big banks. The little banks were a little more stringent on lending practices. We didn't get into the type of prime lending that would get a bank in trouble."

Travis believes that "the writing's on the wall for these sorts of [small bank] mergers to continue. There's a huge quantity of banks relative to the consumer dollar. For example, there's a single intersection in Johnson County where there are 8 branches of different banks. They're just swapping customers. Bank A loses 5 people, bank B gains those five. No one gains significant ground. Lin-

coln Bank, I believe, chose to partner with First Merchants now, rather than 'get chosen' later, against our will, by a bank that might not be a good fit."

Since the merger, Travis continues to receive requests from local community organizations. He approves them, as he has in years past. "We are still the same local community bank, and our policy on supporting local causes will not change."

Travis Walker was raised on the south side of Indy. He earned a degree in marketing and international studies from IU. His first job out of college was First Indiana Bank (now M&I). "I took a bank sales position, which allowed me to pursue my interests in both marketing and finance," Travis explained. His commutes frequently took

First Merchants Bank

Travis Walker, Banking Center
Manager

180 W Washington Street
Morgantown, IN 46160
812-597-4425

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him to Morgantown, where he developed an appreciation for the friendly environment he observed there. When the position of Banking Center Manager at Lincoln Bank opened up in 2006, it was an ideal opportunity. Travis still resides in Greenwood, with his wife Nikki. He enjoys outdoor sports, such as fishing and boating, and recently ran the 500 Festival Mini Marathon--not for his first time.

Lincoln Bank--then called the Ladoga Federal Savings and Loan Association-- originally organized in 1884. The Lincoln Bank Building in Morgantown was constructed in 1900, and was purchased by the bank in 1968. Several years prior to this, the building had been the Tom Gibson General Store. The bank changed its name to Lincoln in 2003, and was purchased by First Merchants in 2008. The branch officially changed its signs April 20, 2009.

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- Profile pieces for newspapers and magazines
- Morgan County Business Leader News Editor

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Have golfclubs, will travel

Local instructor meets students at golf course of choice

By Bob Sullivan
Morgan County Business Leader

A golf professional with over 20 years of experience and a passion to teach, Brian Sears came up with the concept of GolfPro2Go. "Last March I called my friend Dave Fleming, who also has been in the golf business over 20 years and has experienced the same frustrations I have in finding a golf course willing to hire a pro in this economy. I was using Dave as a sounding board for my idea to see if it had wings. By the time I finished, he wanted to be my business partner."

Brian realized he had an opportunity to move away from golf course duties and focus strictly on teaching. "When you're employed as a golf pro, teaching is a small part of many responsibilities. You run the pro shop, attend marketing events, organize tournaments and much more. Ironically, you can spend 70 hours a week at the course and never get in a round of golf."

Brian's concept for GolfPro2Go was for golf instructors to travel to the student, opening up a large territory from which to cultivate clients, and teach individuals during a round of golf on their local course. "I realized we could target the courses that don't have golf pros on staff — and there are a lot of them. We leave business cards at these locations, and the club owners can direct lesson inquiries our way. In turn, we're paid by the student, not the golf course. And, we offer the lessons while playing a round of golf at their facility."

Dave and Brian provide their clients with a



convenient location for their lessons — their favorite golf course. Dave lives in Greenwood and works with the golf courses in that area; Brian lives in Martinsville and handles the Morgan County region.

While GolfPro2Go will teach students at a practice range, Brian emphasizes that a round of golf on a course is the most beneficial setting for the student and the teacher. "By observing the student in real-life course conditions, we identify problems with chipping, putting — the full range of skill sets, not just repetitive swings on a practice range."

GolfPro2Go recommends a full round of golf as a foursome to get the best value from the lessons. "A corporate rep can show his appreciation to a couple of valued clients by purchasing a round consisting of his clients, the golf pro and himself."

GolfPro2Go offers a number of services to its partnered courses. "Dave and I can serve as temporary 'pros on demand.' If a club's golf pro takes a vacation or needs time off for an emergency, we could fill in while the employee takes the time away."

The biggest challenge is getting the word out. "We've literally visited door-to-door with local golf courses, making them aware of our services. It's a win-win for them. They can offer golf lesson services at their facility at no charge to them, and it brings new business to them. The response overall has been positive. We also partnered with a local fitness center that lets us market our services on-site."

GolfPro2Go

Brian Sears
Co-founder
Mobile golf instruction by
appointment
765-346-0321
brian@golfpro2go.net
www.golfpro2go.net

Brian Sears grew up in Carmel and discovered his passion for golf at the age of 9. He graduated from Ball State with a bachelor's degree in business administration. He was the golf pro at Foxcliff Golf Club in Martinsville for over 18 years. He resides in Martinsville with Susan, his wife of 29 years. They raised two children, Evan, age 21 and Jill, age 20.

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Jackson Center comes home to Mooresville

By Bob Sullivan
Morgan County Business Leader

Lara DePoy's son Jackson has cerebral palsy — but he is fortunate, his mother is an occupational therapist. Now, thanks to the DePoy's, others with cerebral palsy (CP) or other motor disabilities can get help. The DePoy family founded the Jackson Center in 2005 in rented space in Greenwood and relocated to a customized facility in Mooresville April 19, 2009.

"There are about 30 other conductive education programs in the United States, but we're the only one in Indiana," Melanie DePoy explained about the Jackson Center, where she serves as development director. Conductive education, according to Lara DePoy, Melanie's daughter-in-law and the Center's program director and occupational therapist, is an educational and rehabilitative program that helps people with motor disabilities perform tasks that lessen their dependence on others. "It covers daily living skills such as bathing, dressing, eating, hygiene and other needs. We customize repetitive training to address the needs and abilities of the student. The repetition helps them develop normal interactions and greater independence. Conductive education includes cognitive skills, communication, fine and gross motor skills and socialization."

Children can enter the program as early as 6 months of age. The conductive education process enhances self-worth through greater independence. "The program is not just geared for CP. We currently have a 66-year-old gentleman recovering from stroke complications and benefiting from our methods."

Participants are taught in group sessions that last an average of 3 hours (shorter for younger children). Participants attend two to three sessions a week, if possible. In the new facility, the Center can run up to four classes a day, with a maximum of six participants in each class. "Kids stay enrolled through the year; but over the summer, we integrate more activities that are just for fun," said Melanie.

"We treat children from all around the I-465 Marion County 'doughnut' areas, plus as far north as Lafayette, as far east as New Palestine, and as far south as Mooresville," said Lara. "We have some students [enrolled] this

Jackson Center for Conductive Education

Melanie DePoy, Development Director
Lara DePoy, Founder/Occupational
Therapist

802 Old State Road 67
Mooresville, IN 46158

317-834-0200

thejacksoncenter@sbcglobal.net
www.thejacksoncenter.org

Hours of Operation

Monday through Friday: 9:00 a.m. to
4:00 p.m.

summer from Ohio and Illinois."

In 2004, Lara, seeking ways to help her son Jackson function more independently with the complications of cerebral palsy, enrolled him in a Conductive Education Center in Chicago. With a degree in occupational therapy and the desire to stay in the Mooresville area, the DePoy family started the Center as a nonprofit organization in 2005 to help Jackson and other Indiana residents.

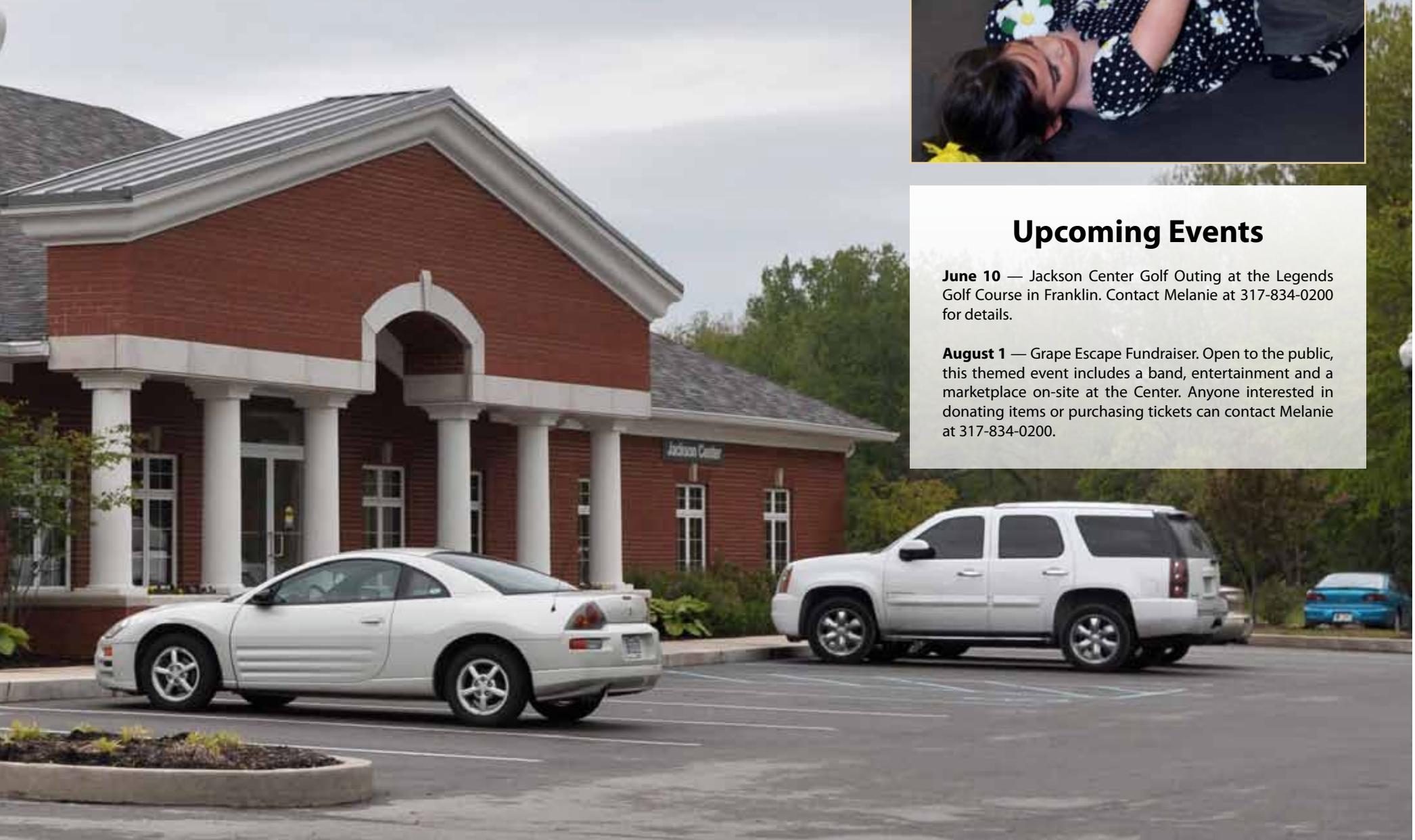
"The DePoy family (Melanie, husband Dale, and older son Spencer, who is Lara's husband) has lived in Mooresville for over 25 years," Melanie explains. "Mitchell, our younger son, started the second grade in Mooresville and grew up here. Although we opened our facilities in Greenwood, our corporate address has always been in Mooresville. We always intended to bring the Center 'back home' as soon as we could." Two years ago, the Kendrick Foundation awarded the

Jackson Center a grant to create a permanent facility in Morgan County. They purchased property in the Meadow Lakes Retirement Community, securing a newly erected building shell that allowed them to design the interior to their specific needs.

Lara and Spencer met at Indiana University in Bloomington. Lara earned a bachelor's degree in human development and family studies with a minor in psychology and sociology, then a master's degree from the University of Indianapolis in occupational therapy. Jackson (age 8) has two brothers: Owen (age 5) and Isaac (age 2). "Jackson has made huge strides, thanks to conductive education," said Lara. "He runs with the assistance of a walker; he helps me grocery shop; and he plays games with his friends at school. He attends a general education program at Waverly Elementary School."

Agnes Maulik is the Jackson Center conductor. She was trained in Budapest, Hungary, where conductive education was originally developed in the 1940s. She and Lara work with participants daily, overseeing trained aides who work with students individually. Melanie, as development director, handles most of the "outside the classroom" functions such as student recruitment activities, parent communication, grant writing, fundraising and more. "From May to October, we also host students from the University of Indianapolis and IUPUI's occupational therapy programs," said Lara.





Upcoming Events

June 10 — Jackson Center Golf Outing at the Legends Golf Course in Franklin. Contact Melanie at 317-834-0200 for details.

August 1 — Grape Escape Fundraiser. Open to the public, this themed event includes a band, entertainment and a marketplace on-site at the Center. Anyone interested in donating items or purchasing tickets can contact Melanie at 317-834-0200.

Rock-crushing machines create solid foundation for aggregate company

By Bob Sullivan
Morgan County Business Leader

"My father started the business in 1967 with some dump trucks and a limestone quarry," said Jessica Jones Landez, daughter of John W. Jones. "Today, J.W. Jones Company provides new and refurbished rock-crushing equipment to clients all around the world."

CEO Alan Odgers added, "Jones originally made his career in the quarry business. At one time, he owned quarries in Gosport, Cloverdale and northeast Morgan County. He sold his quarries to Martin Marietta Materials in 2001 and focused his attention on refurbishing rock-crushing equipment." Jones took what was a side-line service to his core business and grew it into an international success — with thousands of customers all over the world.

"We do a lot of business in Latin America," said Jessica. "We're looking to expand into Africa and Eastern Europe." According to Alan, over 60 percent of the J.W. Jones Company machines go to international clients.

Crushing machines are used in quarry pits to mine large chunks of rock and break them into smaller, more usable pieces. Crushed rock is used in a wide variety of construction projects, including road construction, asphalt, concrete mixing and much more.

J.W. Jones draws on more than 40 years of experience as a quarry operator to help customers find the best equipment to suit their needs. J.W. Jones Company obtains older machines and parts from different areas of the country and uses a vendor to provide new equipment as well. "So far, we've discovered no upper limit to the 'life span' of rock-crushing machinery," explained Jessica. "We can take a crusher built in the 1930, find the proper replacement parts, and recondition that crusher back to a like-new performance level."

Refurbished machinery, according to Alan, has placed the company in a unique position during the current economic climate. "The older machines were built of heavier materials and designed to last longer. A rebuilt machine can cost 50 to 60 percent less than investing in a new one."

Alan recalled an unusual recent illustration: "We sold a piece of machinery to a client back in 1981. After 28 years, that same client, actually now owned by the son of our original purchaser, returned



J. W. Jones Company, LLC

Alan W. Odgers, CEO
Jessica Jones Landez, co-owner
2468 State Road 67 South
Paragon, IN 46166
765-537-2279
Hours of Operation
Monday through Friday: 7 a.m. to 6 p.m.
Saturday: 7 a.m. to 2 p.m.
Sunday: closed
aodgers@jwjonescompany.com
www.jwjonescompany.com

to upgrade to heavier equipment. We repurchased the original machine. The equipment is worth more today than it was when we originally sold it in 1981."

Today, J.W. Jones Company occupies over 50 acres of land on which mechanics work on a huge variety of portable crushing equipment. The company employs over 50 people, including mechanics, fabricators, sales and marketing personnel, and office workers.

Alan Odgers, who brings 20 years of experience with him, joined the company in January as the new CEO. "We plan to expand our opportunities all over the world and take this company to the next level. I have a lot of respect for the entrepreneurial history of the company and its niche market."

Jessica Jones Landez grew up in Martinsville and, as a college student, witnessed the transition of the company from operating quarries to refurbishing machinery. "My dad is here every day. He arrives at 4:30 each morning and stays all day, bringing his expertise to all aspects of the business. I returned about 18 months ago to make sure the family has a voice about any future opportunities regarding the business." Jessica is raising two children: Lydia (age 8) and Luke (age 4).

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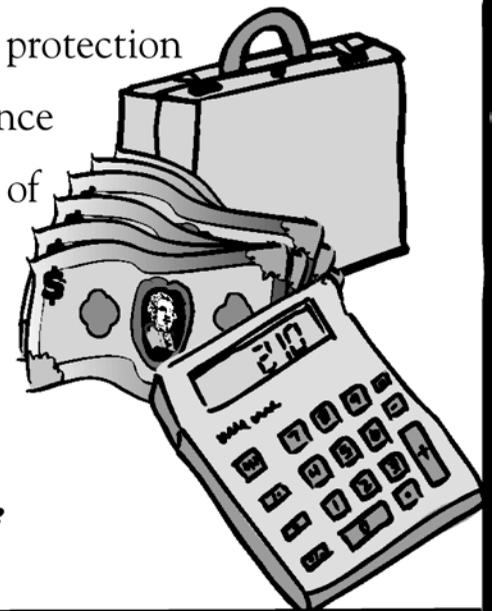
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Mooresville photographer success continues

By Bob Sullivan
Morgan County Business Leader

Readers of this publication already know the photography of Heather Arnold. She is (as is this writer) a contacted member of the MCBL staff, and is part of a small pool of photographers used by Morgan County Magazine overseen by Ryan Goodwin.

Heather wears many hats--bringing her photo and graphic artist skills to portrait photography, magazine layouts, special event photography, real estate property ads and much more. She is also the official photographer for the Mooresville and Martinsville Chambers of Commerce, Networking Business Women, Rotary Club, the League of Miracles and the Boy's and Girls clubs.

"When I started out, Dave [Stafford, owner of the MCBL] was assigned as my mentor in the local Business Network International chapter. Dave and Ryan [Goodwin] taught me the importance of networking. I'm very grateful to them. Positive word of mouth probably accounts for 95% of my business."

Heather schedules studio time with her customers because "I'm in-and-out all the time. Plus, I schedule extra time to focus on my customer, so I know I can give them the best poses and results possible." She cites this as an advantage over "box store" studios. "If a family is slotted for half an hour and has a fussy kid, the clock is ticking for them to move on to the next appointment."

According to Heather, the photo paper she uses is a much higher quality than the stock used by her box-store competition. "You can display my work in a window in direct sunlight and it's guaranteed not to fade or turn green for fifteen years." She also offers six-foot vinyl "action-shot" clings, and digitally restores old photograph images. "I don't repair the physical photograph, but scan it into the computer, restore the original image, and print the corrected image as a new photo."

Main Street Photography opened in 2004, then owned by Robert Sillery. Heather was employed by Robert within the first week the studio opened. Heather purchased the studio in 2006. Heather came on board armed with her Associate's Degree in general applied photography from the Ohio Institute of Photography and



Main Street Photography

Heather Arnold, Owner/Photographer
6 W. Main Street
Mooresville, IN 46151
317-831-3544

Studio time reserved by appointment
www.6wmainstreetphoto.com
Email link through website.

Technology, plus previous studio experience.

After a little over a year, Robert's personal life took him away from Mooresville, making the studio business inconvenient. Heather and Robert reached an amicable agreement, and she took over as sole owner. "I live by good advice I received from my mother: 'if you want things done right, you need to do them yourself.' I'm very critical about the quality of my work. I personally oversee copying and editing. I prefer to take the photos myself, though by necessity, I sometimes hire part-time summer help."

Heather acknowledges, "2008 was a tough year. I probably dropped 30% of my business. Because of the recession, people were having relatives photograph special events. But--knock on wood--2009 has started off strong."

Looking back, Heather says her biggest challenge has been her youthful appearance. "A lot of people meet me for the first time and ask if I'm in high school, and don't necessarily treat me with the respect they'd normally give a business professional. I've learned to be patient and accept it as a compliment, and, I suppose, enjoy it while I can."

Heather Arnold knew her entire life she wanted to be a photographer. "I grew up with a camera in my hand." She was born in Lafayette, raised in Battleground, Indiana, and attended high school in Plainfield. She currently resides in Camby.

PICTURED LEFT TO RIGHT: Sharon Durham, Jim O'Bold, Sandy Gammon, Beth Boltz, Shiela Taylor, Troy Crum, Janna Kruml, John Ehrhart

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Connecting youth with safe places and host homes

By Bob Sullivan
Morgan County Business Leader

Teens and kids often find themselves in trouble, unable to see any options, and in need of outside intervention — or simply a calming presence — to bring some sense to the chaos in their lives. Whether they are running from abusive parents, escaping peer pressure, or simply needing an outlet for their anger, troubled youth will find Youth Connections ready to listen and provide the assistance they need.

“We offer two services,” explained Kristi Tucker, who coordinates the Safe Place and Host Home Programs for Morgan and Johnson Counties. “Our Safe Place sites are usually places of business where a youth can go and call us when they don’t feel they can go home.” Calls from kids in trouble go to Kristi or another volunteer, who assess the situation immediately. “[The action taken] might be as simple as talking through some problems; less often, a youth might need short-term shelter while we work to resolve the situation.”

In those extreme cases, Youth Connections can assign the youth to a Host Home, a prescreened residence where volunteers know they may be called upon to provide temporary shelter and care to a troubled youth for as long as 2 weeks at a time, but no more than three times in a year.

According to Kristi, any public place can be designated a “Safe Place” with their organization. “Any interested business can call us, and we’ll take them through the training. We’re most interested in seeking out properties that are open 24 hours. Approval can take as little as 2 weeks to a month,” said Kristi. “All Safe Places display our distinctive yellow sign.” Most Morgan County fire stations and police stations are Safe Places.



“Before a residence becomes a Host Home, we assure they have a spare bedroom plus a fire extinguisher and other up-to-date safety equipment. We also do a criminal and driving records screening on all potential volunteers. We train our volunteers on how to handle a variety of situations effectively.”

The Host Home program came to Morgan County in 1999, while the Safe Place program was established a few years earlier. The programs

eventually merged. Last June, Katie Schafer came on board as the new executive director of the organization. That same month, the Martinsville Administration Building, which housed their original offices, was flooded. A new director, a new office, and the addition of Kristi Tucker to the staff in September all signaled a new beginning for the organization.

“I wanted to restrengthen our connections in Morgan County,” said Kristi. “At one time we had

Kristi Tucker

Youth Connections
Safe Place/Host Homes Coordinator of
Morgan and Johnson County
109 East Morgan St.
Martinsville, IN 46151
317-738-3273
Hours of Operation
Monday through Friday: 9 a.m. to 5 p.m.
24-hour crisis line: 317-738-KIDS or 866
738-5437
safeplace@youthconnections.org
www.youthconnections.org
www.myspace.com/safeplacejcmc

a Morgan County Advisory Board, which, over time, was abandoned. We’d like to reform the Board or connect with a community board that matches our goals.” Volunteers can call the office at 317-738-3273 and ask to speak with Kristi. Currently, there are four Host Homes and 46 designated Safe Places in Morgan County.

Kristi Tucker grew up in northwest Indiana, in the Hammond/Munster area. She graduated from Munster High School. From there she attended Ball State, where she received her bachelor’s degree in public relations. Upon graduating, she worked for a real estate company in Castleton and then joined Youth Connections in 2008. “I always enjoyed working with kids, and I knew when the opportunity presented itself, I could make a difference in their lives.” She and her husband Derek were married last September and reside in Greenwood.

County Government 101

The Commissioners Government exists because there is work we cannot accomplish by ourselves that we can accomplish together. I can build a driveway, but I cannot build a road. (did you know in simpler times, one could pay their road tax obligations by borrowing the county or township road scraper and then fix the road in front of their property?) Basically county government like State and local government, fulfills the purposes of the preamble of the U.S. Constitution at their particular level. County Government in Morgan County is charged to “establish Justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty” right here in Morgan County.

Here is a primer on how we go about the business of doing that. In every county except Marion there are three commissioners. They are charged by Indiana Constitution and the statutes to act as the executive body and in some cases legislative body for the county. Here is a [description of the duties and functions of the county commissioners](#) compiled by Indiana Farm Bureau from Indiana Statutes that identifies these many tasks. It is a very specific listing. Obviously, governing a county is not a small or simple matter. The complexity is not for the purpose of keeping the citizens confused, but to assist them in attuning themselves to a government that serves them.

So the commissioners govern the county. I hope you take the opportunity to look at their responsibilities in this regard. They govern, but they do not govern in a vacuum. They depend on many dedicated and able employees and elected officials. Additionally, they DO NOT hold the purse strings. That is the function of the county council, a board of seven elected officials county wide. That is the check. A efficient functioning county

government requires the same qualities that make a successful business, or a successful church or successful family ... good managerial skills combines with good financial acumen plus that most important ingredient, caring members. It is a team effort. The other most important player on the team is you the citizen. Not only through your vote, but through your participation „,your caring... can we achieve those blessings that good government can provide.

I cannot end without an example. At nearly every one of our meetings, we have in attendance Jerry McGraff...we call him “Big Mac.” Jerry hales from New Jersey. He serves our county as a reserve deputy in the sheriff’s department. He is a caring citizen. Frequently, he brings helpful suggestions. Recently, we were discussing the solid waste district in the council meetings. A few weeks later, he attended our meeting with an informative brochure he had made for each member that describes and illustrates with pictures the program in his previous county. His suggestions have led me to have a program on county government for high school students and to also include them in our current logo search. He also brought some interesting information about logos and county seals which led me to discover that we have a county seal. It is all about caring and I appreciate the caring of “Big Mac.”

A description of the duties and responsibilities of the County Council and the other county officials will appear here soon. I will also tell you about our county seal...it is a bull... I think...no comments please.

By Don Adams, May 2009
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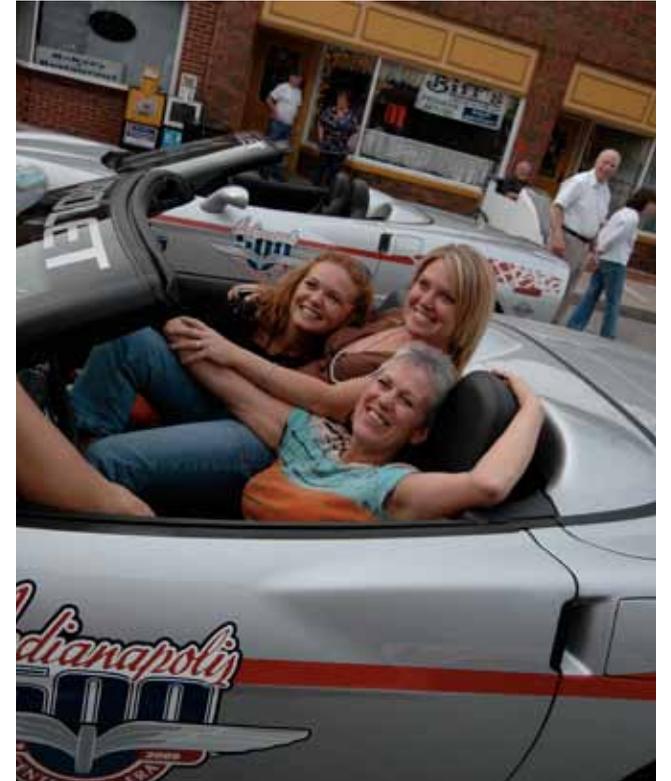
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Tony George filled Main Street with Corvette Pace Cars when he rented Zydeco's for a private party in Mooresville one Friday night recently.



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For more information visit: www.MartinsvilleChamber.com

Thayr Richey - Strategic Development Group, Joni North - South Central Indiana Direct Sellers, Antique & Craft Association, Holly Northam - Grandview Health & Rehabilitation Center, Jackie & Chris Blackwell - Blackwell Antiquities & Gifts - Downtown, Harvard Vine - Morgan County Recreational Alliance, Kenny Roll - Tabernacle Christian School & Martinsville Baptist Tabernacle, Melissa Greenwell - American Family Insurance

GREATER MOORESVILLE CHAMBER OF COMMERCE – NEW MEMBERS

For more information visit: www.MooresvilleChamber.com

Decatur Twp Care & Rehabilitation - Bob Owens, Chad Whaley - The Interconnect Group, Rebecca Williams - Mooresville Counseling Center, Robin Schilling - Schilling Management, Greg & Nancy Bowden - B-Aware of Hendricks & Morgan County, Jim Patton - J. Patton Consulting, Dave Hicks - Hicks & Sons Floorcovering, John Ehrhart or Wendell Thaler - Premier Performances of Morgan County, Tonya Villos - USA Family Restaurant

TOWN OF MOORESVILLE – BUILDING PERMITS

Brian Benedict, 4468 E Shady Ln, 46158, wood frame, \$3,000
Betty Perry, Ashbury Ridge, 41 Ashbury Ridge, electrical pedestal

Moore Construction Services, Gary Alexander, 515 Denny Dr, wood frame, \$27,400

Kevin Bradshaw, 1409 N. Three Point Ln, siding, \$18,000

Kevin Bradshaw, 1409 N Three Point Ln, brick, \$250,000

The Hoosier Co, INDOT, 1158 SR 144, school zone flasher

Mary Truett as agent for LJ Stone, Richard and Jane Stafford, porch enclosure, \$21,576

Jeff & Sun Shipley, 235 Indianapolis Rd, remodel, \$20,000

Ray Lundy, 310 Sundown Manor, electrical

Zimmer Electric Inc, Rick Waugh, 37 N St Clair St, service

electrical, \$500

Amanda Gates, First Merchants Corp, 1010 N Old SR 67, sign permit, \$5,000

CITY OF MARTINSVILLE – BUILDING PERMITS

Graber Post, 1109 E Washington, wood frame, 2,950 sq ft, \$30,000

DC Metal Sales Inc, 1015 N Lincoln Hill Lane, wood frame, 1,024 sq ft, \$13,000

Morgan Co Hospital, 2209 John R Wooden, remodel urgent care rooms, \$120,000

NEW BUSINESS FILINGS

Partshark, William H Starkey, William H Stakey, Simple Filings. Com, 4049 Pennsylvania Ave Ste 100, Kansas City, MO, 64111

A&D Repair Service, Alicia Cash, David B Cash, David Cash, 8565 Edith St, Martinsville, IN, 46151

Yellow Rose Notary, Jeannie Bieber, 4578 Sunnyslope Dr, Martinsville, IN, 46151

Indiana Janitorial, Sheryl Eaton, 3367 N Pine Song Dr, Martinsville, IN, 46151

Security Systems of Indiana, Adam R Anderson, 626 Parkside Dr, Martinsville, IN 46151

Carols Market, Carolyn J Jones, 846 Butterfield Trail, Mooresville, IN, 46158

Bradley S Mason DBA Outshine Painting, Outshine Painting, Mason Bradley, 5887 Mason Ct, Martinsville, IN, 46151

Provision Websites, Brynn Taylor, Keith A Taylor Jr, Keith Allen Taylor Jr, 1152 St Rd 144, Mooresville, IN, 46158

Alliance Healthcare Service Inc, Alliance Imaging, CT, 208 S Lasalle St Ste 814, Chicago, IL, 60604-9846

Robert Lundy Jr DBA Clear View Company, Clear View Company, 10099 N Kitchen Rd, Mooresville, IN, 46158

Hooken Up Sports Shop, Joshua L Swain, Daniel R Ralph, 1990 Old St Rd 44, Martinsville, IN, 46151

JD Cutz, Joshua L Swain, Daniel R Ralph, 1990 Old St Rd 44, Martinsville, IN, 46151

Smith Jerry E Attorney At Law, Jerry E Smith, 3777 N Foxcliff Dr W, Martinsville, IN, 46151

SHERIFF SALES**June 1, 2009**

Price, 430 E Bunkerhill Rd, Mooresville, IN 46158, \$112,027.86, Feiwell & Hannoy, (317)237-2727

Blondell, 710 E Walnut Street, Martinsville, IN 46151, \$93,952.79, Feiwell & Hannoy, (317)237-2727

Roberts, 1936 Foxcliff North - 1809 E Durham Drive, Mooresville, IN 46151, \$162,118.15, Foutty & Foutty, (317)632-9555

Young, 21 Sunbury Drive, Mooresville, IN 46158, \$82,978.42, Feiwell & Hannoy, (317)237-2727

Huff, 3345 Egbert Rd, Martinsville, IN 46151, \$108,408.25, Bingham Farrer & Wilson, (765)552-9878

Cosat, 6285 Crooked Crest W Drive, Martinsville, IN 46151, \$165535.78, Unterberg & Assoc, (219)736-5579

Kelp, 169 Bloomington Pike, Morgantown, IN 46160, \$64104.61, Unterberg & Assoc, (219)736-5579

Gonzalez, 11437 N Meadowbend Drive, Monrovia, IN 46157, June 1, 2009, \$147440.13, Unterberg & Assoc, (219)736-5579

Bartholomew, 8108 W Burnett Rd, Gosport, IN 47433, \$63,644.50, Feiwell & Hannoy, (317)237-2727

Russell, 10352 N Rooker Rd, Mooresville, IN 46151, \$125901.84, Foutty & Foutty, (317)632-9555

Abrames, 11461 W Mound Street, Quincy, IN 47456, \$79,774.40, Feiwell & Hannoy, (317)237-2727

June 8, 2009

Gott, 13367 N. Miller Drive, Camby, IN 46113, \$89,912.98, Foutty & Foutty, (317)237-2727

Feeback, 1795 Lynn Drive, Martinsville, IN 46151, \$106,849.99, Bleecker Brody & Andrews, (317)574-0700

Earl, 104 Oakview Drive, Mooresville, IN 46158, \$165,756.21, Foutty & Foutty, (317)632-9555

Ware, 1725 Gasburg Rd, Mooresville, IN 46158, \$46,569.83, Feiwell & Hannoy, (317)237-2727

Steimel, 35 E. Main Street, Monrovia, IN 46157, \$105,496.77, Rothberg Logan & Warsco, (260)422-9454

Boyer, 5941 Wilbur Rd, Martinsville, IN 46151, \$147,240.56, Kyle Williams, (502)587-5400

Ellis, 10649 Hickory Ct, Quincy, IN 47456, \$122,941.49, Doyle Legal Corp, (317)264-5000

Duncan, 811 Westbrook Drive, Mooresville, IN 46158, \$104,547.33, Doyle Legal Corp, (317)264-5000

Wilson, 3707 W State Rd 142, Monrovia, IN 46157, \$80,831.88, Doyle Legal Corp, (317)264-5000

Hoskins, 8630 and 8640 Waverly Rd, Martinsville, IN 46151, \$96,790.91, Nelson & Frankenberger, (317)844-0106

June 15, 2009

Glover, 1150 Locust Drive, Martinsville, IN 46151, \$239,776.50, Feiwell & Hannoy, (317)237-2727

Davis, Parcel 19, Oaks of Edgewood, Martinsville, IN 46151, \$25,232.29, Bose McKinney & Evans, (317)684-5000

Lynch, 6541 E Daisy Hill Ct, Camby, IN 46113, \$211,895.68, Mercer & Belanger, (317)636-3551

Wilson, 205 N Main Street, Brooklyn, IN 46111, \$96,853.27, Feiwell & Hannoy, (317)237-2727

Shelton, 13334 N Brick Chapel Drive, Camby, IN 46113, \$89384.93, Mercer & Belanger, (317)636-3551

Bryant, 13464 N Etna Green Ct, Camby, IN 46113, \$101,995.25, Feiwell & Hannoy, (317)237-2727

Mackinson, 959 S Lincoln Street, Martinsville, IN 46151, \$101,995.25, Feiwell & Hannoy, (317)237-2727

Murphy, 185 Byram Blvd, Martinsville, IN 46151, \$153,554.21, Feiwell & Hannoy, (317)237-2727

Hunt, 1059 E York Street, Martinsville, IN 46151, \$78,403.90, Doyle Legal Corp, (317)264-5000

Brinkman, 1734 W Wilbur Lane, Martinsville, IN 46151, \$177,972.40, Mercer Belanger, (317)636-3551

Cody, 6411 Runnymede Ct, Camby, IN 46113, \$210,083.72, Unterberg & Assoc, (219)736-5579

Stephens, 5440 E Collett Drive, Camby, IN 46113, \$126,440.74, Unterberg & Assoc, (219)736-5579

Ross, 7085 North Kivett Rd, Monrovia, IN 46157, \$167,820.00, Unterberg & Assoc, (219)736-5579

Abney, 2727 East Annily Ct, Martinsville, IN 46151, \$160,439.10, Unterberg & Assoc, (219)736-5579

Woods, 2540 Ballinger Rd, Martinsville, IN 46151, \$97,351.21, Unterberg & Assoc, (219)736-5579

Cooney, 118 East Main Street, Mooresville, IN 46158, \$125,966.53, Unterberg & Assoc, (219)736-5579

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 cashiers check. We do not accept letters of intent to purchase from your bank.

Networking Opportunities

Rainmakers Meetings:

Rainmakers is organizing a hub in Morgan County, the next meeting is June 9th at 8:00 AM at the Holiday Inn in Martinsville. For more information call Jon Speer at 765-346-3987

On the second Friday at 7:30 AM at Daman's Grill at Kentucky and 465;

On the second Tuesday at 7:30 AM at Chateau Thomas Winery in Plainfield, at 267 and I-70.

Rainmakers has over 30 meeting per month, including noon and evenings, for more information visit www.GoRainmakers.com.

Martinsville Chamber of Commerce:

The Chamber's meets on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. Lunch is \$5. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: www.MartinsvilleChamber.com

Martinsville Downtown Merchants Association:

For information contact Pam Badger, The Candy Kitchen, 765-342-6390

Mooresville Chamber of Commerce:

The regular monthly meets on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of SR 67 and Allison Road. Lunch is \$5, and is sponsored by Dave Doyle of Big-O-Tires. 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 email to AutumnWhispers@earthlink.net

Morgantown Merchants Association:

The Morgantown Merchants Association meets on the second Monday at 7 PM at the Fire Station. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997. More information on Morgantown is available at 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 Owen at 317-856-9801.

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, SR 67 and Allison Road, Camby.



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