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Unintended consequences

Congress has a nearly perfect record of not anticipating the consequences of its laws. The welfare programs that pay unwed mothers for children has impoverished those same children by discouraging wholesome family life, leading to even further financial poverty. The hardest hit are the same ones who are least able to afford a decent quality of life, the children.

Now comes a law requiring every American to purchase private health insurance. Additional restrictions on the private insurers can only result in higher premiums needed for them to remain in business. A government alternative insurance will of course be less expensive, or it could hardly be an alternative. The wealthier citizens may buy private insurance, in some vague hope of better medical treatment, but the middle class will be driven to the government program as private premiums rise. Medium to smaller companies will be likewise driven to the government program. With a smaller market share, private companies will perform have to raise premiums further, and the gap will widen.

Somewhere along the way, sooner rather than later, the government will become the largest supplier of insurance, then probably the only supplier. Will they be gentle in regulating the private companies in the interim? There is no reason to believe so. The medical service suppliers too will be at the mercy of the one payer who controls the market. As the government deems services too expensive or unnecessary, those services will not be available to even the wealthy, as they will represent a smaller and shrinking market. Doctors and hospitals will be less able to supply the care levels we enjoy now. Alternative medicine will become synonymous with black market. Does anyone honestly believe that the overall quality of healthcare will NOT decline? Net result: fewer Americans will receive quality health care. An unintended consequence, or just a side effect of the socialist agenda to capture a huge chunk of the economy?

That some individuals will refuse to buy either type of insurance is addressed by fines imposed for not buying insurance. Refusal to pay those fines will result in prison sentences.



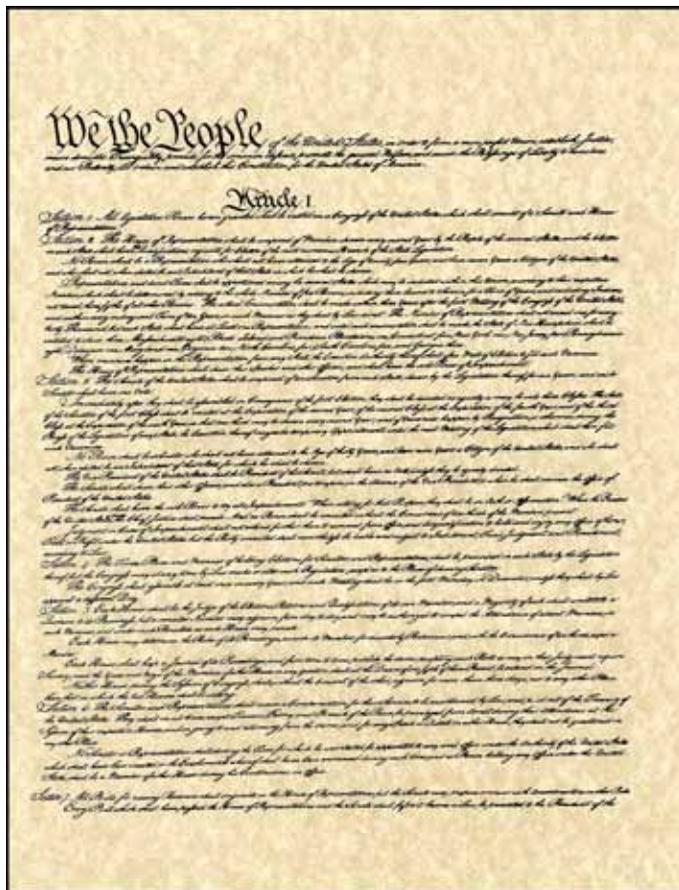
Dave Stafford

Ladies and gentlemen, that pure and simply is slavery. An individual who wishes to strike a private deal with a medical care supplier will ultimately make both criminals. The unintended consequence, exercising freedom becomes a crime.

One last consequence. This fall we will elect 1/3 of the Senate and all of Congress. Already the Republican Party candidates are promising to fight to repeal the health care reform act. If enough of them are elected, and enough of them keep their promise (neither are assured), and this lawless law is repealed, we may yet salvage this nation. The consequence of that scenario not coming true will be that we can no longer call ourselves a free country.

Numerous state attorneys general have already challenged the law, ultimately that challenge must go to the Supreme Court. That some portions of the law might be overturned does in no way restore the country to the right to claim to be free. The damage has already been done. That the majority of both houses and the President have shown total disregard for individual freedom proves we are no longer protected by the Constitution when the very bodies who make law have no respect for that document.

I swear my allegiance to the Constitution that was ordained to secure the blessings of liberty to ourselves and our posterity. The primary purpose of the Constitution was to protect the people from government excesses, not to be loop holes for socialist agendas.



Do we owe any allegiance or loyalty to a government that has so blatantly stolen our freedom? I think not!

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Duties after a loss



Cindy Hartman

Tornado season is here, and we've already experience some serious spring storms in the Morgan County area. Being prepared is very important, not only for tornados, but also for fires and thefts. Fires are in the news on a daily basis and theft statistics show that they are on the increase in Central Indiana. Being able to recover financially from any type of loss is extremely important for you and for your business.

There is a great deal of uncertainty immediately after one experiences a loss. Most people state that they just don't know how they are going to recover. For the coverage on the contents of your home or business, the personal property policy outlines what you will need to provide to receive your insurance settlement.

There is standard verbiage in insurance policies – no matter what company or what type of policy you have. The wording may vary slightly, but the meaning is the same. Under the Duties After Loss heading, you'll discover some statements that might surprise you, and of which you need to be aware.

One statement is that they (the insurance companies) have no duty to provide payment/a settlement if you fail to comply with their requirements. These requirements can be performed by you or a representative (an inventory service provider, for example).

You must notify your agent or the insurance company promptly. In the case of theft or loss, you must also notify the police.

If there is an investigation of your claim, you will be expected to cooperate fully. You'll be required to prepare an inventory of the damaged items, listing the quantity, description, actual cash value and the amount of your loss. Bills, receipts, appraisal forms and any other documents that support your claim will be requested/required.

A signed, sworn proof of loss will need to be submitted within 60 days after the insurance company's request. The proof of loss will state the time and cause of the loss, other insurance that may cover the loss, and the itemized list of the personal property.

Insurance policies vary. Check yours to make sure you understand what will be expected of you when you file a claim.

This shows why it's so important to have your personal property documented for your home and business prior to a disaster. Can you imagine trying to complete that task without a previously prepared inventory - especially when feeling overwhelmed due to the stress you'll be experiencing?

Cindy Hartman is President of Hartman Inventory LLC, a woman-owned business that provides business and home inventory services. <http://www.HartmanInventory.com>

It ain't all roses and lollipops

The economy and corporate earnings are both continuing the "V" shaped recovery we first talked about in this column last July. The major stock market indexes are also continuing their steady climb upward. The Dow Jones 30 Industrial average recently crossed the 11,000 barrier and held even after a correction¹, but it isn't all "Roses and Lollipops" as they say.

While the Purchasing Managers overall index climbed from 56.1 in February to 59.6 in March, and the "New Orders" and the "Productivity" indexes also rose and are "growing-faster" there are a couple of disturbing trends.² The employment index is "growing-slower" while the Prices index jumped from 67 to 75 and the trend is "increasing".³

Consumer confidence moved back into positive territory in March, according to the "Conference Board" but CEO confidence, while still positive, backed up. The business owners I talk to are at best "cautiously optimistic". The optimism rises from the hope that the healthcare reform bill will be repealed and the "Bush" tax cuts will not. The caution stems from the reality of rising commodity prices, higher taxes, and more government regulation.

This administration or regime as they are sometimes called on talk radio doesn't understand how a business works. There is no



Tim Corman

such thing as "profit". Businesses simply are replacing working capital. Hopefully each year they have more working capital and can grow. Most small businesses pay taxes on their excess working capital and turn around and put it right back to work in their companies. We can hire more employees, buy more equipment, and expand our operations. We can provide our employees with more pay, and hence the tax base grows. This administration doesn't grasp that concept.

The large publicly traded companies are currently reporting first quarter profits. Standard and Poors is estimating the average profit increase over 1st quarter 2009 to be 69.7% for the 500 largest companies. The estimate for the S&P 600, a list of companies with a market capitalization of between 300 million and 2 billion dollars,

is an increase of a whopping 384.89% over 1st quarter 2009.⁴

There are two different trains of thought on the economy and the stock market for the remainder of the year. Our friend Brian Wesbury, Chief Economist at First Trust Advisors is still calling for GDP growth of 4% for the entire year and a Dow reading of 13,000. He is not alone in that thinking as other economists are looking for a "normal" recovery. The other "consensus" has GDP growth at 3% for the year with a downturn in the second half of the year. LPL Research is in that camp.

I am reminded of something an economist told me years ago. "God made economists to make fortune tellers look good"

*1 Dow Jones
2, 3 Institute for Supply Management
4 Standard & Poors*

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"There can be no freedom without freedom to fail"

- Eric Hoffer (1902-1983)

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Are you positioned for success?

Presented by Bob Chenoweth

Nearly forty years ago, in articles published in Advertising Age, marketing gurus Jack Trout and Al Ries introduced the concept of “positioning” as a key factor in effective marketing. Positioning is, essentially, creating a positive image that consumers will keep in mind (and, ideally, act on and share with others). It stands to reason, then, that when the consumer is ready to buy, the well-positioned company – or even a professional solopreneur – will be among the short list of preferred providers.

But is positioning still as critical today? If so, how can you strategically position your company in the minds of consumers? And finally, can positioning be managed and maintained against brand reputation threats?

Understand this:

It begins with the consumer.

Simply put, to properly position your company in the mind of the consumer, you must first identify and understand that consumer. While large brands might have different divisions dedicated to connecting with diverse demographic segments, the smaller business is usually better served by a more singular focus. This requires brand differentiation (more on that later) and it requires identifying those common characteristics that amalgamate into an ideal (i.e., targetable) customer.

Okay, so you've identified your ideal consumer. Now what?

Differentiate and find your niche.

Armed with information about your targeted consumers, you can make informed choices for branding and positioning. This demands differentiation from your competitors, and THAT, of course, demands knowing how (and to whom) your competitors market. Again, simple observation and competitive awareness are essential. The logical next step, then, is to take what you know about your ideal consumer and market to his or her particular wants and needs in a way that is different from your competitors. This might not be as tough as it sounds. In this era of niche marketing, companies that try to sell to everyone often end up selling to virtually no one. Successful companies, however, know this and tighten their focus. In doing so, they typically leave lucrative markets open to the competition. Niches create opportunity. Differentiation bridges the gap between that opportunity and success.

Want an example of competitive differentiation: Think Verizon vs. AT&T. Think “maps” vs. apps. Think service reliability vs. “techno cool”. You get the picture. And while these two duke it out for the lion's portion of mindshare and brand loyalty, opportunities arise for smaller competitors to succeed in the niches. I use just such a niche provider now, by the way. Suits me fine; serves my needs better.

Deliver messages that matter.

Another important consideration for positioning is the factor of trust. People like to do business with people they like, and people they trust. This is why personal referrals are, and will remain, the best form of advertising. Word of mouth presents the greatest opportunity for success, but also the biggest threat. People talk. That's a good thing. People talk. That's a bad thing, too. It depends on your level of service and how much confidence you have that, at the end of the day, consumers will say nice things about you and your business. If you don't have that confidence, perhaps marketing shouldn't be your most immediate concern.



Bob Chenoweth is the founder, President and Chief Creative Officer of TipTopics LLC. A professional writer, content consultant and graphic designer, Bob also owns Chenoweth Content & Design LLC, which specializes in helping business owners and operators craft messages that communicate, illuminate and resonate.

To learn more, contact Bob Chenoweth at:

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Understand this:

It ends with the consumer, too.

Like I said, people will talk. They will say nice things and make great referrals if you earn that distinction. But they will also talk and say not-so-nice things if you disappoint them. That possibility puts your brand at risk, and so, despite your best efforts at positioning via taglines and core messages, the consumer can hijack your marketing. With social media, this is easy; thus, it's a threat. These days, it's not enough to merely launch branding/marketing/positioning campaigns; you should also monitor, manage and react to how those initiatives are received. Again, if the perception is that your service doesn't match your promises, the dissatisfied consumer may speak loudly AND carry a big stick. Dell Computers faced an angry social media mob mentality in 2005 when media blogger Jeff Jarvis ranted about his Dell experience. Others piled on and Dell was forced into damage control mode. How did they react? Among their social media consumer engagement initiatives were directives to understand that conversations can quickly go global, and to address dissatisfaction head-on.

The Bottom Line:

To succeed, you must first understand your consumers and position your business to satisfy their wants and needs. To make sure they see you as a trusted authority and go-to expert, frequently share how you differ from your competitors. Provide free information that can empower people to make informed decisions. And when you've earned the right to serve the consumers you target, serve them in a manner that is consistent with your positioning. If, despite your best efforts, the consumer is dissatisfied, act quickly – before their rants gain widespread attention – to protect your brand (and to correct any internal deficiencies that led to poor service).

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Therapy, web sites and bees, oh my!

By Bob Sullivan

Morgan County Business Leader

Amy Farrell partnered with Joshua Healy, Doctor of Chiropractic, in January 2010, when he opened his permanent office (see March 2010 MCBL profile). Prior to that, Amy had practiced out of The Yoga Studio in Martinsville. "Josh and I were networking, and he had the extra space. Plus, our businesses complement each other," noted Amy.

Amy's interest in massage began in the early 1990s while pursuing a degree in nursing. As a nursing trainee for a podiatrist in Plainfield, "I gave foot massages to the patients," she explained, "and I wanted to learn more."

Amy explained, "In 1992, there were no massage therapy schools in Indiana. I attended an ayurvedic massage clinic in Iowa, an intensive program where we trained every day for a month."

She returned to the west side of Indianapolis and opened her own massage therapy practice shortly after. In 2005, she moved to Decatur Township. Many of her patients followed her there, and she acquired several new ones.

As a certified massage therapist, Amy offers Swedish massage, relaxation massage, craniosacral therapy and osteopathy (which she says is useful in co-treating Dr. Healy's patients), bamboo massage for deeper penetration, and Tai massage. She specialized in massage therapy for medical issues.

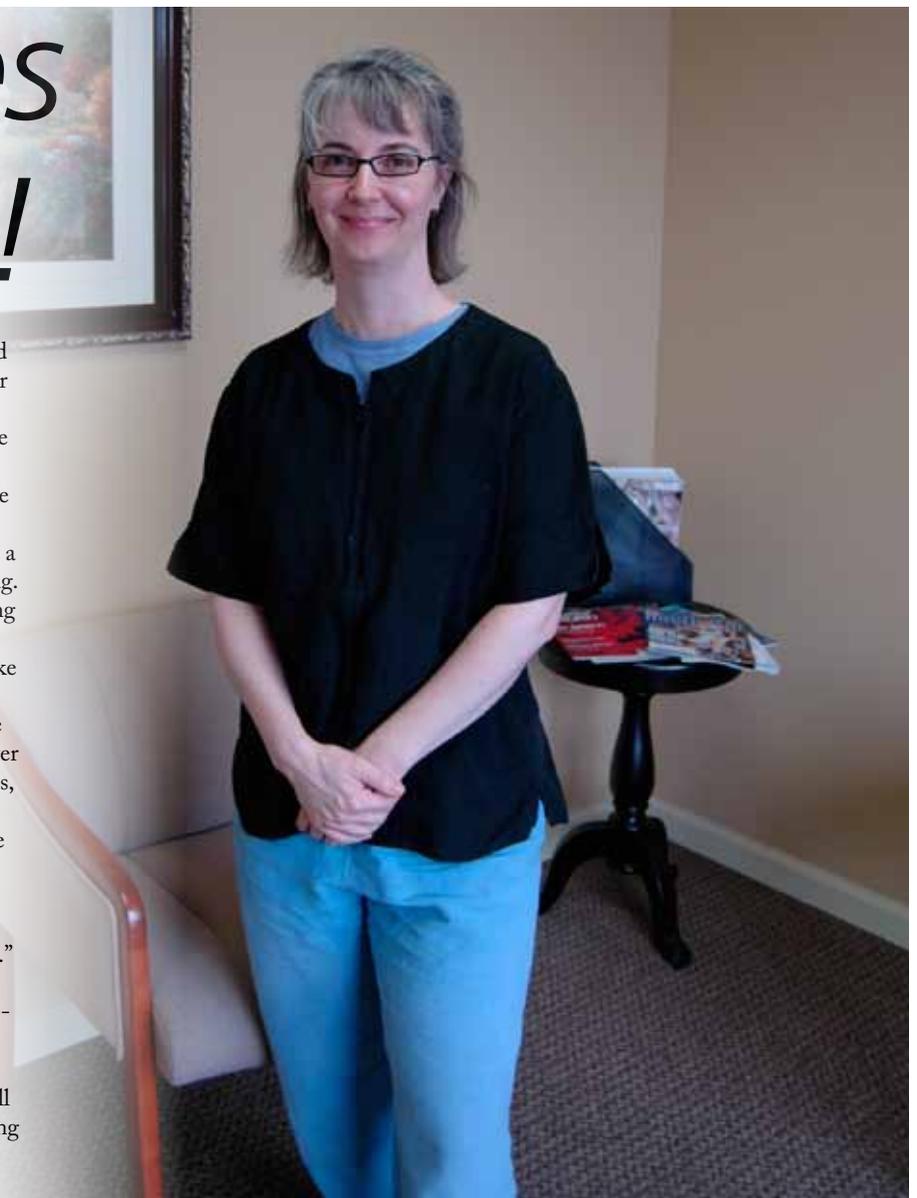
"Most of my clients followed me to the new office, and business has steadily increased," Amy said. "Our location on State Road 67 is a huge advantage in raising awareness."

In 2002, Amy wanted to create a Web site for her practice. While studying Web design, she also decided to create a directory. "I thought it would be helpful for clients to have access to a local Web site where they could look up various massage techniques in one place that lists Indiana practitioners and their specialties. Massage therapists, at least here in Indy, feel more like comrades than competitors." Along with information for patients, www.MassageTherapyIndy.com serves as a resource for therapists on education and state licensing.

Amy continued studying Web site design, beginning with template manipulation, and then took classes on HTML and PHP Web site programming. "I really like puzzles," explained Amy. "When something doesn't work, I want to figure out why. Massage and Web site design keep my left and right brain occupied. It's better than Sudoku!" Amy recently started a second business, The Website Café, to offer Web site solutions to her colleagues and clients. "I do better with two part-time jobs than one full-time job," Amy observed.

Actually, Amy runs three businesses! "In 2006, my husband and I became beekeepers," Amy explained. "We keep bees at home and on a farm in Mooresville." Amy produces and sells local honey from her home. They also provide hives for gardeners and for beekeepers who are just getting started. "I must admit, I'm surprised by the demand. Since setting up the Web site, the phone rings at least once a week. We don't sell honey in a farmer's market because we're already selling out of product at our home."

Kevin Farrell, her husband of five years, is an engineer for Rolls-Royce. They are raising three daughters.



Amy Culver Farrell

Certified Massage Therapist, Web site Designer, Bee Keeper

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Morgan County Autism Foundation works to raise awareness and funds

By Tonya Todd
Morgan County Business Leader

While the cause of autism is unknown, the far-reaching impact of autism on a community is very visible. The Morgan County Autism Foundation was established to help fund activities for awareness and to pay for educational programs, resources and training for teachers and parents of children with autism in Morgan County.

Kim Disney, the organization's President, and Angie Long, both parents of autistic children, recognized the need for quality training in Morgan County schools, and collaborated to create the Foundation. According to Disney, "Though the schools have done a good job, more training is needed as more is learned about autism."

"No two kids with autism are alike," Disney says, which creates the challenge for teachers and parents as they try to relate to each child as an individual with unique needs.

Autism is a group of complex developmental brain disorders that affects a person's ability to communicate and interact with others. According to Disney, there are varying degrees of autism, affecting individuals differently. Where one child may be shy and withdrawn, another, such as Disney's son, is overly friendly and outgoing with a need to shake hands with everyone.

According to Autism Speaks (www.autismspeaks.org), the nation's largest autism science and advocacy organization, autism is more common today than in the past. It affects 1 in every 110 children and 1 in 70 boys. This represents a staggering 57 percent increase from 2002 to 2006, and a 600 percent increase in just the past 20 years. With autism being more common than pediatric cancer, diabetes and AIDS combined, the

need for awareness and education is great. The broader definition of autism in use today does not account for the increase; and, while improved and earlier diagnosis accounts for some of the increase, it does not fully account for the increase.

Even though parents typically express concerns about their child's developmental progress before age 3, the average age at which a diagnosis is made is not until 53 months. For some families, the symptoms may appear more suddenly, with no previous indication of any problems.

Having a support network is important to families with autistic children. The Foundation is planning a movie night for families at which they can enjoy watching a movie in a relaxed, more tolerant venue. They'll be able to gather for support and entertainment. Disney says last year's movie night was nice because it provided a nonjudgmental environment in which kids could be fidgety or talkative during a movie, something that would be considered disruptive in a traditional movie theater. In this environment, if a child cannot sit quietly and enjoy the movie, the other parents can understand—because they have been there.

Last September, the Foundation sponsored its 1st Annual Walk. The event had more than 300 participants and raised \$12,000 to provide training and supplies for educators and families in Morgan County. Though details have not been finalized, a 2nd Annual Walk is being planned in September 2010. Disney says the funds raised are important and helpful, but the need to raise the public's awareness of autism is equally as important. With an increased awareness and additional training, teachers and parents will be able to help each child become a contributing member of the community.



Morgan County Autism Foundation

President: Kim Disney
765-318-0738
kdisney@citizens-banking.com
www.autismspeaks.org

"Though the schools have done a good job, more training is needed as more is learned about autism."

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(Since you're still reading, you realize I may be able to help you and want to know more.)

As a business writer, I've spent my entire career **bringing value to companies** just like yours. I compose copy that generates business, in a variety of formats and media, such as:

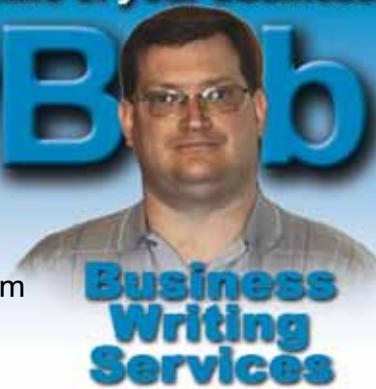
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It's back! Haltom Equipment returns after three years

*"It's wonderful
get the business
it's like we
seeing a lot
getting"*

By Bob Sullivan
Morgan County Business Leader

Scott Benko, owner of Haltom Equipment of Mooresville since 1996, locked the doors on the building apparently for the last time three years ago, the result of a corporate-directed merger. The act apparently ended the legacy of a beloved community lawn and garden equipment store with a reputation for providing quality equipment and outstanding service since it first opened 30 years earlier. Then, March 8, 2010, Scott returned to the location and reopened the familiar storefront.

Today, Haltom Equipment offers a huge array of equipment for lawn and garden, residential property, light farming and commercial mowing customers. Supported brands include eXmark, Toro, Stihl, Kioti Compact Tractors, Snapper Pro and Simplicity. "We're moving forward with a knowledgeable crew with years of experience. We can service any brand we carry. And, we can also maintain

and repair the 'green and yellow' brand we previously sold," laughs Scott.

Scott grew up on a farm on the northeast side of Indianapolis. He received a degree in agricultural mechanization from Purdue in 1982. "While in college, I worked at the Fishers John Deere dealership. After graduating, I worked in east central Illinois with a farm service company selling grain handling and drying equipment," Scott recalled. "I received a call from the John Deere in Fishers." Scott rejoined John Deere in Fishers in 1986. He also managed the Lafayette dealership for four years and the Greencastle Deere Dealership for three.

By 1996, Scott had accumulated over a decade of experience in lawn, residential, and agricultural equipment sales, "I was contacted by Lowell Haltom, who I'd known for a long time. He'd opened Haltom Equipment in Mooresville, and it had a great reputation. But, he was looking to retire."

Lowell Haltom started Haltom Equipment in Moores-

ville in 1979. Lowell opened for business on Old State Road 67, where the Brown Township Trustee Fire Station sits today. Lowell constructed the permanent storefront for Haltom Equipment in 1983. Scott and his wife Laura purchased the business from Lowell in 1996.

Scott owned and operated Haltom Equipment from 1996 to 2007, taking care to maintain the high standard of sales and support Haltom's loyal customers had come to expect. "He'd earned a lot of goodwill in this community by putting customer service and quality first. We kept his name, continued forward with his employees, and committed ourselves to maintaining his legacy."

From the day it opened, Haltom Equipment had been a retailer of John Deere lawn and garden machinery. Deere, however, wanted to consolidate the two local suppliers into one full-line location in the Mooresville area. To remedy this, Scott merged Haltom Equipment in April 2007 with Indy Tractor in Camby. "To be fair, everyone put their best

foot forward to

After working for
helped Indy Tractor
he served as store
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back. Last year
open Haltom,
loved—and we
and services."

Since reopening
work to get things
left. We're already
getting visits from

Scott and his wife
are raising two
also serves on
partments.



Haltom Equipment, Inc.

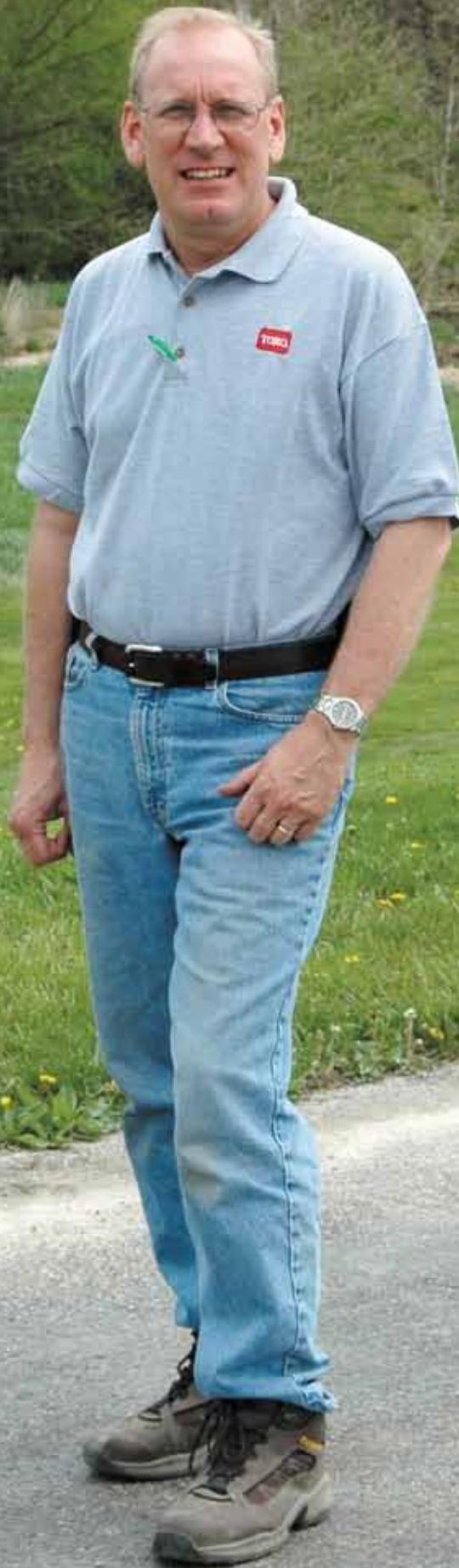
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*erful. It took some work to
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t of our old customers, and
visits from new ones."*

o make it work."
ng at the Camby location for a year, Scott
ractor open a Bloomington location, where
ore manager. Scott admitted, "I kept think-
t we'd left behind and how we could get it
r, I sold back my shares and decided to re-
and return to the store and the business I
here I again had full control of our products

ning, Scott says, "It's wonderful. It took some
e building fixed up, but now, it's like we never
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rom new ones."

is wife Laura live near Bradford Woods. They
o children, Aaron (18) and Sarah (11). Scott
the Brown Township and Brooklyn Fire De-



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Five ways to keep your visitors coming back

In the world of business today if you don't have a website your business is finished before it starts. Regardless of company size, if your customers can't find you on the internet then you in essence don't exist to a vast majority of your potential customers.

But as the web has grown in user popularity, so has the sophistication of the users. The days of the electronic one page business card are over. If your site is not dynamic, attention grabbing and gives the user a reason to come back then you will not see them past the first visit. Beyond the local pizza place most people don't buy on the first visit. Consumers today are savvy, they are logical and they want to know everything they can and your information has to not only be presented professionally, but also inspire confidence. Thus, the more often a customer returns to your site, the more trust they have in your product or service.

Here are five tips that you can employ on your business website to keep customers coming back.

Start a Forum, Chatroom or Shoutbox:

Each of these gives the visitors to your website the ability to voice their opinion and interact with other consumers drawn to your site. As conversations build up so does the sense of community. This also is a great way to add content to your site that you don't have to come up with yourself. As the community grows so does the feeling of security regarding the purchases from your website.

Start a Web Log (BLOG):

Employing an online journal that you keep updated, with the latest news of the industry and your individual company will keep your customers glued to your site. Human beings are curious creatures and they will keep their eyes glued to the monitor if you post fresh news frequently. You will also build up your credibility as you are proving to them that there is also a real life person behind the website.

Carry out polls or surveys

Polls and surveys are other forms of interaction that you should definitely consider adding to your site. They provide a quick way



Joe Devlin

for visitors to voice their opinions and to get involved in your website. Be sure to publish polls or surveys that are strongly relevant to the target market of your website to keep them interested to find out about the results.

Hold puzzles, quizzes and games

Just imagine how many office workers procrastinate at work every day, and you will be able to gauge how many people will keep visiting your site if you provide a very interesting or addicting way of entertainment. You can also hold competitions to award the high score winner to keep people trying continuously to earn the prize.

Update frequently with fresh content

Update your site frequently with fresh content so that every time your visitors come back, they will have something to read on your site. This is the most widely known and most effective method of attracting returning visitors, but this is also the least carried out one because of the laziness of webmasters. No one will want to browse a site that looks the same over ten years, so keep your site updated with fresh bites!

If your website is not generating revenue for your company then it's a liability. Keeping yourself in front of your potential customers is essential and these few tricks of the trade can add to your bottom line with minimal effort.

Joe Devlin is the founder of, Clairvoyant Designs a high-end e-commerce/e-business website design, development and hosting firm located on the southwest corner of Indianapolis.

Thus, the more often a customer returns to your site, the more trust they have in your product or service.

Networking Opportunities

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

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

Mooreville Revitalization Group:

The Mooreville 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.

Rainmakers Meetings:

On the first Friday each month at 7:30 AM at the Holiday Inn Express in Martinsville at Burton Lane and SR 37. On the second Tuesday at 7:30 AM at Stone Creek Dining Company at Metropolis Mall, Plainfield. Rainmakers has 50+ meeting per month, including noon and evenings, for more information visit www.GoRainmakers.com.

Rotary Clubs:

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

Centerbrook Drive-in celebrates 60 years!

By Bob Sullivan

Morgan County Business Leader

"People ask me why I continue to commute from Broad Ripple to Martinsville, but it's absolutely worth it to keep this sort of family entertainment tradition going," said Tyler Tharpe. From 2001 to 2007, Tyler worked as the projectionist for Centerbrook Drive-in. He acquired ownership of the property in time to open its 2008 season.

Tyler grew up in northeast Indiana, north of Fort Wayne. After earning his degree in telecommunications from Ball State University, Tyler moved to California for a few years and returned in 2001. "I'd worked as a projectionist at local theaters in Fort Wayne and California. I called around, and Centerbrook Drive-in needed help immediately."

The drive-in went up for sale in 2007, originally as one block of property that included the baseball fields and the bar. "I was only interested in the drive-in, but didn't know if the owners would separate the properties. Once they agreed to do that, we had a deal."

In preparing for the 2008 season, Tyler had specific marketing goals in mind. "I reinstated newspaper advertising, and I recreated our Web site. In this day and age, a Web site is tremendously important—but it's the sort of thing that won't succeed if you don't keep it meticulously updated." In March 2010, Tyler also created a Facebook fan page and was pleased and surprised to see "in the first week alone, we had over 650 fans following us."

Tyler observes, "The single most important task for me is programming the right mix of movies. I can have the best advertising possible, but none of that matters if no one cares about what I'm showing. I pick the biggest films available, trying to stay within a PG-13 rating and working with the distribution rules." According to Tyler, drive-in distributors offer movie pairings according to studio mandates, which tend to pair up their biggest films with less successful ones, sometimes creating double features of hits-and-misses. "I also schedule as many first-run, opening weekend films as I can. I think the evidence is clear that first-run films are worth the investment and result in higher attendance."

Regarding the perception that drive-in theaters are a dying and the difficulties associated with daylight savings time (lingering sunlight prevents Centerbrook from starting its first feature before 9:45 p.m. during mid-summer weeks), Tyler says, "2009, my second season, matched the audience count from 2002, and that was way before daylight savings time affected the business. It comes back to serving the local community's need for family-friendly entertainment."

Centerbrook Drive-In originally opened in 1950. According to Tyler, the original screen blew down in the 1960s. In honor of its 60th anniversary, Tyler is planning a special event celebration. "We're looking at a special night around the end of June with classic cars on display and showing the Hitchcock classic *Rear Window* as a third feature. Plus, as we do every year, we'll show a horror movie festival in October." Check the Web site for specific dates and times.

Centerbrook Drive-In broadcasts sound through a short-range radio signal. "The speakers no longer work, and it wouldn't be cost-effective to repair them." Tyler admits the bathrooms are the biggest headache to maintain, but "we're getting a pretty good handle property maintenance overall. Our next big challenge is to repaint



the screen." Centerbrook Drive-In employs six people.

Tyler says one advantage to operating a business with a season is it allows down time pursue his filmmaking projects. He has writ-

ten and directed two small-budget horror films, *Freak* (1999), an award-winning independent feature, and *Return in Red* (2007).

Tyler has one son, Jake, age 6.

Centerbrook Drive-In

Owner: Tyler Tharpe
6735 State Road 67 North
Martinsville, IN 46151

Business phone: 317-925-1638
www.centerbrookmovies.com
tylertharpe@gmail.com

Become a fan on Facebook:
The Centerbrook Drive-in
Open Friday, Saturday and Sunday evenings
through October

Movie Line: 317-831-1526

Admission rates:
\$7 for Adults
\$4 for children ages 6-12
Kids under 6 Free!





Tyson Myrick, Rosie Myrick, Stephany Myrick and Jeff Myrick.



Bud and Bloom blossoms through the generations

By Tonya Todd
Morgan County Business Leader

For 43 years, Bud and Bloom Florist has helped its customers celebrate life's cheerful moments and offer condolences during the difficult times. Co-owner Stephany Myrick describes the floral industry as an emotional business. "We help our customers celebrate birthdays, graduations, weddings and any other happy occasion, but we are also there during the sad times," says Stephany.

Customer satisfaction has been the No. 1 priority for Bud and Bloom since Jeff Myrick's mother and father, Rosie and Delvin (deceased), began the business at 135 West High St. in July 1963.

Jeff and Stephany took over the business in 1977, when Jeff's parents retired. Jeff and Stephany were no strangers to the floral business. They had owned and operated a shop in Plainfield for 15 years prior to taking over the family business.

Jeff's older brother, Jim, has owned and operated another Bud and Bloom store in Franklin for 35 years. Stephany says it seems they have been florists their whole lives.

Through the years, Stephany has observed many changes. As with many businesses, almost everything is computerized. There is little need for the manual order taking and recordkeeping of years past. Most of the business is handled online or over the phone. Styles have changed drastically as well. In line with the fashion industry, floral arrangements and prom corsages have become smaller and more elegant.

The key to the long-term success of this family

Bud and Bloom Florist

396 Indiana St.
Mooresville, IN 46158
Co-owner: Stephany Myrick
317-831-3333
www.budandbloomflorists.com
Hours of Operation
Monday through Friday: 9:00 a.m.
to 5:00 p.m.
Saturday: 9:00 a.m. to 4:00 p.m.
Sunday: Closed

business is word of mouth and repeat business. "The Mooresville community has been very supportive and kind. We really appreciate that," explains Stephany. "We've truly been blessed through the economic downturn."

Bud and Bloom is a top 500 florist in the Teleflora network and can wire arrangements anywhere in the United States, usually the same day if the order is received by noon. They offer fresh flowers at reasonable rates plus a large selection of gift items.

They offer collectible dolls, Santas, candles, soaps, plush (animals), framed pictures, along with traditional and contemporary fresh flower and silk arrangements and a wide variety of plants.

Bud and Bloom is planning to move from its

current Indiana Street location to 22 East Main St. on or after June 1, 2010, following the active Mother's Day holiday. "Mother's Day and Valentine's Day are our two busiest holidays, so we don't want to move until after Mother's Day. That gives us a chance to get the new store ready," adds Stephany.

Bud and Bloom is currently renovating the Samuel Wade building to transform the old Kroger store into a floral store. "Jeff remembers grocery shopping with his parents in this building," comments Stephany. "We're excited to be a part of the historical downtown area. The other (downtown) merchants have been very welcoming and kind." Stephany and Jeff plan to add some new merchandise after the move and hope to have more walk-in customers.

Though details have not been confirmed, they are planning a Grand Opening during the Victorian Christmas celebration. "We want to be big contributors to the downtown area, so we'll have

a Grand Opening celebration during Victorian Christmas. That'll give us some time to get used to our new location; also not a lot of people will be on vacation during that time of year, so more can join us. But, we invite everyone to come visit us before Victorian Christmas to check out our new store and the changes we've made. The new location will have about the same amount of display space, but we'll have a little less storage. It's very exciting," says Stephany.

The adorable and energetic 81-year-old Rosie still works at the shop almost every day. She says, "Some might think that they (Jeff and Stephany) make me work, but I do it 'cause I want to. I just can't seem to get away from it (the floral business)." This is a sign of a woman who has passion for what she does. She has passed this passion through the generations, and it shows in the service her family provides at the Bud and Bloom locations.



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Second annual Benjamin Elo memorial soccer camp: Faith in action

By Tonya Todd

Morgan County Business Leader

The Benjamin Elo Memorial Fund, Inc. is hosting its 2nd Annual Soccer Camp June 21st through 25th for boys and girls in grades 3 through 12. The camp features high-quality coaching from eight collegiate coaches and other licensed staff with high school, college and club coaching experience. The cost of attending the camp is \$185.00 and includes a t-shirt, water bottle and Gatorade refills.

The Benjamin Elo Memorial Fund, Inc. was created in memory of Ben Elo, who died unexpectedly at the age of 14 on July 21, 2008. According to Ben's mother Melanie, Ben was a "young man you couldn't help but cheer for. From his great success on the soccer field to his many academic accolades, Ben was a brilliant, buoyant person with a bright future ahead of him. He was a loving son and grandson, and a great brother and friend. Ben was taken too soon, yet his life was a gift we will cherish forever."

The Elo family recognized a need for a high-quality soccer camp in Morgan County and saw an opportunity to honor what Ben loved—soccer. Last year's camp raised \$9,000, which was used to purchase two permanent Automated External Defibrillators (AEDs) for the soccer and football/track complexes at Mooresville High School. It also provided a complete review of the high school's current AEDs and a needs assessment for the future.

The funds from this year's soccer camp will support and help grow the Ben Elo Memorial Grief Ministry and Outreach in partnership with the First United Methodist Church, 900 Indianapolis Road, Mooresville, across from Pioneer Park. The church houses a Grief Library in Room 108 that is open to the public.

Melanie believes God has called her family to share Christ's love and healing just as they have received. "A lady (Sarah Filbey) we did not know wrote us and shared how God has blessed her through the loss of her husband." As a way of "paying it forward," Melanie writes a personalized letter and shares Scripture with families who she reads about, knows, or God leads her to that have lost a child. She includes a copy of *The Shack* by Wm. Paul Young, a book on faith and grieving that helped Melanie and is available in the Grief Library.

Funds from this year's soccer camp will also be used to continue awarding a \$250.00 Ben Elo Character in Leadership award to a not-for-profit chosen by a boy and girl from the Mooresville High School soccer team.

Benjamin Elo Memorial Fund, Inc.

Melanie Elo
www.benelo16.org

Mission Statement:

Live faith to affect change—Micah 6:8

Mark your calendars:

Book Signing and Refreshments
May 12, 6:30 p.m.

First United Methodist Church, Mooresville
Jane Hoepfner will sign her book, which discusses how God demonstrated His grace as she lost her husband to cancer.

Free and open to the public.

Mom's Breakfast

Last Saturday of every month, 7 a.m.
USA Restaurant

A support network for grieving mothers organized by Melanie Elo

E-mail: melo@BenElo16.org for details

Proceeds from this year's soccer camp and other future camps will be used to provide a \$5,000.00 scholarship through the Community Foundation of Morgan County, Inc. beginning in 2012, the year Ben would have graduated. To guarantee the scholarship in perpetuity will require raising \$100,000.

Despite his young age, Ben was fervent in his faith. Ben loved the Lord, and his actions demonstrated that love. Faith is meant to be "present in every aspect of your life. It is not just going to church on Sunday."

Melanie admits it is not always easy and that there are still times that are harder than others. However, she continues to use the tragedy of losing her son to relate, encourage and minister to others. She says, with tear-filled eyes, that she will continue "as long as I am physically able. It is my gift to Ben."

To learn more about Ben Elo's life or to register for the soccer camp, visit www.benelo16.org.



Peggy Mayfield defines public service

By Dave Stafford

Morgan County Business Leader

"You take an oath to defend the Constitutions of the United States and Indiana, you darned well better know what they say," insists Peggy Mayfield, Clerk of Morgan County. Mayfield is running for re-election as the Republican candidate for that office. "Read, read, read, then the hard part, discerning what it all means." She insists both she and her staff take full advantage of the training programs available through the State and from the Association of Indiana Counties.

"The Clerk and court staff are the face of justice—we are what they see. We serve people who are seeking justice. They don't choose to be our customers, but they are still our customers," she explains. "I look at everything as 'How would I want to be treated?' We are prohibited from giving legal advice."

Mayfield has tackled the job with an open mind. "That's the way we've always done it' are the nine words that will get you fired. You have to know why we're doing it that way. If you were offered another option, is this the way we would choose to do it?" That attitude has led Mayfield to institute changes with a mind toward serving her customers. "It took four months to get approval to stay open during lunch hour," she says. That dedication to service has resulted in improvements in the election process, the other major area that the Office of County Clerk handles.

Mayfield has instituted early voting changes. "We had to figure out how to do it under the law." Early voting is now available in most elections at the Mooresville Town Government Center and the County Administration Building in Martinsville. "We had to convince the Election Board. There are some savings [in expenses], and lots of time savings for the public. No more wrong line at the polls. The hardest part was convincing the poll workers." Early voting has resulted in reducing the number of poll workers by 30 percent, from 220 to 170 in Morgan County. "That savings allowed the opening of the satellite at Mooresville Town Center," Mayfield states as evidence of making the election process more accessible to her customers, the public.

Mayfield attended IUPUI and studied engineering and technology. She and her husband Dean live in central Morgan County with their four sons: Christopher(19), Andrew(17), Austin(14) and Michael(8).

Peggy Mayfield

Clerk, Morgan County
Phone: (765) 342-1025
Fax: (765) 342-1111

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many of the nation's finest real estate brokerages, with which we will exchange business referrals.

To be sure, Prudential Indiana Realty Group is thriving when others in residential real estate may be pulling back. Our 30-year-old company, one of Indiana's largest and ranked 54th nationally among all brands in the recent Real Trends 500 survey for transaction sides, will proudly serve Indiana's real estate consumers for decades to come.

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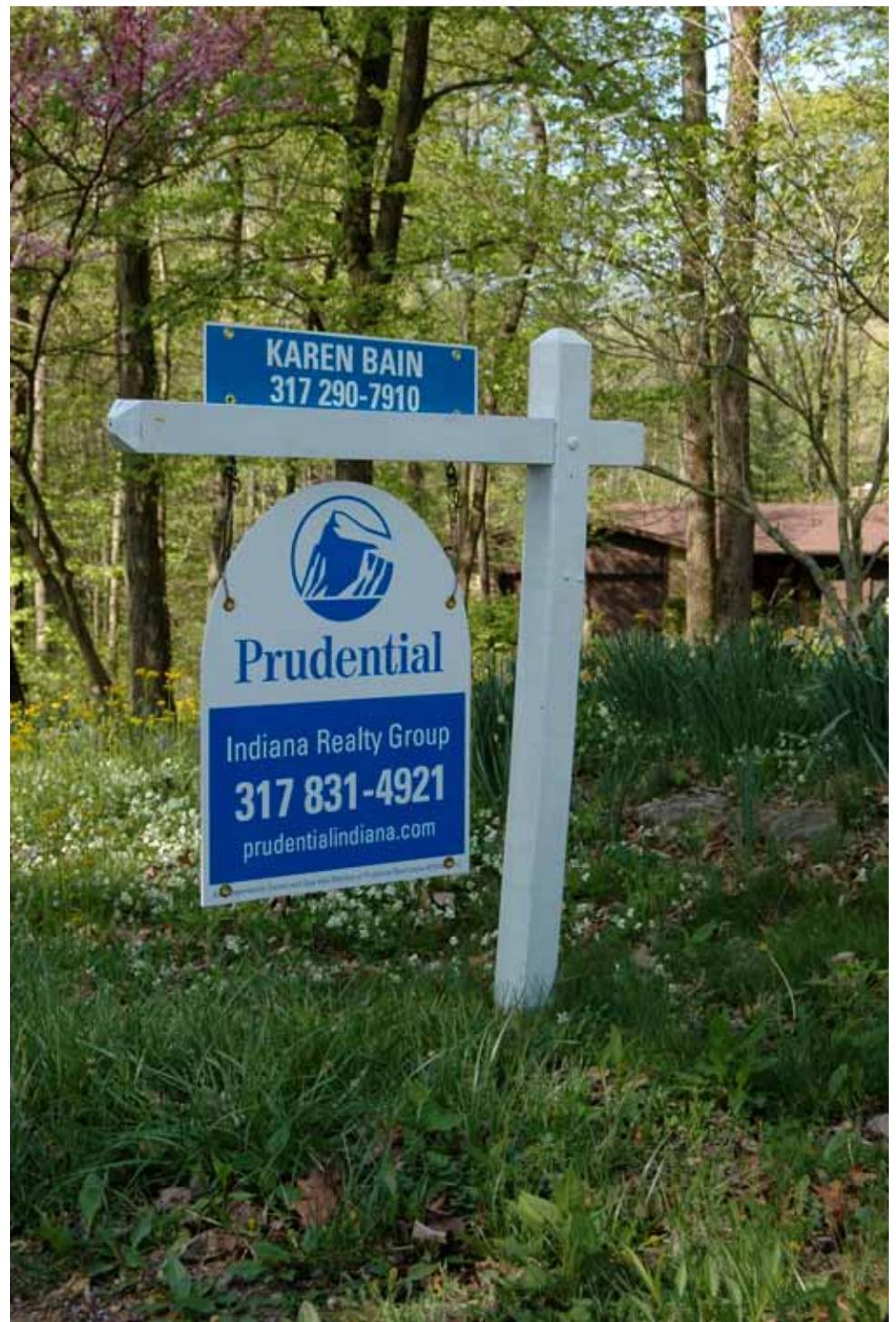
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Michael Wilhelm
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mwilhelm@PrudentialIndiana.Com



Planner of note

GREATER MARTINSVILLE CHAMBER OF COMMERCE – NEW MEMBERS

Joe Disney, Joe's Automotive Service
Justin Anderson, Fastenal, Inc.
Mary Beth Branson, Morgan County Coalition for Literacy
Tonya Walden, The Haven Youth Center
For more information visit: www.MartinsvilleChamber.com

GREATER MOORESVILLE CHAMBER OF COMMERCE – NEW MEMBERS

Cissi Sherlock, Morgan County Business Leader
For more information visit: www.MooresvilleChamber.com

TOWN OF MOORESVILLE – BUILDING PERMITS

Joshua Smalling, 41 W. Street, Single Family dwelling remodel \$85,000
Indy Tractor on SR 67, 2 signs, \$10,000
Ellison-Skaggs, 12885 Megan Dr. N. Camby, Residential Addition, \$20,000
Steve Peticord, 1190 Robb St.,

Martinsville, Residence, \$300,000
Bryant Hopwood, 5398 E. Lakeside Ln., Residence, \$170,000
Bert Neff, 4536 W. 1200 S., Poland IN, Garage
Dave Ooley, 90 E. Carlisle, Electrical, \$950
Brian Davidson, 835 E. Co. Line Rd., Pole Barn

CITY OF MARTINSVILLE – BUILDING PERMITS

American Enterprises, 460 E. Gray St, fire damage, \$85,000
Smalling Construction, 20 Duo Dr., Room Addition
Habitat for Humanity, 1169 E. Warren St., Residence, \$80,000
Phil Stall, 120 Hess Rd., Accessory Bldg.
Jim Suthen. 1945 Pumpkinvine Hill Rd., Metal Sunroom

NEW BUSINESS FILINGS

Malone Body Shop, Richard Matthew, 3695 Townsend Rd, Martinsville IN 46151

Members Real Estate Services, Bradley Schrock, 1150 N. Shore Dr, Martinsville IN 46151
Burnett Bail Bonds, Tracey Burnette, PO Box 1050, Martinsville IN 46151
Plan On It, Pam Wooten, 1560 E. Morgan St, Martinsville IN 46151
Bauble Board Inc, Rodney Koons, 329 W. Bunker Hill Rd, Mooresville IN 46158

RJA Recovery, Tarra Birch, 2110 Stafford Rd, Plainfield IN 46158
Tumey Lawncare, Steve Tumey, 174 Cohen Dr, Mooresville IN 46151
B&H Construction, Brian Hinchman, PO Box 1300, Martinsville IN 46151
Ricks Towing & Recovery, Richard Ingle, 125 S. Indiana, Mooresville IN 46158
Demott Power Sports, Justin Demott, 25 W. Harrison St, Mooresville IN 46158

Finco Construction, Shane Colwell, 360 N Graham, Martinsville IN 46151
Funop Publishing House, Charles Hartley, 4578 Sunnyslope Dr, Martinsville IN 46151

Sudden memories Photography, Amanda Mills, 984 D Cloverleaf Ct, Martinsville IN 46151
K & M, Kenneth Scott, 3630 White Trail Run, Mooresville IN 46158
Scotts Showcase, Kenneth Scott, 3630 White Trail Run, Mooresville IN 46158
K&A Design Group, Alma Baldwin, 241 E. High St, Mooresville IN 46158
Wachovia Mortgage FSB, 450 E. Boundry St., Chaplin, SC 29036
Wachovia Bank FSB, 450 E. Boundry St., Chaplin, SC 29036
Laporta Management System Solutions, Julia Laporta, 1410 Wigwam Ln., Martinsville IN 46151
Sweet Tooth Ornaments, Janet Ransdell, 940 E. Columbus St., Martinsville IN 46151
Outspoken Apparel, Daniel Stec, 410 E. Harrison St., Martinsville IN 46151
Treetops Baby Shop, Teresa Yeadon, 5150 Wilbur Rd, Martinsville IN 46151

Waldon IT Solutions, Jerry Waldon, PO Box 1946, Martinsville IN 46151
Chenoweth Content & Design LLC,

Robert Chenoweth, 30 Greenwood Dr, Mooresville IN 46158
Les 4 Handyman, Leslie Braverman, 602 S. Graham St, Martinsville IN 46151
Hometown Customs, Rich McClellan, 1870 W. Shore Dr, Martinsville IN 46151
Hometown Heating & Air LLC, Rich McClellan, 1870 W. Shore Dr, Martinsville IN 46151
Gary Martin & Sons Garage Doors, Peter Pottorff, 809 Hacker Dr., Martinsville IN 46151
D & C Trikes, Dane Naugle, 3118 E. Centerton Rd., Mooresville IN 46158
C & D Funeral Transports, Daniel Jones, 818 Trail Ridge Ct., Mooresville IN 46158
Pams Tupperware, Pam Roark, 50 W. County Line, Indianapolis IN 46217

SHERIFF'S SALES

May 2010
As of publication date no April sales have been posted, for current listings go to: <http://scican.net/~manley/Sales.html>



Back row: Allie Blunk, Terri Alexander, Carrie Matlock and Pamala Dunscombe.

Intense training helps passionate students raise the bar

By Bob Sullivan

Morgan County Business Leader

Terri Alexander and her daughter Jamie Farrell opened Martinsville Academy as a dance studio in 1997. "Jamie had competed in dance in high school and had done extremely well. While attending college, Jamie wanted to open her own studio," Terri recalled. "It happened in baby steps. First, we were setting a mat on the floor, then more people showed up, and five years later, we were applying for certification in USA Gymnastics (USAG)."

Before the end of their first year, they hired a gymnastics instructor to meet the demand of the local students. In 2002, Martinsville Academy moved into their current facilities, where, until recently, they shared floor space with Gentry Martial Arts. The Academy and all its instructors have maintained official USAG certification, signifying a level of training that qualifies their students to compete in any official USAG competition. They also offer their facilities to Martinsville High School Gymnastics students.

Today, the Academy holds approximately 40 classes each week. The teams compete at several events a year, and the studio hosts several tournaments. It also provides instruction on recreational and competitive dance and cheerleading. The Academy serves about 200 students and employs 12 trainers. "We focus on competition," notes Terri. "We offer intense training and a team environment to the passionate student ready to take it to a higher level."

During the month of March, Terri oversaw major reconstruction of their training facilities, the result of Gentry Martial Arts moving from the building. (See April MCBL Profile regarding their new facilities.) "The move opened up our floor space by about one-third," said Terri. "Our class sizes were increasing, theirs were too, and we were all feeling the crunch. Still, it's sad to see them go, and we wish them the best of luck."

Now occupying all 120 sq. ft x 90 sq. ft., the Academy completely remodeled the floor space in March—without halting

"We offer intense training and a team environment to the passionate student ready to take it to a higher level."

Martinsville Academy

Co-Owner: Terri Alexander
Gymnastics, Cheerleading and Dance
333 West Washington St.
Martinsville, IN 46151
765-349-8980

terrignyastics@gmail.com
www.martinsville-academy.com
Hours vary based on class schedule—
see the Web site for details.

Become a fan on Facebook: Martinsville Academy

classes to do it. "It's been pretty hectic, but it's going to be awesome when it's finished," said Terri.

This is not the first time Martinsville Academy has attempted to expand its space. "About two years ago we started construction on an addition," Terri recalled. "The basic shell was constructed when a storm came through and blew it all down! We'd planned then to add equipment and construct a 'gymnastics pit,' and we had to put those plans on hold for two years."

Terri explained that the L-shaped pit, with parallel bars and other equipment straddling a hole in the floor filled with foam blocks, has been a standard training tool for years, and that having one in their facility will be a huge upgrade. "The foam blocks offer students a safer place to fall. This, alone, is huge because we can now teach more difficult techniques in a safe environment. The pit also lets us host a higher level of competitive events."

Terri raised four children. She moved her family to Martinsville in 1993. "I wanted to own a few horses, so Martinsville made the most sense." Today, she has four grandchildren, with two of them now taking classes at the Academy.



The medal that Cindy is displaying is the 2009 Magnificent 7 Road Race that she won for placing 1st in her age group (45-49).

Cindy's Fitness Studio offers hope and health

By Bob Sullivan

Morgan County Business Leader

"I remember the day in 2006 that changed my life," said Cindy Godsey, who opened Cindy's Fitness Studio March 1 in the strip center near Menard's in front of the Heartland Crossing community in Camby. "I weighed 311 lbs, and I was leaving [a buffet restaurant] when someone said, 'I hope you saved some for the rest of us.'" The words stung, but they also motivated Cindy to address her weight problem.

"I know the excuses, and I also know the misinformation—and how to address all of it. Once I helped myself, I realized I wanted to help other people," Cindy recalled.

Cindy's Fitness Studio offers "a chance for people to work out in groups under the direction of a trainer who'll give them individual attention, instead of just walking into a gym and trying to figure it out on their own." She offers several classes a day. Customers pay up front for 12 classes a month and can pick and which classes they attend from a varied schedule. "We offer boot camp intense workouts, intermediate classes, kettle bells, Zumba, and much more. We have six to eight classes a day. My goal is to have something every hour."

In 2008, Cindy entered into business with her trainer as co-owner of two fitness facilities. She sold back her part of the business to pursue a space in which she could implement her own group fitness concept. In December 2009, she found the empty space in Camby. The realtor put together a great deal, and Cindy's Fitness Center opened shortly after.

Cindy received her certification in personal training from the nationally accredited Cooper Institute of Texas. She lives in Paragon.

Cindy's Fitness Studio

Owner / Certified Personal Trainer:

Cindy Godsey, MSMS, CI-CPT
8411 Windfall Lane, Suite 60
Camby, IN 46113
317-410-6790

Hours of Operation:

Monday through Friday: 6:00 a.m. to 7:30 p.m.
cindysfitness@onemain.com

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