

Where Morgan County Business Comes First

BUSINESS LEADER

MORGAN COUNTY

October 2009

SCARY HAPPENINGS AT GREENDELL MULCH

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9th

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17th

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29th

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31st

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16 percent

I have heard that 40 to 45 percent of the colonists supported the American Revolution. It's certainly possible, yet the soldiers certainly didn't have a huge support infrastructure. George Washington held lotteries to fund the army. A small but very determined group definitely drove the rebellion. That the general populace didn't participate does not mean that their mood was in opposition, only that they were unwilling to commit to the cost, and that cost could have been the high. The 40-45% estimate is probably impossible to nail down, there weren't mass media pollsters reporting hourly, but the number isn't that important. And of that 45%, what percentage were willing to give their all? Perhaps a third? Only 15% willing to give their all to gain freedom?

One of the triggering events to the Revolution was the imposition of a tax that lead to the Boston Tea Party. That tax was a 3% tax on tea. Wow! Locally we're paying twice that on tea now. We pay 7-8% on prepared food, including tea. That's a small portion of all the different taxes that we pay everyday. The buzz phrase then was "No Taxation Without Representation!". That the tax was imposed by King George with little of our input, and the money went to far away England seemed unjust to colonists struggling to survive in a land still mostly wilderness.

Now consider, if you will, the idea that the King of England might have sent 2/3 of the revenue back to the colonies in the form of subsidies and entitlements. What would have been the attitude of the general populace then? Would they have accepted the royal handout, with many strings attached? Would their independence of spirit have been sold out, or would such an offer from the king have inflamed them to more ardent revolution? A word of caution; they were different



Dave Stafford
Publisher

than us, with different challenges and goals. They gave birth to the American dream. The answer is not simple. It would have been some accepting, some rejecting, and most indifferent. The same as this and any other large population. Perhaps the number would have swollen to 50%, or even 60% or more. I very much doubt that the number would have diminished.

King George hasn't a politician. He didn't have to be. He did not have to buy votes from his subjects. He did not have to tolerate an insolent press hounding his decisions. To be sure there were a few of his close associates that he paid with title and land, but certainly not to the lowly colonists far across the sea.

Now we are governed by Washington politicians, who do indeed have to buy votes by sending out their largess. The folks

who have to supply that fountain of money are about to be tapped for more. It has been so as long as I can remember. The only tax I know of that has been reduced or eliminated was a luxury tax on telephone service used to fund the Spanish-American War. Apparently we finished paying for that war a couple of years ago.

Small independent business owners are now struggling in a wilderness of taxes and regulations. Their voices are drowned out by the majority asking for more handouts. Politicians, who play the numbers game with skill, ignore the plight of the few. In local elections, they often have no vote at all, a result of commuting to their business from a neighboring community. What then can the mom-and-pop businesses do? Revolt? Not hardly! Attend one of the many "Tea Parties" that get little press and accomplish even less? Can 16% of small businesses make a lawful statement that will get government's attention? Yes we can! Next month this column will explain how.

15% plus outrage = 16%

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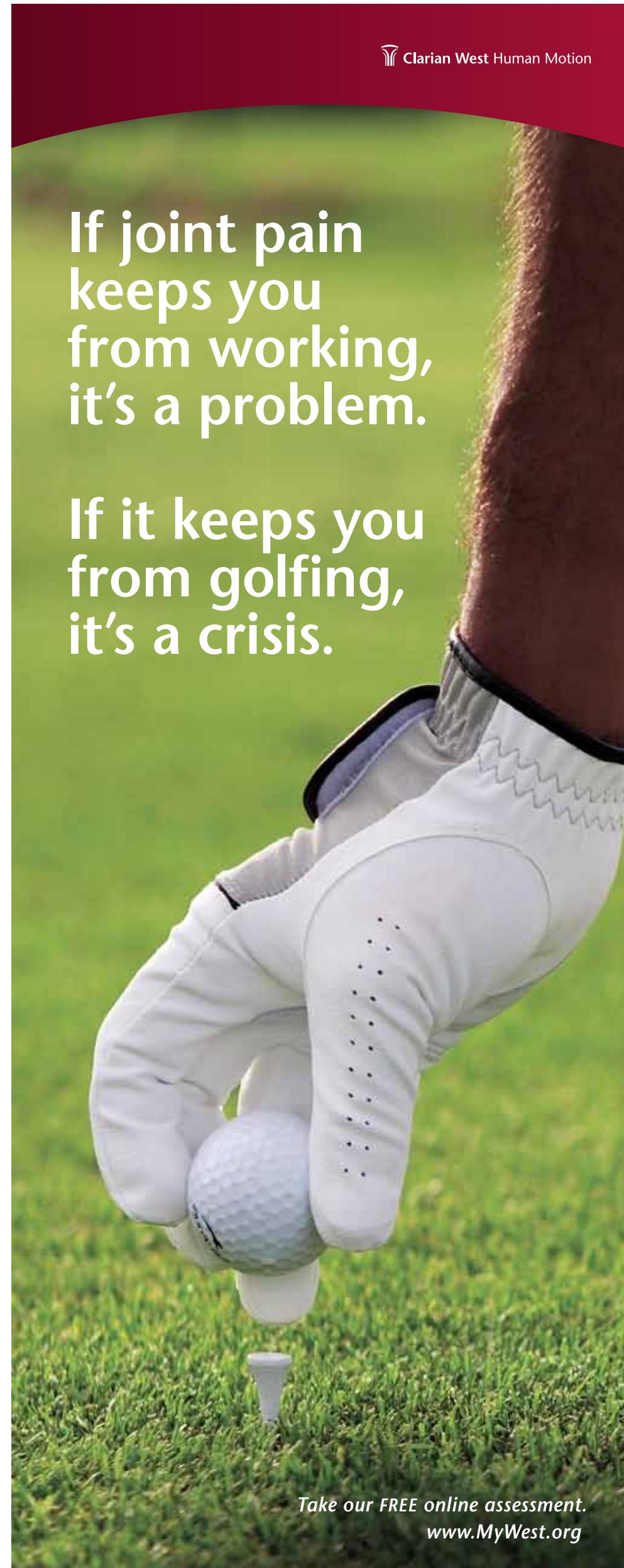
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If joint pain
keeps you
from working,
it's a problem.

If it keeps you
from golfing,
it's a crisis.



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Better days ahead

I've marked October 8 on my calendar as "walking day." October 8 is seven weeks post-foot surgery, the last of many procedures necessary to heal serious foot injuries I sustained several years ago. If everything goes as planned, on October 8, I will stand and walk on my own two feet, with all wounds completely healed, put a five-year-long ordeal behind me, and return to my normal life.

I won't lie. The last several months have been pretty tough. One surgery after another has grounded me and limited my interaction with the outside world for long periods of time, confining me to home where I must wait out a process largely out of my control.

But as I ride these months out, I'm confronted with several choices during these down times. In the weeks post-surgery, how easy it could be to wallow in my limited mobility. After seven weeks of recovery are added to the previous four, which were added to the previous six, etc., etc., etc., seven more weeks starts to look like forever when you're stuck at home in a wheelchair. Many days I fought the temptation to sit in front of the tube and tell my wife (now doubling as my caregiver--we joke she holds an honorary degree in foot bandaging) to just pop in Buffy the Vampire Slayer on the DVD player, one disc after another, and mentally check out until I watch the entire seven-year run, or I reach the day of complete recovery, whichever comes first.

Instead, I increased my online networking efforts. I made a conscious decision to maintain my article output for the Morgan County Business

Leader, and aggressively pursued projects with my corporate clients, keeping myself as busy as possible in my limited capacity. I even started laying the groundwork for exciting new creative projects, putting into place challenges ready to go in time

to stretch my talents when I enter those better days ahead.

In this recent economy, how many businesses have considered just "checking out" for the duration? How many businesses decided to wallow over their temporary time confined to the wheelchair rather than lay the groundwork for the better days ahead? One thing the experts all agree upon--better days are ahead, even if they can't decide exactly what date you should mark on your calendar for the end of the recession.

Are you planning now for those better days? Are you taking

advantage of the extra time on your hands, preparing now for when you can get back on your feet, when you can ramp your business back up and stretch yourself in new ways?

Smart planning, using your time wisely, and solidifying those strategic partnerships now can pay off in huge dividends later. Rather than wallow in front of the TV (literally or figuratively), buy the Dummies book on that new program, sign up for an internet class, schedule lunch with that contact you could never fit in. Brainstorm those big ideas and find out what you can put into place. Call those potential clients you never checked back with when business was booming.

Before you know it, better days will be upon all of us. Will you be ready, or will you be too busy wallowing over the bad times to notice?

Smart planning, using your time wisely, and solidifying those strategic partnerships now can pay off in huge dividends later.



Bob Sullivan
Editor

'Hope, Fear and Greed ... loosely tied to a business cycle'

This is old Wall Street axiom used to describe the stock market and there is a lot of truth in that statement. Emotion plays a big part in the market and the economy. Let's not forget the "Irrational Exuberance" of the late 1990's or the "Panic" of this last March. These were times when the US stock market was driven purely on emotion with little or no regard for the fundamentals such as: company earnings, the price-earnings-growth ratio, or debt to equity levels. The former market was driven by Greed and the latter on Fear.

Our current market is being driven by multiple factors. The Institute on Supply Management reported that the PMI (Purchasing Managers Index, a measure of manufacturing activity) was at 52.9% in August up from a reading of 48.9% in July. This is the first time in 18 months the PMI has read above 50% signaling expansion in the manufacturing sector.¹ The ISM "Report on Business"[®] also states that the overall economy has grown 4 months in a row.²

Consumer confidence increased to 54.1 in August as compared to 47.4 in July and the expectations index stood at 73.5 compared to 63.4 in July.³ Confidence had waned for 2 months

after a reading of over 50 in May.⁴ This is where I believe the emotion "Hope" takes hold. The healthcare debate was raging and it appeared that the administration was going to force the bill to a vote before the recess. Now, after the August recess and the "town hall" meetings, it appears investors believe the threat of government run health care has been beaten back, and they are darn happy about that.

I don't think it is coincidence that the expectations index jumped in August as the Presidents over-all approval rating dipped below 50% for the first time.⁵ It doesn't seem to be a fluke that as his influence becomes weaker, the US stock market becomes stronger. The 2010 elections will tell us how strong and long the recovery



Tim Corman
Financial Advisor

might be.

^{1,2} Institute of Supply Management

^{3,4} The Conference Board

⁵ Rasmussen Reports

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League of Miracles charging ahead with planning

Facilities Chairman Steve Overton sums up the work of the League of Miracles as "What's best for the kids." On a recent fact finding trip to Atlanta to visit facilities of the Miracle League [an unaffiliated comparable organization], Overton met with the Founder of the Miracle League, John McLaughlin. McLaughlin oversees several fields in the Atlanta area dedicated to the same special leagues that the League of Miracles will be serving. McLaughlin impressed upon Overton the vital importance that the League's fields be integrated in well established sports complexes and the need for inclusion to break down barriers.

Having the players with special needs in close contact with established leagues promotes understanding and acceptance, and provides the all important "buddy" system volunteers. The Board of Directors of the League of Miracles has enthusiastically incorporated that philosophy in its planning. Pursuing the best location



to bring inclusiveness into the program, the Board of Directors of

the League of Miracles is continuing to examine established sports facilities in Morgan County, looking for the place that's "best for the kids". No decision has yet been made on which location best meets those goals. Coordinating with an existing facility will allow the League to begin playing sooner, another goal of the Board.

The League of Miracles would like to thank all of the many volunteers and businesses that made the Day of Miracles such a huge success. It was very heartening to see the enthusiastic response that made September 10th important to the League for funding and developing our first field of play. Donations may be made by clicking on the donations link at www.leagueofmiracles.org.

This letter was originally released to the Martinsville Reporter and Mooresville-Decatur Times.



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All you really need to know about business (You can learn from a five-year-old)

"Want to play 'I Spy?'" my grandson asked. I looked up at him in the rear-view mirror; he leaned forward in his car seat, eyes wide and hopeful. "Sure," I said. "You start." Chase spied (with his little eye) something red: a truck I did not see. As we continued the 15-minute trip toward his school, where his third day of kindergarten awaited, Chase correctly noticed nearly everything I spied. I struggled to match his prowess, but reasoned I was at a disadvantage because I had to stay focused on the road. Later, it occurred to me that maybe -- okay, probably -- he was merely more observant than me; better at seeing the remarkable in what I took to be commonplace.

I was reminded of Robert Fulghum and his seminal work, All I Really Need to Know I Learned in Kindergarten, where he echoed the fundamental Dick-and-Jane mantra: LOOK. While Fulghum was examining life through a childlike lens, including lessons for sharing, fairness, non-violence, cleanliness, etc., I was thinking specifically about business. What other business lessons could I learn from my grandson and our morning adventure? There are many, but these came quickly to mind:

Dress for success.

Before our trip to Chase's school, and as he awaited his cereal (another rule: eat breakfast), I noticed his togs: khaki shorts, sneakers and socks, a basketball-themed T-shirt. Perfect for the occasion. Sure, there are times when it makes sense to take fashion risks, but early kindergarten probably isn't one of them. A kid could, after all, suffer slings and arrows for prematurely bold fashion statements. Likewise, standing out inappropriately in a business setting can damage the adult professional's chances of sending the right message. Not sure how to dress for a specific business occasion or environment? It's better to err on the side of being too formal, rather than too casual. For Chase's business/social/networking environment (and isn't that what school is, after all?), his attire would serve him well -- as long as he didn't declare to his classmates that he was also wearing Spiderman boxers.

Be prepared.

The kid's Spiderman backpack, on the other hand, was both stylish and functional, perfect for the inevitable rush of papers to be signed, Crayola artwork, and -- dare I say it? -- homework assignments. In business, the adult professional should be equally prepared to give information as to receive it. A key tip: Never, and I mean NEVER, leave home without a supply of business cards. Business discussions and opportunities present themselves when least expected, so be ready. (And if you're a techie, don't assume that the people you meet will be similarly equipped for you to "bump" your contact information to their smart-phones.)

It also makes sense to be prepared with promotional material for your business. While it might be inappropriate to carry a full portfolio into every business setting, at least keep a supply of brochures and samples in your vehicle. I recently developed pocket-sized brochures detailing TipTopics' products, services, plans and pricing. These are easily carried and concealed until just the right moment, and can extend your message beyond the business card. Just make sure there's genuine interest before pushing such items into a prospect's hands.

Know where you're going.

Chase assured me he knew where to go once inside the school building, and his wristband would



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Chenoweth Content & Design LLC, which specializes in helping business owners and operators craft messages that communicate, illuminate and resonate. To learn more about this topic, contact Bob Chenoweth at:

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remind him which bus to take home. Soon enough, going to the right place at the right time will become second nature for him. But in business it's common to have new destinations each day. You can be prepared with turn-by-turn printed directions or a pre-programmed GPS (or both, to play it safe). Make sure you allow extra time for road construction, traffic, confusing or missing signs, and to find your way once inside your destination building. Also, make sure you have contact phone numbers in case you get unavoidably sidetracked.

On a larger scale, knowing where you want your business to go, and how you see it growing and evolving, is easier if you set challenging, yet realistic goals and operate according to business and marketing plans. Do you have a mission statement for your business? A mantra? Do you know your unique selling proposition (your USP)? If not, you might be off course and not even realize it.

Get connected...with people, that is. Before we got to his school, Chase told me he was happy to have already made new friends. I'm glad, too. As he progresses through school, he'll need friends, homework partners, teammates. It's no different in business. While it can be tempting sometimes to draw inward and work in a vacuum, don't fall into that trap. Make friends, network, ask for help and accept it when needed.

Get excited about learning.

When we reached our destination, and after a quickly tolerated Grandpa hug, Chase raced off toward his classroom. He didn't look back. Instead, he rushed headlong toward the not-yet-known. Can we re-embrace this attitude as adults? It's worth trying, isn't it?

The Bottom Line:

Do we really get wiser as we get older? Noted educator Neil Postman once wrote that "Children enter school as question marks and leave as periods." Indeed, too often our possibilities yield to someone else's absolutes. There is hope, of course, and perhaps it starts with business lessons from a five-year old. It's at least worth another grandpa hug, don't you think?

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Fall Foliage Festival celebrates 50th year

By Bob Sullivan
Morgan County Business Leader

Poised for its fiftieth running, the Fall Foliage Festival has over 75 booths and 16 concession vendors already on board. The festival takes over eight blocks of downtown Martinsville and draws huge crowds from the community and surrounding areas during an event-filled long weekend in October.

Terri Barnes, in her seventh year as Office Manager for the Festival, explains the festival's history. "Stuart Wise, the president of the [Martinsville] Chamber in 1959, returned from a conference where he'd heard other Chamber leaders talk about the success of similar events in their communities. He recognized the idea as a great fit for Martinsville." The Chamber enthusiastically supported Stuart's pitch, leading to the launch of the first festival within a year. According to Terri, the festival "hit the ground running, starting with a large, very successful first parade."

Terri hears a lot of enthusiastic comments about the festival. "Many Martinsville residents hold family reunions to coincide with the festival. People tell me all the time, 'we don't know what we would do if you weren't here.' We draw so many wonderful vendors, artists, and craft-makers, from within the community, across the state and beyond. I'll have a jewelry booth, and Dad is a glass-blower."

Seven years ago, festival executive director Max Porter, Terri's uncle, needed someone to work in the office. Terri started then, and has remained



ever since. Reflecting on her role, Terri said, "I'm more involved every year. I started working two days a week. Now it's a full-time job. We get more ambitious with each passing year, and we start our planning the day after the previous year's festival." This year the festival has 18 committee members, with Joyce Hamilton serving as president and Bob Strader as vice-president. "Each board member is highly committed. They oversee at least one event each, usually more," observed Terri.

The Festival Parade, always the highlight of the weekend, takes place October 11 at 1:30 p.m. "Past guests have included Sammy Terry, several five-star generals, various Indianapolis Colts—even Richard Nixon!" said Terri. Check the Web site for detail on which local celebrities will participate in 2009.

Born and raised in Martinsville, Terri worked briefly in Indianapolis, but returned to her hometown soon after and began working on the festival. "It's a great job, for a great organization, and I don't see me ever giving it up." She and her husband Tom are raising one daughter, Julie, age 9. Terri laughed. "She loves the festival too."



Super Secret Festival Launch Revealed

This year, the festival begins with a special Customer Appreciation Day. "Businesses located outside the square come to the festival blocks, hold raffles, and invite visitors to their businesses," said Terri.

The festival boasts a Super Secret Kickoff—secret until now. "We wanted to give back to the community for its ongoing support of the festival, so we replaced and upgraded the chime alarm in the courthouse tower with a modern, digital system. Sadly, the original system never worked as promised when it was installed 25 years ago," explained Terri. "We're unveiling the new system by kicking off our festival at 6:00 p.m., when it plays 'Small Town' by John Mellencamp."

2009 Martinsville Fall Foliage Festival

Office Manager: Terri Barnes
Thursday through Sunday, October 8–11
765-342-0332
email: fallfoliagefest2006@yahoo.com
Web site: www.fallfoliagefest.com
Theme: Our Golden Harvest

Mark your calendars for these prefestival events (highlights):

Tour of the Tables: September 26
Golden Harvest Hoedown: October 3
Art Show Awards Tea: October 4
Quilt Show Judging & Awards: October 5
Art Show: October 5–10
Visit the Web site for further details.

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

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- Packaging
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- Newsletters
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- Brochures
- Press Releases
- Business-to-Business correspondence
- Profile pieces for newspapers and magazines
- Morgan County Business Leader News Editor

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Home inventory Not just for your home

The term "home inventory" can be misleading. It is commonly used to talk about "personal property" or "contents" whether in the home or elsewhere. "Elsewhere" is also businesses, storage units, trucks, trailers, RVs and garages.

Most insurance agents state that they encourage their customers to record their contents, but they know that very few actually complete the task. Mother nature is proving once again - from the wild fires in California to the hurricanes on the East Coast - the certain need for this information. So to find out if and what types of inventories our newsletter readers have, we conducted a survey. The results showed that only 9% have an inventory of the contents in their homes. Surprisingly, a much larger percentage document their belongings located elsewhere.

VACATION HOMES

An amazing 71% have an inventory of their assets in their vacation homes. This might be due to the fact that they are also rental properties and the opportunity for damage or theft is high. Additionally, since they are not there often, it is understood that it would be difficult to recall everything if there becomes a need to file a claim.

STORAGE BUILDINGS

The same number - 71% - have documentation of the items placed in storage. The easiest way to record these is when you're loading the items into the unit. If you already have belongings stored, it's worth the effort to pull them out and record them.

Take the time to document all your personal property – your home, storage unit(s), vacation home and business.

Real estate experts open new branch in Mooresville

By Bob Sullivan
Morgan County Business Leader

Founded in 1995 on Indy's north side, Investors Titlecorp (ITC) opened their new branch at Pioneer Point in June, expanding to three locations. ITC also operates a branch in Greenwood.

With five years experience in the field, Michelle Robling, Account Manager of the new branch, Joined ITC in March in anticipation of the expansion. "I'm a lifelong resident of Morgan County, and do business here at home. Our founder, Michelle Carl, wanted someone dedicated to serving the community where we do business," said Robling. "It's a value I share, so I knew I'd made the right decision when I joined."

ITC prepares and closes a variety of business real estate transactions. They provide professional title services throughout the state of Indiana, developing a reputation for expertise in closing,



**Cindy
Hartman**

BUSINESSES

Unexpectedly, only 34% of business owners responded that they have an asset inventory of their businesses contents. Insurance adjusters state that if you have an inventory of the assets, you can anticipate you'll file your initial claim within 48 hours. Without this information previously recorded, the initial claim normally takes at least 4 months, and often up to 12 months, to submit.

If you don't have the funds to replace your desks, computers, chairs, equipment, etc., will you be able to remain in business? If your business requires a lot of power tools (contractors, remodelers, HVAC) or special equipment, how will you remember each tool?

Take the time to document all your personal property – your home, storage unit(s), vacation home and business. Take photos. List the manufacturer, serial number, model number, the date purchased and the cost. If you can't or choose not to compile the information yourself, and now see the need to have a thorough record of your belongings, contact a home inventory service provider for an efficient, cost effective process that will bring you peace of mind.

Cindy Hartman is President of Hartman Inventory, a woman-owned business. Visit her web site at <http://www.HartmanInventory.com> to discover more reasons why you need a business or home inventory. Also view the Turnkey page to learn about the Hartman Inventory Systems, a complete turnkey business package; start and grow your own personal property inventory service. Cindy's blog, at <http://www.HartmanInventoryBlog.com>, discusses marketing, management, entrepreneurship and asset inventories.

Consignment shop opens used bookstore in Mooresville

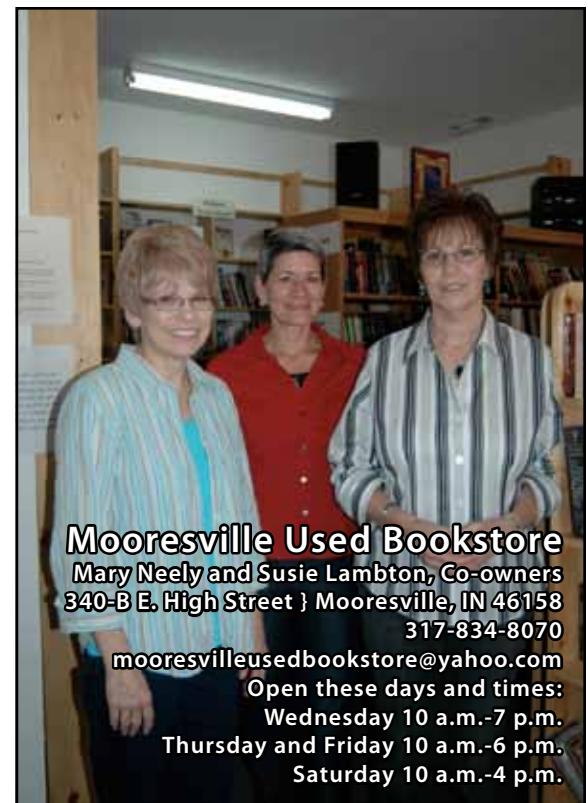
By Bob Sullivan
Morgan County Business Leader

Business co-owners and sisters Mary Neely and Susie Lambton purchased the space next to their Divine Consign store and officially launched the Mooresville Used Bookstore on August 24. "We can track down specific titles for customers," said Mary. "We're also setting up to offer a selection of new titles. Our plan is to build up our contacts. If we don't have it, we can find it. If for some reason we can't get it, we can point you in the right direction."

Mary and Susie opened the store to meet the needs of readers looking for a steady supply of used books in good condition at a reasonable price. Those customers include themselves. "As far as I know, we're currently the only one in Mooresville or Martinsville," noted Mary.

Mary explains the bookstore's trade-in policy. "Customers bring in books by one bag- or boxful a day. They receive a voucher based on the number of books we take, their condition and the demand. They redeem the voucher against future purchases, up to half-price off of each used book." Mary observed, "A fast reader can cycle through books and return them for a new voucher."

Mary and Susie installed a sliding door between their consignment shop and the bookstore, making it easier for visitors to shop at both.



Mooresville Used Bookstore

Mary Neely and Susie Lambton, Co-owners
340-B E. High Street • Mooresville, IN 46158
317-834-8070

mooresvileusedbookstore@yahoo.com
Open these days and times:
Wednesday 10 a.m.-7 p.m.
Thursday and Friday 10 a.m.-6 p.m.
Saturday 10 a.m.-4 p.m.

Susie Lambton, Caroline Jaskowski
and Mary Neely



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SCARY HAPPENINGS AT GREENDELL MULCH

By Bob Sullivan
Morgan County Business Leader

Come 'round the campfire and I'll tell ya' a story. You see that-there Greendell Mulch store? Legend has it that 'round back is a seven-acre corn maze—harmless enough by day. Small kids can walk through it, finding their way through the path by answering trivia questions. But after dark... All through October, by the light of the moon, the corn maze turns haunted! And that's not all. They say that-there mulch store takes people away on haunted hay rides, dragging victims by the hundreds to the trailer of terror. No sir, unless you're looking for lots of scares and excitement, I'd stay well-clear of that-there mulch store in October after dark!

This year Greendell Mulch will open their seven-acre corn maze during daylight hours for an amazing family adventure. They grow their own pumpkins in their four-acre pumpkin patch. Parents and kids can enjoy a tractor-pulled hayride on their way out to the maze and pumpkin patch, where kids pick their own pumpkin for Halloween.

After dark each Friday and Saturday starting October 9 until the end of the month, everything changes. Dare you allow the haunted hayride to take you away to the "By the Light of the Moon" Haunted Corn Maze? How about the haunted trail winding through the woods and leading you to the "Trailer of Terror?" Every year, these after-hours scares are a huge draw for older kids, teens, parents and the young-at-heart. If you lose your nerve, the ghosts and ghouls will point you to the "chicken trail," which allows you to flee with your tail between your legs in time to endure the jeers of your less-cowardly peers.

Greendell Mulch doesn't recommend their after-hours activities for children under 10.

Legend has it that Greendell Mulch and Mix owner Frank Giesecking and a few employees started the Haunted Corn Maze tradition five years ago. "The festivities began as an opportunity to say thank you and give back to the community," recalled marketing manager Shawntel Light, who has been with the company 10 years. "Word spread quickly, and by the end of the first year, we saw pretty significant crowds." Since then, volunteers and employees put a significant amount of time, resources and energy into making each Haunted Corn Maze event bigger and better than the year before.

Attendance continues to grow, so organizers add a bit more to the experience each year. "Everything comes together so well because of the excitement of our employees and the many, many volunteers who work together to make this happen. We have a terrific program this year," said Shawntel.

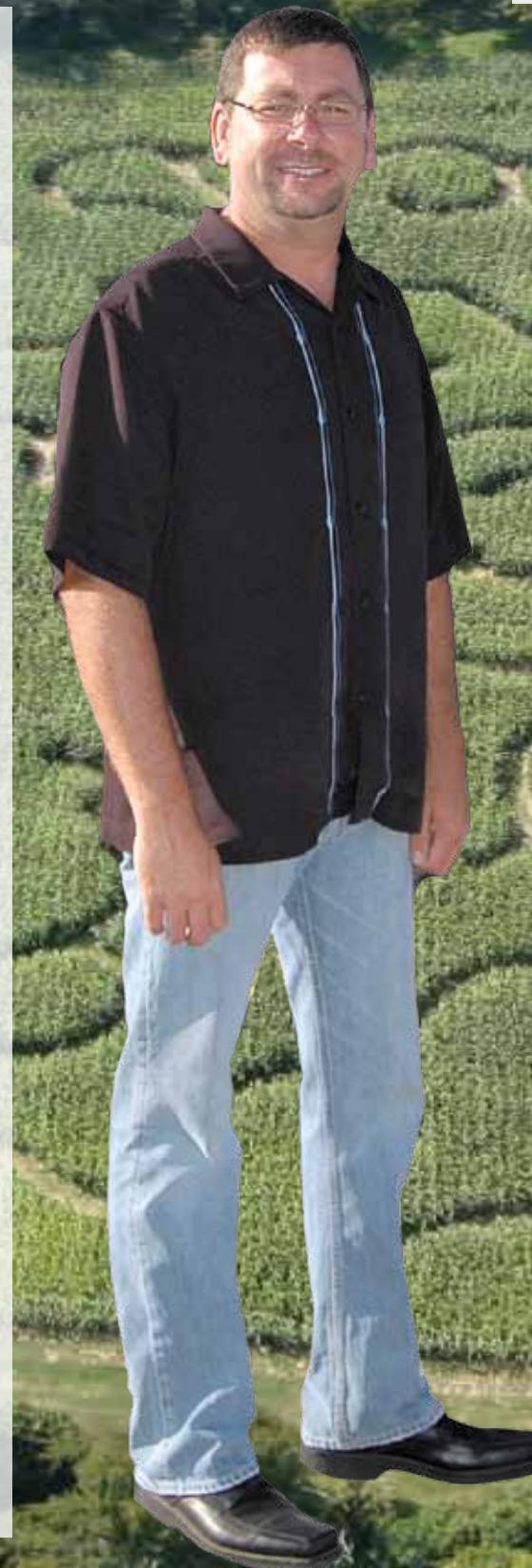
Greendell Mulch offers the October festivities as their major community fundraiser every year. "We've supported Monrovia High School's sophomore class, the Future Farmers of America, and more, through our October events," explained Shawntel. "Any local organization with a need can contact us. If we can't fit them in this year, we can discuss signing them up early to benefit next year."

Doc's Dogs Concessions will sell food and drink on-site during the weekends, day and night, to offer a variety of fun food during the haunts, including jumbo and regular beef hot dogs and corndogs with a huge condiment choice, fries, nachos, caramel apples, hot chocolate and more.

The Greendell Mulch and Mix Store in Mooresville is located on the same property as the plant where they produce their products. Greendell Mulch, which began manufacturing in 1969, distributes and sells its products to many quality landscape companies and Garden Centers throughout Central Indiana and the surrounding states. The store also offers delivery services on their entire spectrum of products: mulches, soil amendments and mixes, natural stone, pavers and retaining walls and more. They also have a complete garden center and nursery open all year round.

Greendell Mulch and Mix

Marketing Manager: Shawntel Light
749 West State Road 42
Mooresville, IN 46158
317-996-2826



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Morgan C

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Extended October Hours

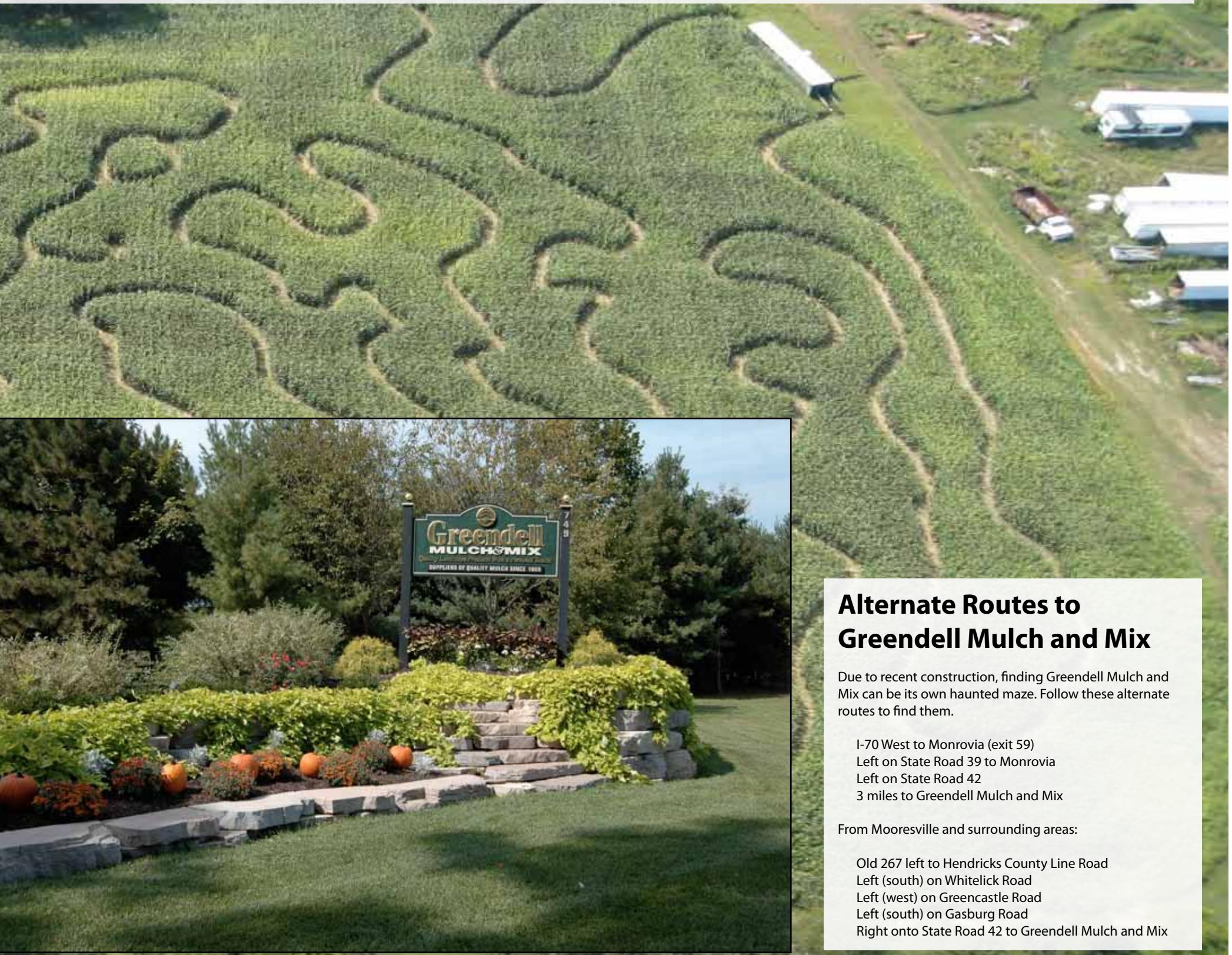
Monday through Saturday: 8:00 a.m. to 5:00 p.m.
Sunday: 11:00 a.m. to 5:00 p.m. (October only)

Haunting hours

Fridays and Saturdays (beginning October 9):
 Sundown to 11:00 p.m.
greendell@greendellmulch.com
www.greendellmulch.com

Admission

Regular Maze: \$8 adults, \$6 children ages 5 to 11,
 children 4 and under FREE
Haunted Maze: \$12 per person
 Group rates available. Call for details.
 Coupons in Mail-Pak and Reach Magazines.



Alternate Routes to Greendell Mulch and Mix

Due to recent construction, finding Greendell Mulch and Mix can be its own haunted maze. Follow these alternate routes to find them.

I-70 West to Monrovia (exit 59)
 Left on State Road 39 to Monrovia
 Left on State Road 42
 3 miles to Greendell Mulch and Mix

From Mooresville and surrounding areas:

Old 267 left to Hendricks County Line Road
 Left (south) on Whitlick Road
 Left (west) on Greencastle Road
 Left (south) on Gasburg Road
 Right onto State Road 42 to Greendell Mulch and Mix

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Mt. Olive Manufacturing, Inc. makes Mooresville home



By Dawn Tomey
Morgan County Business Leader

Steve and Lisa Langley had no idea their business would grow and expand the way it has.

Steve grew up in Mooresville and graduated from Mooresville High School in 1981. After graduation, he attended Ball State and received an associate's degree in manufacturing technology in 1985. Lisa graduated from Eminence High School in 1984.

Steve recalls how the business began. "My wife and I started our business in a pole barn at our home on Mt. Olive Lane in Martinsville in 1990. We later expanded and moved to the Plainfield Business Park in 2006, where we were located up until the spring of 2009." Mt. Olive is now located in the Flagstaff Business Park in Mooresville, and has been up and running since May.

"We originally started with one ultrasonic welding machine," recalled Steve. The machine helped seal Velcro® together with a foam/fabric laminate used as straps for a medical bed mattress. These straps held the air mattress to the hospital bed. "We later bought an injection molding machine and made plastic ports for various air bladders." Steve continued, "Many nights and weekends Lisa and I would sit around the kitchen table cutting the Velcro® by hand for the straps. After about a million of those, I designed and built an automatic machine that would cut the Velcro® for us." As the volume grew, they decided to hire Lisa's mother, who was their first full-time employee.

Steve was originally employed with EHOB, Inc. (Elevate Head of Bed) and worked for them for 21 years. "I started working part-time for EHOB in 1986, when they were just starting out, and I like to say I was the first employee." EHOB produced many products that treated patients with pressure ulcers (bed sores) and prevented others at risk of getting them. The main product was the Waffle® Mattress. Steve helped the company set-up and operate three different manufacturing plants since joining them in 1986. In 2005, EHOB had experienced great sales growth. Mt. Olive was growing as well. "I decided, with the support of the EHOB ownership, to leave the company and concentrate on the growth of my own company. They were very supportive with the transition of the contract business to Mt. Olive Manufacturing. We continue to work with EHOB today," says Steve.

Mt. Olive Manufacturing is now a full-service contract manu-



Mt. Olive Manufacturing, Inc.

President: Steve Langley

Vice President: Lisa Langley

3304 Hancel Circle | Mooresville, IN 46158 | 317-834-8525
www.mtolivemfg.com | steve.langley@mtolivemfg.com

facturing company that specializes in heat-sealing flexible films and fabrics. "Our products are not sold directly to hospitals or the general public, but to other medical companies who distribute the products to their customers. We are one of a few companies with our own CAD/CAM design, engineering, and machine shop in-house. This allows us to provide turn-key services and expertise for product design, tooling, and manufacturing," explains Steve.

Steve and his team had a bigger picture in mind when Mt. Olive Manufacturing decided to make Mooresville the home for their new 44,000 sq. ft. facility in 2008. "When we purchased the property here in Flagstaff, we made sure we could double our plant size in the future. We currently employ 28 full-time workers, of which more than half live in Morgan County. We've hired four new local people since opening in Mooresville," stated Steve. "Lisa and I are very hands-on in the day to day activities. We believe this is one of the keys to success for any business owner, along with a good team of people. Ray Wampler (plant manager), Heike Roessiger (engineering manager), David Langley (maintenance manager), and Tony Langley (business manager) are just a few of our valuable associates that work very hard every day to make our business successful."

While touring the plant, Steve explains the variety of items they manufacture. "Our first machine here is used for welding inflation

ports into life-saving vests. These vests are used by many major airlines for flotation devices located under the seats. You probably noticed the yellow life vests the passengers wore when the plane landed in the Hudson River earlier this year," Steve said. "We also make various air bladders, pouches, ostomy bags, surgery drapes, and urinary collection bags. Our surgery wraps have a maze of seals that distribute warm water throughout the wrap during open heart surgery. This allows the medical staff to keep a patient's core body temperature regulated during surgery."

Besides their medical and aerospace items Mt. Olive Manufacturing is providing a debossing service for an interior component in the new 2010 Chevrolet Camaro, a new partnership Steve is very excited about. "This is the threshold strip that is located in the bottom of the door sill in the new Camaro. We make an impression and kiss-cut on each strip with the Chevrolet name and logo. If you get a chance to see the new 2010 Camaro, check out the threshold when you open the door, it's very cool—and they are all made right here in Mooresville by Mt. Olive."

Steve and Lisa still live in Morgan County. They are raising their two children, Samantha (16) and Dillon (11) in Martinsville. "We really like the fact that everyone in our family is involved with the business. We hope one day to pass the business to our children," says Steve.



Hong Kong Restaurant
Co-owner: Bing Qui
4010 North Munroe St., Suite 26 | Mooresville, IN 46158 | 317-834-3368
Hours of Operation
Monday through Saturday: 11 a.m. to 9 p.m. (Closed 3 to 4 p.m.)
Closed Sunday

Hong Kong Restaurant feels home in Mooresville

By Bob Sullivan
Morgan County Business Leader

Chinese-American husband and wife Ricky and Lisa Qui opened the Hong Kong Restaurant in Mooresville in 1994, in the same space from which they serve the Mooresville community to this day. "My father left Mom behind and came from China to New York in 1981, to create a better life and find more opportunities in the United States for themselves, their children and grandchildren," explained Bing Qui, daughter of Ricky and Lisa and co-owner of the restaurant. "He came to America as a carpenter, and at first he worked in construction."

Ricky then worked as a dishwasher at a New York Chinese restaurant, quickly moving his way up to cook. His wife Lisa joined him in 1983, leaving their young daughter Bing in China with her grandfather. Rick and Lisa moved to Boston, and daughter Bing reunited with her parents in 1988 at age 7. "We lived in a studio apartment. Dad worked in the restaurant and Mom cleaned escalators. That's just what you did. They worked hard and they saved," explained Bing. After 12 years cooking, Ricky decided he wanted to start his own restaurant. "We had an aunt and uncle in Indiana, so we moved."

Ricky and Lisa opened their first restaurant, the Toy Son, in Marion in 1986, and operated that business until 1990. Then they opened and operated Toy Son 2 in Noblesville from 1991 to 1994. Bing recalls, "We became interested in Mooresville after a trip to Anderson Orchard. My parents liked the slower pace and small town community here, so they opened the Hong Kong Restaurant in 1994."

According to Bing, "We have no interest in expanding to more than one location at a time.

We know our customers here. We don't want to bounce around. We'd rather focus our energy, food and service on one place so we can serve our customers better."

Ricky and Lisa combined their years of experience and recipes to create the menu for Hong Kong Restaurant, using fresh ingredients and hand-breading their egg rolls and noodles fresh each day. While many customers call in take-out orders, Hong Kong Restaurant has no buffet component, preferring to serve customers in a sit-down atmosphere. "Fortunately, we're not a big-ticket restaurant. Our family dinners are economically priced, so we didn't see the setbacks some restaurants experienced in recent months," observed Bing.

A Chinese-American who frequently visits the country of her birth, Bing calls Mooresville her home. "Everyone is nice as can be. When I graduated from [Mooresville] High School, a lot of guests at my open house were our customers. They've seen me grow up at the restaurant."

Bing earned her bachelor's degree in business management from Indiana University in 2004 and then worked for a corporation in St. Louis for a short time, but realized pretty quickly that she needed to return home to the restaurant. Decisions regarding the restaurant are made by Ricky, Lisa, and Bing. "Dad is in the back with the kitchen help, and he's meticulous about the quality. I work up front with our customers, and Mom goes back and forth."

Bing and her husband Dat have one child, Peyton (named after Peyton Manning), born in 2007. Her brother Eric attends college at IU.

Hong Kong Restaurant employs seven waitresses plus some kitchen staff.



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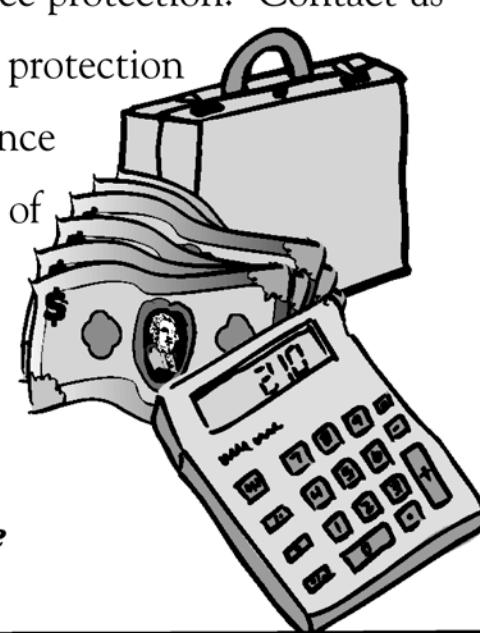
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IDEM: Helping local businesses go green!

By Bob Sullivan
Morgan County Business Leader

Established in 1986, the Indiana Department of Environmental Management (IDEM) was formed to transform Indiana into a state of environmental and safety compliance. Early this summer, IDEM Environmental Manager Katie England addressed the Martinsville Chamber of Commerce as part of IDEM's ongoing outreach to the state. "We encourage businesses to contact us," explained Katie. "Businesses who request assistance are inspected on their procedures regarding chemical disposal, workplace safety, child protection (where appropriate) and more. We then offer an array of guidance, resources, and assistance in any areas they require to bring their practices under environmental compliance as quickly as possible."

IDEM is not limited to businesses. "We help consultants, students, farmers, teachers, parents, even other departments of local government," noted IDEM Assistant Commissioner Rick Bossingham. "We offer technical assistance to anyone who needs help. Our outreach program has been a growing initiative, where we speak at businesses, schools, public events, chambers of commerce—anyplace we can spread the word."

IDEM recognizes businesses going above and beyond in environmental compliance. "I've worked in this field for 25 years," said Rick. "These days, there's a value for companies to 'go green' and to become environmentally conscious—do the right thing. Sadly, businesses didn't recognize this value until a few years ago."

IDEM outreach programs include:

CLEAN Community Program (Comprehensive Local Environmental Action Network): Resources



are offered to local communities committed to setting a high quality of life for citizens. Communities must meet certain environmental standards when they apply. CLEAN communities make a commitment for continued improvement and receive preferred access to resources. Ten communities, including all of Indianapolis, are recognized as CLEAN communities.

Environment Stewardship Program: This is a fairly new, voluntary performance-based stewardship program. "We help businesses meet their commitment to make improvements on environmental impact, including hands-on assistance," explained Rick.

Partners for Pollution Prevention: This program provides an opportunity for local businesses to ex-

change ideas on preventing pollution at an informal quarterly meeting. Participating companies can hear how other businesses have implemented successful pollution prevention (P2) technologies; learn how pollution prevention can improve business practices; keep businesses up-to-date with P2 technologies; and more.

5-Star Program for Child Care Facilities: A voluntary compliance program, the 5-Star Program is dedicated to helping child care facilities obtain environmental compliance (see sidebar). "Children are more sensitive to, and susceptible to, chemicals than adults," observed Katie.

Any local business interested in lessening its impact on the environment should contact IDEM today.

IDEM Certifies Mooresville Center a 5-Star Child Care Provider

In August 2009, IDEM certified the Mooresville Family Resource Center at 6 East Moore St. as "5-Star compliant" in child care safety.

IDEM's Child Care Environmental Recognition Program identifies child care facilities that meet or exceed the requirements for child care safety. Applicants receive a lead risk assessment, radon test, on-site confidential assistance, and "no idling" signs at no charge. Members receive a plaque, window clings, use of the 5-Star logo, mention on the Web site, and continued access to the latest information on child safety, among other benefits.

Rita Massey, Head Start Site Manager at the Center, said, "We understood the importance to us and to the children in our care to 'turn green.' The process to earn accreditation took less than six months. IDEM was generous in sharing resources." According to Massey, the biggest change at the facility involved tweaking their recycling procedures and changing their fluorescent lighting to an environmentally friendly alternative.

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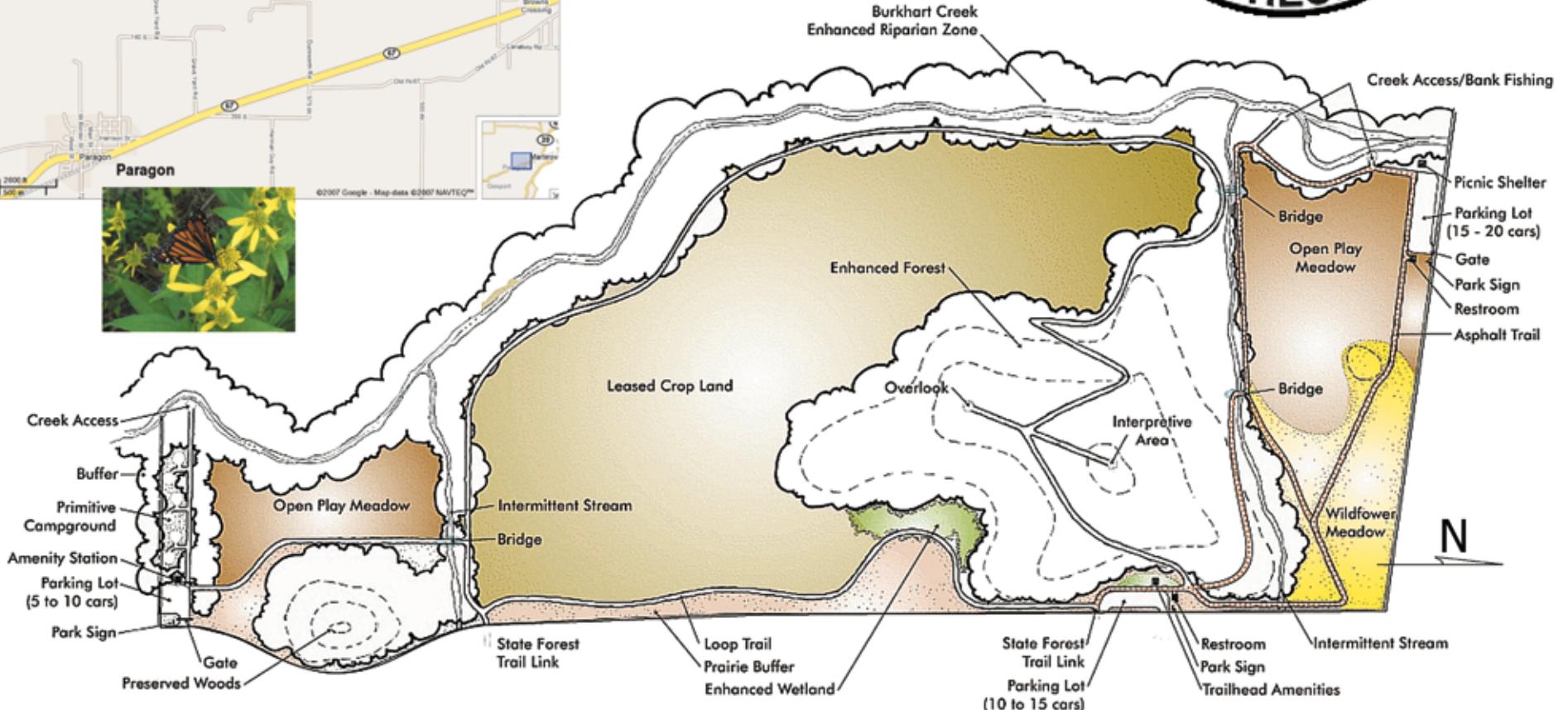
Call Dave
(317) 697-2893

Work begins on trails and shelter house at Morgan County's Park



Joe Tutterow, President
Deb Verley, Administrative Assistant
180 South Main Street, #112
Martinsville, IN 46151
Phone: (765) 342-1007
dverley@morgancounty.in.gov

www.MorganCountyParks.org



GREATER MARTINSVILLE CHAMBER OF COMMERCE – NEW MEMBERS

For more information visit: www.MartinsvilleChamber.com

Marvin & Angie McGregor - Phat Macc's Fitness, Scott DeCoursey & Nick Judy - Nuance, Inc. Technology Services, Susan Kraas - Pro-Martial Arts Supply, Roger Hurd - PRO-MARTIAL ARTS, Dr. Thomas Morehead - AllAbout Chiropractic Care

GREATER MOORESVILLE CHAMBER OF COMMERCE – NEW MEMBERS

For more information visit: www.MooresvilleChamber.com

Bill Goff - IKON, Kelly Alcala - Mary Kay Cosmetics, Dr Joshua Healy - Abundant Life Chiropractic Services, Janice Tabor - Health Markets, Bob Sullivan - CopyBob Business Writing Services

TOWN OF MOORESVILLE – BUILDING PERMITS

Meadow Lake of Mooresville LLC, 902-908 N Old State Rd 67, Sales Trailer-temp construction
 Michael Skinner, GR Jones, 974 Edgewood Dr, electrical
 Michael Skinner, GR Jones, 974 Edgewood Dr, HVAC
 Michael Skinner, GR Jones, 974 Edgewood Dr, Plumbing
 Bridgemor Village LLC, 167 Bridgemor Lane, new construction, \$157,000
 Bridgemor Village LLC, 169 Bridgemor Lane, new construction, \$175,000
 Randy Beck, 502 SR 267, sign, \$200
 Sara Ivie, John Craig, 9182 N Romine, live stock shelter, \$8,000
 Jeremy & Kathy Hopkins, McKinney Renovators & Builders LLC, 231 Bunker Hill Rd, remodel, \$297,000
 James Sutton, 600 Bluegrass Ct, electric
 Sam Carlisle, Wingfield Swortz LLC, 21 E High St, sign, \$500
 Ron Pennington, 2722 E Charmil Dr, sun room, \$8,000
 Ramon Lopossa, Whites Electrical, 174 Taylor St, electrical
 Shae Co Inc, 5394 Shae Lake Dr, residential, \$150,000
 Ashbury Ridge MHC, 125 Ashbury Ridge, fire repair
 Robert Stewart, 133 E Washington, electrical, \$90,000
 Jason L Stehey, 11344 N Pennington Rd, metal pole barn, \$10,000

TOWN OF MARTINSVILLE – BUILDING PERMITS

Chris Helton, 90 Grassyfork Lane, detached garage, \$5,000
 Jack & Boys Custom Homes, 964 S Graham St, \$5,700
 James Kindler, 1139 S Marylin St, home addition, \$30,000

NEW BUSINESS FILINGS

Miller Painting Remodel and Design, Ronald J Miller, 1620 Timberdale Dr, Martinsville, IN, 46151
 Sherwood Tech Services, Brian Sherwood, 2157 E Lancashire Lane, Martinsville, IN, 46151
 First Class Lawn & Landscape, First Class Landscaping Inc, David A Tetherford, 8801 Southeastern Ave, Indianapolis, IN, 46239
 Paragon Laundry and Car Wash, Anthony C Gaskins, Annette Gaskins, 1985 S Old St Rd 67, Paragon, IN, 46166
 Martinsville Plaza Laundry, Annette Gaskins, 1985 S Old St Rd 67, Paragon, IN, 46166
 Graphman Programming, Wendy & William Graphman, 1088 W Burma Rd, Bloomington, IN 47404
 DM Builders, David McAllister, 4449 E Rembrandt Dr, Martinsville, IN, 46151
 Candle Independent Consultant, Janet R Simmons, 725 S Old Morgantown Lane, Martinsville, IN, 46151

SHERIFF'S SALES

September 28, 2009
 Butrum, 203 S. Main, Brooklyn, IN 46111, \$79,414.39, Weltman Weinberg & Reis, (800)910-4249
 McMichael, 363 Northeast St, Mooresville, IN 46158, \$125,051.92, Feiwell & Hannoy, (317)237-2727
 Kittlaus, 11796 N St Rd 39, Monrovia, IN 46157, \$125,661.82, Reisenfeld & Assoc, (513)322-7000
 Voyles, 5466 South St Rd 135, Morgantown, IN 46160, \$91,241.64, Reisenfeld & Assoc, (513)322-7000
 Jessie, 540 S. Crawford St, Martinsville, IN 46151, \$75,101.81, Foutty & Foutty, (317) 632-9555
 Gott, 13367 N Miller Drive, Camby, IN 46113, \$89,912.98, Foutty & Foutty, (317)632-9555
 Redd, 6150 E. Solitude Ct, Camby, IN 46113, \$159,138.24, Foutty & Foutty, (317)632-9555
 Wilson, 3011 Lower Patton Park Rd, Martinsville, IN 46151, \$114,198.08, Unterberg & Assoc, (219)736-5579
 Carlson, 13941 N Old Otto Ct, Camby, IN 46113, \$186,849.22, Reisenfeld & Assoc, (513)322-7000
 Lasley, 13380 N Paddock Rd, Camby, IN 46113, \$133,943.22, Reisenfeld & Assoc, (513)322-7000
 McCall, 786 Kitchen Rd. – 9750 N Kitchen Rd, Mooresville, In 46158, \$77,077.86, Burke, Costanza & Cuppy, (219)769-1313
 Sabella, 319 Indiana St, Mooresville, In 46158, \$126,191.41, Burke, Costanza & Cuppy, (219)769-1313
 Stuard, 609 S. Jefferson, Martinsville, IN 46151, \$91,432.90, Rothberg Logan & Warsco, (260)422-9454
 Lindeman, 126 Allen Drive, Mooresville, IN 46158, \$142,630.05, Feiwell & Hannoy, (317)237-2727
 Witt, 164 Lake Hart, Mooresville, IN 46158, \$70,983.87, Feiwell & Hannoy, (317)237-2727
 Wilson, 3011 Lower Patton Park Rd, Martinsville, IN 46151, \$114,198.08, Unterberg & Assoc, (219)736-5579
 Lambert, 8184 West Base Line Rd, Paragon, IN 46166, \$139,190.89, Unterberg & Assoc, (219)736-5579
 Turner-Tucker, 459 E. Jackson St, Martinsville, IN 46151, \$28,692.08, Feiwell & Hannoy, (317)237-2717
 Whitesell, 181 Lake Hart, Mooresville, IN 46158, \$53,789.52, Mercer Belanger, (317)636-3551
 Price, 239 N Pine Street, Morgantown, IN 46160, \$88,700.41, Feiwell & Hannoy, (317)237-2727
 Teagarden, 4995 Plano Rd, Martinsville. IN 46151, \$106,039.63, Feiwell & Hannoy, (317)237-2727
 Thomas, 1750 Hadley Rd, Mooresville, IN 46158, \$108,414.33, Feiwell & Hannoy, (317)237-2727
 October 5, 2009
 Ellis, 7129 E. Candice Drive, Camby, IN 46113, \$217,575.13, Feiwell & Hannoy, (317)237-2727

Murphy, 6710 Stockwell Rd, Martinsville, IN 46151, \$95,785.58, Feiwell & Hannoy, (317)237-2727
 Willison, 113 Broad Leaf Place, Mooresville, IN 46158, \$114,084.82, Feiwell & Hannoy, (317)237-2727
 Myers, 245 E. South Street, Mooresville, IN 46158, \$112,457.75, Feiwell & Hannoy, (317)237-2727
 Feeback, 359 E. Harrison, Martinsville, IN 46151, \$94,559.43, Phillip A. Norman, (219)462-5104
 Ford, 1456 Dillman Rd, Martinsville, IN 46151, \$100,251.69, Mercer Belanger, (317)636-3551
 Oglesby, 3043 W Meadowbend Lane, Monrovia, IN 46157, \$137,747.66, Doyle Legal Corp, (317)264-5000
 Jenkins, 8150 Jesse Ct, Mooresville, IN 46158, \$99,591.19, Feiwell & Hannoy, (317)237-2727
 Richardson, 12831 N Crescent Ct, Camby, IN 46113, \$130,905.12, Mercer Belanger, (317)636-3551
 Thompson-Sheeks, 260 W. Washington, Monrovia, IN 46157, \$94,257.36, Doyle Legal Corp, (317)264-5000
 Burton, 119 Magnolia St, Martinsville, IN 46151, \$75,990.84, Doyle Legal Corp, (317)264-5000
 Williams, 1440 Comanche Ln, Martinsville, IN 46151, \$373,297.75, Feiwell & Hannoy, (317)237-2727
 Koehl, 716 South Tall Oaks Drive East, Morgantown, IN 46160, \$132,155.19, Unterberg & Assoc, (219)736-5579
 Berry, 589 Valley Drive, Martinsville, IN 46151, \$155,544.73, 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. Not responsible for typographical errors. The above is double spaced due to a difference in software programs, to save paper if printing, copy and paste to your word processor and delete extra spaces / lines.

Updated on Aug. 24, 2009.

Networking Opportunities

Martinsville and Mooresville Chambers Small Business After Hours:

Small businesses are hosting a Businesses After Hours Oct. 29th at 5:30 to 7:30 PM at Jones Crossing on SR 67. Lots of nice door prizes, a large cash door prize, networking, hors d'oeuvres and a cash bar.

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.

Rainmakers Meetings:

On the second Friday at 7:30 AM at the Holiday Inn Express in Martinsville at Burton Lane and SR 37. Inaugural launch of the Martinsville Rainmakers, see announcement on inside front cover.

On the second Tuesday at 7:30 AM at Cambria Suites Hotel in Plainfield, at 267 and I-70 (West side of 267).

Rainmakers has 30 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.

Mooresville Decatur meets every Wednesday at 7:30 AM at Jones Crossing Banquet Center, SR 67 and Allison Road, Camby.



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