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# FROM THE PUBLISHER

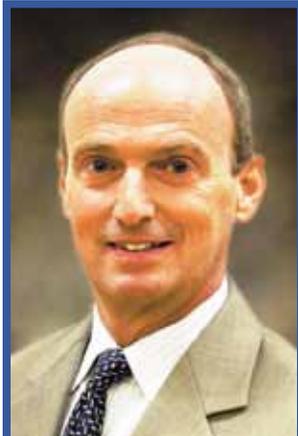
## Have you enrolled yet in the Morgan County Leadership Academy 2014 Class?

As a graduate of 2012 class of the Morgan County Leadership Academy, I have a fresh experience with the program and its many benefits. Many of you know that I have been advocating for and describing this program before the county's Chambers of Commerce, in smaller personal settings, and as well as in this publication. I whole-heartedly endorse this program.

The MCLA class instructs you to manage time effectively, be a good public speaker, and it also trains you to become a leader of your community and how to do it effectively.

The Morgan County Leadership Academy is a 10 month long class in with sessions covering the history of Morgan County, the leaders, and the amazing, and sometimes hidden sites of the county.

Planned field trips to the Mooresville & Martinsville Government Center, historical sites, and the State Capital to inform and give exposure to the foundations of our community. Educational sessions focusing on developing personal skills, such as public speaking techniques, and applying



**Jim Hess**  
Owner & Publisher

those skills are part of the program. The classes begin in January each year followed by the graduation in October. Anticipate the class to last all day and they are held on the second Thursday of every month.

Every year, the Morgan County Leadership Academy Board looks for individuals that are ready to become leaders of Morgan County and to take on the role of being its next graduates. Participants are typically comprised of business owners, residents, employees, and community leaders in the Morgan County area. It is with great pride to be among some of the honored graduates in the history of the Leadership Academy.

If you, an employee, or associate would like to gain knowledge and education offered in this class to become more successful and

contribute to this great community, please contact the Leadership Academy. For additional information and understanding of the Leadership Academy, reach them at 765-813-0003 or [www.morgancountyleadershipacademy.org](http://www.morgancountyleadershipacademy.org).

You won't regret a moment of it.

The Morgan County Business Leader is published monthly and direct-mailed to Morgan County businesses free of charge. Subscribe at [morgancountybusinessleader.com](http://morgancountybusinessleader.com)

### Contents

Have you enrolled yet in the Morgan County Leadership Academy 2014 Class?.....	3
Catching and keeping customers for 41 years ..	4
What really sank the Titanic - The evidence .....	5
Fourth quarter strategy for success.....	6
Protected seeds?.....	7
Paving smooth the rocky road to success .....	8
With perfect balance Advanced Aero is soaring .....	10

Three Obama proposals that could fundamentally change how we save for retirement.....	11
Mt. Gilead launches "Bundle Up" coat drive...	12
Networking Opportunities.....	12
Chapter 6: KPIs .....	13
Smoke free air law, one year later .....	14
Mooresville-Decatur Rotary Club International GRAIN GRINDER Project.....	14
Franciscan St. Francis Health nurses commended for top-notch patient, family care.....	14

**BUSINESS LEADER**  
MORGAN COUNTY

ESTABLISHED 2006

Vol. 8, No. 5

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# Catching and keeping customers for 41 years

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### By Bob Sullivan

Morgan County Business Leader

For Robert "Bobby" Matt, returning to Mooresville in 1994 was bittersweet. He had gotten married in 1993 and had enjoyed working for the past seven years out of state in the service industry. But his father's health deteriorated, and Bobby wanted to return to his father's business, Tackle Service Center (TSC). Now, nearly 20 years later and owner since spring 2010, he continues his father's legacy, to offer an array of products and services, from the everyday to the highly specialized, for local fishermen and outdoor enthusiasts.

His father, Robert Matt, started TSC in 1972, out of the garage of his home in Mooresville. Bobby recalled, "Bass fishing has caught on and he saw a need for an electric trolling motor repair shop." Robert contacted Motor-Guide, a leading manufacturer of the motors then and now, and established himself as one of the very first authorized repair centers.

Business boomed, and Bob partnered with Keith Holliday. "They also built custom fishing rods, which they sold from the store for years," noted Bobby. The business moved into a shop on High Street in 1973, then to their current location in 1976. Bobby recalled, "After school, I worked here. The basis of the business was service: rods, reels, and motor repair," said Bobby, who is not a "junior" but shares his



Karen Matt, Bobby Matt, Charlie Draper and John Barron

father's first name. "Their customer base was tournament fishermen, who demanded lures and bait." For many years, TSC distributed a catalog with national mailing list.

After graduating high school, Bobby wanted to experience other parts of the country. In 1989, he worked as a reservation agent for Braniff Airlines in Orlando. After two years, he joined the staff of Marriott in Orlando, then Sawgrass in Ponte Vedra Beach, FL. Bobby and Karen began dating in Florida, and married in 1993. "As my father's health worsened, I wanted to return to support him."

Karen grew up in New York. "I lived in a small town, did some hiking and lake fishing, but I was mostly a 'girly girl.'" Her parents moved to Florida in support of a family packing business. Karen remembered, "Bobby always talked about returning to his father's

business. When he asked me, I was all for it." In 1995, Robert Matt bought out his partner, allowing Bobby to join the store full time.

Before moving to Mooresville in '94, Karen admits, she knew little about Indiana. "One thing I loved right away is the people are so friendly, especially compared to the east coast. I'm maybe not so crazy about the weather."

Bobby continued, "When I returned, we were losing money on the catalog, and that was something that had to go. Slowly, we 'cut back a few tentacles', went more conservative. Rather than go deep on product, we go wide. This lets us rotate through the stock quickly, and we can custom-order the variations on request. That sort of thinking streamlined the business."

Today, Bobby says TSC is "a unique bait and tackle store with things our customers can't find elsewhere. We cater to a niche enthusiast

who wants molding components to build their own lures. We carry live bait. The trolling motor and reel repair services also make us unique, plus we service gun scopes repair services for muzzle-loaders. We carry all the popular rods, reels, and lures, including reels for kids and beginners. One of our greatest pleasures is introducing someone who's new to all this. Our knowledge and our service make us unique, and I think that's why we have such a depth of customers. I am unaware of another store that offers all this under one roof."

Bobby and Karen work full time at TSC, and they have two long-term employees, John Barron and Charlie Draper. Bobby said, "Charlie has been here since the beginning."

The Matts have two children, a boy, Skylar, and a girl, Morgan. Karen works part time at The Coachman in Plainfield.

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# What really sank the Titanic - The evidence

On that infamous moonless night of April 14, 1912 Fredrick Fleet and Reginald Lee strained their eyes from the crow's nest up high on the forward mast. The water of the north Atlantic that night was reported to be pond-smooth. It is a certainty the dedicated sailors' eyesight was hampered due to the constant watering of their eyes from the already brisk Atlantic air made worse by the mighty ships' speed.

Because of the unusual calm seas, the iceberg had previously flipped (called a blue ice berg) so the clear underbelly was exposed to the surface and the normal white, snow capped version was beneath the waterline. "Iceberg right ahead," believed to be yelled by Fredrick was too late. The mighty "unsinkable" Titanic hit the iceberg at an almost unreduced speed causing the damage that brought her doom and the end to over 1,520 lives. Of the estimated 2,227 on board only 705 survived.

It's reported that perhaps a pair of binoculars would have helped the lookouts see the iceberg but due to a mix up in a last minute shift of officer's assignments and positions, the lookout crew was without binoculars. According to one of the lookouts, "the only pair was left back at Southampton."

So what is this new evidence? What really

sank the "unsinkable" Titanic? One word and it's not iceberg nor is it binoculars. That one word is unsinkable.

It had been reported much earlier that icebergs were in the path which Titanic sailed but her captain pushed the unsinkable Titanic at flank speed in the hopes of setting an Atlantic crossing record.

Everyone, the captain, the crew, the designers, the owners of White Star Lines, even the passengers all believed that Titanic was unsinkable and thus they behaved as if it were a solid fact. There are times when certainty is absolutely helpful and needed in business situations. Situations like sales, prospecting, marketing and others but it should also be noted that the thought of certainty that you already know everything or on the other side, that no one will buy or that prices are too high, will lead to as devastat-

ing a disaster as happened to Titanic.

Don't sink your ship. Remember two things: Your thoughts control your behaviors which produce your results and as the late John Wooden said, "It's what you learn after you think you know it all that counts."

Jack Klemeyer is the founder and head performance coach of GYB Coaching ([www.gybcoaching.com](http://www.gybcoaching.com)). Contact him at [Jack@GYBcoaching.com](mailto:Jack@GYBcoaching.com).



Jack Klemeyer

**Your thoughts control your behaviors  
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# Fourth quarter strategy for success



**Marti Chestovich**

The final three months of the calendar year are upon us. This is the play off for profits season for most business owners. And not just the retailers-many service companies get higher revenue opportunities in the fall as well. I want to give you some ideas to help you make the cut and insure a profitable year. Customers have many choices so you need to up your game and focus your marketing efforts.

Begin by adding some polish to your brand. Make sure your visuals and message are consistent through all media channels you use to promote your company. What is your value proposition?-this needs to be dominant in any promotion. Make sure you and your staff can articulate this easily in 1-2 sentences. Remember the new market rules-you can't "sell" them anything you have to address a real or perceived need that the consumer has. Tell a good story about your product or service and how it helped a client. Encourage your staff to have their own collection of stories ready to tell. Publish testimonials and you will see your best sales people are your current satisfied customers.

Keep your staff focused on the company vision and ask for feedback. Listen and try to incorporate any good ideas no matter how small. Sometimes a small employee recommended change can add value and keep the staff engaged. Your customers win and you win by decreasing staff turnover. If you are thinking of making a big change test your idea and ask you current valuable customers what they think. Testing ideas this way can give you a reality check and often allow for even better product/service additions because you have been able to find out what the customers want and instill loyalty.

Check your suppliers and make sure you are getting the best value. Find out if they offer any co-op promotional opportunities to sponsor events or advertising. Many times they will have educational or artisanal events they can sponsor that your customers will love and you don't have to fund. Look for ways to work with other small business owners to sponsor group advertised events that combine business with a local entertainment event. Work with your staff to pick a local charity partner you can sup-

port with an event and ongoing company support. This community involvement will solidify your company with the locals and help customers feel ownership for your success as well.

You will have a winning season by keeping your focus on these fundamentals. I know they work. In my neighborhood I have easy access to big box home centers for garden and hardware items yet I don't go there for most things. I go to my locally owned hardware store Sullivan's Do It Best Hardware store. I sometimes even pay more for an advertised item. Why do I shop there? Because they can help me find what I need quickly, they hire local youths from the neighborhood, support school events and in the rare event that I have a problem with something I can simply tell them the problem and they always make it right. Sullivan's offers quality items at a good price but more importantly they have knowledgeable staff and have built a good community relationship so they are rewarded with my loyalty. May your customers do the same!

*If you are thinking of making a big change test your idea and ask you current valuable customers what they think.*

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# Protected seeds?

Did you ever think that DNA could be patented? The Supreme Court of the United States ruled that it can be earlier this year.

A long time ago, farmers would save crop seeds from year to year, using last year's seeds to plant this year's crops. But over the years, seed production and modification has become much more technical. Large seed companies put tremendous funding and effort in to creating the most-disease resistant, largest, best crops ever.

A few years ago, a farmer in southern Indiana bought some Roundup Ready soybean seed for his first crop of each growing season and followed the terms of the licensing agreement. But then the farmer would purchase soybeans intended for consumption for his second planting of the year. He would then treat the plants, killing some of them, harvest and save seeds to use in his late-season planting the next year. The seed company sued him for patent infringement. After arguing the case through many levels, all the way up to the U.S. Supreme Court, the farmer lost. The Court found that the farmer had violated the patent by making copies of the patented product and using them in his business.

This is the latest case in a slippery slope that started more than thirty years ago. At first, the federal courts extended the concept of property rights to the genetic information found in seeds. Then, the concept of patents and licensing were applied to seed.

There are a couple of lessons to be learned here:

- **If you buy a licensed product, follow the agreement.** Business owners purchase a license to use any number of products – from seeds to software. As part



Kathy Davis

of the agreement, the end user agrees to pay a flat rate or an ongoing fee for the privilege of use. The licensor benefits

from the ongoing profit from the idea, and the end user benefits from the savings in time and money in developing or creating something already developed. The problem happens when the end user doesn't follow the initial agreement. If you agree to the terms of a license, follow them.

- **Use of intellectual property.** Patents, trademarks, copyrights and trade secrets are all examples of intellectual property. Protect your own ideas and properly give credit or obtain permission if utilizing the intellectual property of others.

- **Pro Business is not Pro**

**Small Business.** In our black and white political world, this point can get lost in the grey area. Simply put though, the Supreme Court's decision in this case, as well as a number of other cases decided this term, protected larger businesses with hundreds of employees – and squashed small businesses with a handful of employees in the process. Time and time again, the court sided with the large corporation.

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For more information, you can check out the full webinar, taped at the seminar held on July 26. It is available at: <http://kjlegal.com/systems-they-just-make-business-better/>

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# Paving smooth

*the rocky road to success*

**By Bob Sullivan**  
*Morgan County Business Leader*

In 1972, Richard Wallace married his high school sweetheart, Debbi, and took a job in construction. That began a career in the industry for Richard, and, in 1986, following a “failure to retire,” Richard formed Wallace Construction along with Debbi and business partner Roger Huff. Over the next few years, Richard turned Wallace Construction into a successful road-building, concrete laying multi-county operation.

At the same time, Debbi Wallace raised their three children while holding down various part-time jobs, everything from retail to real estate. She attended beauty school in 1985 and opened her own business, Mane Attraction, a hair and tanning salon, in Martinsville Plaza before selling it in 1995. She experienced her own “failure to retire,” and joined the office staff of Wallace Construction in 2000, and since March 2010, she has managed the office of Richard’s sole-owned gravel-mining venture started in 1998, White River Gravel Co., Inc.

**“Where quality**



Based in Waverly, Wallace Construction services commercial, industrial, residential and municipal markets in Indianapolis and south-central Indiana. Notable projects include the Indianapolis Colts practice field, parking lots at the Indiana State Fair and the Children's Museum of Indianapolis, plus extensive paving and repair work for the City of Martinsville, City of Mooresville, and the Morgan County Highway Department.

Local roadwork and parking lot sites include portions of State Road 67 between Indiana Street and State Roads 144 & 42, the Marsh parking lot, plus the recent Mooresville High School parking lot renovation.

Richard came to Martinsville from the south side of Indianapolis at age 16. He met Debbi at Martinsville High School. Debbi remembered, "He was trying to find a classroom and I pointed him in the right direction. I fixed him up with a couple of girlfriends before we started dating." They married in 1972.

Richard held down two jobs for a while. One was at a gas station. Debbi's step-father, a foreman at a paving company, also offered Richard a job as part of his construction crew. Richard began as a laborer with the paving crew, mostly at commercial sites. Richard enjoyed working outdoors, and committed to that job full-time. He has never left the industry. He served a 6,000 hour apprenticeship with the Operating Engineers Local 103. He worked an additional three years with the apprenticeship program as a mechanic on heavy equipment. In 1976, he joined Astro Paving, overseeing their asphalt plant.

During this time, Astro Paving bought out several other small asphalt plants, and grew into a major supplier for Indianapolis. Richard oversaw all the asphalt plants and settled into management. The company was acquired in 1991 by the Heritage Group, and three years later, it became Milestone. Richard



Richard and Debbi Wallace

retired from the company in 1995, though in reality, he was just entering the second half of his career.

"I got bored," said Richard. "The original owner of Waverly Asphalt asked me if I'd come aboard to help him get his business back on track. I purchased it from him in the fall of 1995 and changed the name to Wallace Construction. In 1996, I brought Roger Huff in as my partner."

Richard started White River Gravel Co. in the fall of 1998, in part because Wallace Construction's place of business was located a short drive near excellent land. Creating his own mining pit also gave him better control of both the cost and the quality of the raw materials used for concrete and construction, and he'd have plenty of stock to sell to other local businesses. "There was a plot of farmland off White River. The landowner was willing to lease me the property if I wanted to mine it. I had the property "cored"--drilled into and samples pulled. The coring showed sand and gravel 110 feet deep. The property owner's son and I went into business. We built the gravel plant, and we were operational by 2000. I bought out my partner in 2006."

White River Gravel Co. mines, polishes, sorts, and re-sells gravel, sand, dirt and limestone products of sizes and purities specific to the needs of a variety of construction and landscaping projects. It distributes its finished product to several local construction and concrete contractors. White River Gravel Company is a Certified Arrogate Producer, meaning it's regularly tested for quality control by INDOT. White River Gravel is the only local plant that produces 100% river gravel for landscapers and art-scaping. Debbi notes, "There's a lot of competition in this vicinity

for concrete product. But our customers recognize and appreciate the quality of our product, and they keep coming back."

In 2009, in part as a result of the shift in the economy, White River Gravel adjusted the business. Richard notes, "We don't compete against big plants that supply huge quantities. We've slowed our production down."

Wallace Construction maintains over 35 employees and contractors. White River Gravel takes care of an additional seven employees. "We're looking to increase our production now that we see the economy starting to recover," said Richard. "We still love our municipal work, but we're looking forward to getting back into bigger projects."

Richard and Debbi Wallace raised three children: one daughter, Tori, and two sons, Joshua and Jamey. They have 12 grandchildren and one six month old great-grandchild. They enjoy camping, boating, and traveling.

### Wallace Construction, Inc.

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### By Elaine Whiteside

*Morgan County Business Leader*

According to AVStop.com, "An overloaded or improperly balanced aircraft will require more power and greater fuel consumption to maintain flight, and the stability and controllability will be seriously affected." The same could be said for getting a small business off the ground.

For Todd and Chris Wilson and Joe Johnson, their past professional endeavors have lead up to what could be seen as a prime example of synergism. They have the perfect balance that has grown the woman-owned enterprise, Advance Aero, from \$120,000 in revenues in 2009 to \$1.6 million in 2012.

Todd comes from an Illinois farming family. He left Industry, a small town of 500, for the U.S. Air Force where he learned to be an aircraft mechanic. After discharge, he went to work for a string of repair stations, airlines and others, eventually landing in Indianapolis.

He always wanted to own his own business, saying, "It's not so much ego, or even the money. It's just that I like to be able to make the decision when it affects me and others." His wife calls him a born leader. He says he likes to make improvements and that is sometimes restricted in a large organization. So throughout his career he often had a small business on the side.

Chris and Todd met and she began working for him on a part-time basis in one of his businesses. It wasn't long before they were a couple with two children. In 2003 when he purchased an auto repair business in Indianapolis and then a few short months later, purchased an aviation repair station, she came on as full-time office manager. They went along on a small scale until their primary customer went bankrupt and they seriously considered closing the doors and walking away.

During the same years Todd was learning the industry and attempting a variety of small businesses, Joe Johnson was on his own path.

He graduated from Purdue University with a degree in mechanical engineering and went to work in the automotive industry focusing on heavy duty trucks and specializing in fuel systems. By the age of 28, he decided he wanted to own his own business. He felt corporate life



Todd Wilson, Chris Wilson and Joe Johnson

was a good training ground so he moved into a position as a sales engineer in a small business and helped to grow it substantially. But then there was a split between the owners and the company broke up. Johnson continued with one of the partners and found himself learning about operations and manufacturing for the aviation industry. Through this experience, he learned about the importance of a repair station in the business plan of an aviation manufacturer and supplier. The company he was working for tried for three years to get certified as a repair station, but they could never meet the requirements for the coveted certification by the FAA.

When the company failed, Johnson had several customers he was trying to service and through a mutual connection, he met Todd Wilson who provided him with the space he needed. Both were at a turning point and began talking. They recognized similar ethics and values in each other. The work ethic and the dedication and commitment to build something successful were first and foremost.

There were differences, too, but they complemented each other. Johnson sees future potential and is a risk-taker. Todd says, "I envisioned happiness and health, but not the business potential. I am not afraid of hard work, but having the big visions, I see the shortcomings." He is much more conservative.

Chris wears many hats and orchestrates the smooth running of the office that supports operations. She does what needs to be done to keep the train on track.

Through all their individual successes – and failures – they say they were learning. Their paths brought them together at the right time and together they are building a business that is bigger and better than any one of them felt they could do on their own – or alone. They have assembled a talented and enthusiastic cadre of employees that put in a lot of time and effort to help refine the business and help it grow.

In fact, Joe says, "You can't do it all yourself. You have to have some help in understanding your business."

"You have to find someone with not necessarily the same beliefs, Todd says, "but the same passion and drive to succeed. Their strengths must complement yours." In this case, Todd's hands-on skills and Joe's knowledge have blended to make that near perfect, "AA" team. They agree that both of them are big enough people to listen to critique from one another and not be offended. Todd says, "There has to be fairness and balance in the partnership."

Johnson understands the importance of keeping a good, tight rein on expenses and managing cash flow. He says, "The key is not to overextend the debt; make sure debt and equity

are in a good ratio."

A perfect balance of work ethic, trust and commitment drove them to incubate the business for the first year or so. Then, with Johnson's knowledge and experience in sales and manufacturing, the company diversified from only repairs and specialized services into component manufacturing. Finally, it became apparent they had to make some major changes in order to continue the rate of growth they were experiencing. Now, the trio is taking a big leap by moving the entire organization into downtown Mooresville and more than quadrupling their space and, as they see it, potential.

They are leaving behind the low overhead of a pole barn facility on the Wilson property in rural Mooresville and taking on the entire building which previously sat essentially unused. They are investing in a significant facelift and equipment and are hoping to be relocated around October 1, 2013. They say the leaps of faith are getting bigger all the time as the business grows.

"You can't worry about the unknowns,"

Chris says.

They chose the building on Harrison above properties that were newer, in better shape and nearer the airport. It was a decision based in Joe seeing the potential in the risk of a larger facility and Todd's conservative nature. "We didn't want to burden the business too much and I hope Mooresville is happy to have a good viable business here."

Joe adds, "We plan to bring (the building) back to life. We have to if we are going to grow our business."

## Advice to prospective small business owners:

- Go with what you understand, know and do.
- Develop a plan and make it one that you can implement and operate from, not just for financing.
- Be realistic in your expectations. Set reasonable goals and expectations.
- Find a mentor or a variety of people who have had success, gone through the rigors of business ownership and learned from experience to help you bounce ideas and find solutions.
- Keep a tight control on pricing and costing out your goods and services. Resist taking a job that leads you down the wrong path and could cost you in the end.
- Develop relationships with key clients and a financial institution that will work with you.
- Understand that you will have to work really hard and that it takes time to build.

# Three Obama proposals that could fundamentally change how we save for retirement

In 2011, according to the Employee Benefit Research Institute, Americans had about \$4.86 trillion invested in IRAs and an additional \$3.96 trillion invested in defined contributions plans, including 401(k)s. It's October and Congressional budget talks are in full swing. True to form, this considerable amount of other people's money has yet again drawn the attention of those in power looking for tax revenue. The president's budget has three targeted proposals, among many others, that if adopted, could fundamentally change how we save for retirement.

**Inherited IRAs:** Under current tax law, people other than spouses who inherit an IRA can take withdrawals from the account over their lifetimes. The proposal forces beneficiaries to exhaust all funds in the inherited IRA by the end of the fifth year after the original owner's death. If adopted, beneficiaries would have to withdraw more money each year thus having



Jeff Binkley

to pay more in taxes. The proposal does have a carve-out for certain beneficiaries, including those who are disabled.

**Savings cap:** In an attempt to limit contributions by the wealthy to IRAs, 401(k)s and other tax-favored retirement accounts, the White House is proposing a savings cap. When a person's tax-deferred accounts reach a certain limit, no additional contributions to his or her retirement accounts would be permitted.

**Mandatory IRA's:** And in an ironic turn only a socialistic Machiavellian could dream up... he wants to force employers to have mandatory IRA's for their employees. After limiting IRA contributions for the wealthy!

Employers with 10 or more workers and a business more than two years old would be forced to provide automatic employee enrollment in IRAs with a default employee contribution of 3%.

I believe this last proposal could be beneficial

to retirees down the road. The more people taking ownership and saving for their own retirement the better, BUT a mandatory requirement for employers to take this on and thus adding to their already complex compliance requirements would be yet another challenging burden for small business in America. Especially at the two-year mark when many businesses either really begin to perform, or close up shop.

To be absolutely frank with you, I'm not sure any of us need to be too worried about these proposals... at least not yet. If Congress continues to play the game it likes to play best (kick the can) and Obama continues to do what he likes to do best (campaign and blame Bush, and guns and religion), then it will be 2014 before anything gets done. And it will likely be a watered-down version of anything we see proposed now anyway. That's what qualifies as leadership in Washington in the Obama Era.

Jeff Binkley is the Managing Director of Binkley Wealth Management Group, an Independent Registered Investment Adviser located in Avon, Indiana. Mr. Binkley's columns also appear frequently at national investing websites including Yahoo! Finance, SeekingAlpha.com and Google Finance. In December alone, his articles reached over half a million analysts, money managers and individual investors via electronic delivery.

# FALL FESTIVAL

BRADFORD WOODS

October 19 • 10 a.m. to 6 p.m.  
FREE Parking and Admission

Bradford Woods, Indiana University's Outdoor Center, will host its second annual Fall Festival. Admission and parking is free, and the event will have many activities and learning opportunities for children and adults alike, including a pioneer village, a Kid Zone, and arts and crafts. Additionally, local food items will be available and musicians will share their talents. All proceeds of the festival will benefit youth programs at Bradford Woods.



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# Mt. Gilead launches "Bundle Up" coat drive

Mt. Gilead Christian Church will host its third annual "Bundle Up Mooresville" event Saturday, Oct. 26 from 8 a.m. to noon at the church's main campus, 6019 E. S.R. 144, Mooresville. Church volunteers will be on-site to assist Morgan County residents needing a coat, hat and pair of gloves for the impending winter.

"Mt. Gilead volunteers look forward to this event annual because it allows us to engage with our local community," said Jeff Faull, senior minister. "We encourage people to visit the church, mingle with volunteers, obtain a free coat and enjoy a hearty breakfast."

Churches in Mission staff will be on-hand to assist qualifying individuals or families with paperwork for programs such as Baskets of Hope or Christmas assistance.



Bounce houses will be available for children, and a free breakfast will be served. There is a one coat per person limit, and all recipients must be present to receive a coat.

New coats and monetary donations will be accepted until Oct. 20 and can be delivered to Mt. Gilead between 9 a.m. and 5 p.m. Monday through Friday. Additionally, church volunteers will accept donations after the 9, 10:15 and 11:30 a.m. Sunday services.

This is the third annual Bundle Up Mooresville event. In total, approximately 1,500 coats have been distributed to local residents. For more information about Mt. Gilead, visit [www.mgchurch.org](http://www.mgchurch.org), call (317) 831-1900 or "Like" our Facebook page, [www.facebook.com/mtgileadchurch](http://www.facebook.com/mtgileadchurch).



This event is based on the following scripture: "For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in. I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me." Matthew 25:35-36 (NIV)

## Networking Opportunities

### Martinsville Chamber of Commerce:

The regular monthly meeting on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: [www.MartinsvilleChamber.com](http://www.MartinsvilleChamber.com)

### Mooresville Chamber of Commerce:

The regular monthly meeting on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of S.R. 67 and Allison Road. Lunch (\$7 members, \$10 non-members) For more information call the Chamber office at 317/831-6509 or visit its website: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com).

### Morgan County Toastmasters Club:

Weekly meeting every Thursday evening at 6pm at Franciscan St. Francis Hospital 1st floor Conference Room.

### Rediscover Martinsville:

An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. (765)352-8261 or [www.rediscovermartinsville.com](http://www.rediscovermartinsville.com), e-mail: [rediscovermartinsville@gmail.com](mailto:rediscovermartinsville@gmail.com).

### Morgantown Merchants Association:

The Morgantown Merchants Association meets at the Fire Station on dates to be announced. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997 or on [www.MorgantownIndiana.com](http://www.MorgantownIndiana.com).

### Rotary Clubs:

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

### Business Networking International:

Morgan County Connections meets every Wednesday Morning at the Mooresville Public Library, 220 West Harrison Street, from 8:00am to 9:30am. For more information call Angela Kath at 317-445-9827.

### Business & Professionals Exchange:

This Hendricks County meeting takes place each Tuesday from 8:15-9:45 a.m. at West Central Conservancy District, 243 S County Road 625 E, Avon. More information at [www.b-p-e.org](http://www.b-p-e.org).

### Networking Business Women of Morgan County:

NBW of MC meets on the second Thursday at 11:30 AM at the Mooresville School Administration Building next to the Post Office on Carlisle Street. Bring your own lunch. For more information, call Patti Wilson at 317-856-9801.

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# Chapter 6: KPIs

A lot of CEO's in the technology arena think of using KPIs or "Key Performance Indicators" as an oppressive way to measure success. Managers who lead with KPI's can, at times, seem to be only numbers driven.

However, I would challenge you to think about KPIs in terms of freedom and autonomy.

**"KPIs let your team know, and realize on their own, they are in complete control of their own destiny rather than making it randomly subjective to a manager's opinion."**

To use an example:

I recently was in Subway and got in line behind two guys, both about the same age. One was pandering the other guy to the point of being almost borderline disgusting. The guy was incessantly remarking on how great this other guy was, bought him lunch and was laughing excessively hard at his jokes.

In the first 3 minutes of standing behind these two, I gathered they were both engineers and one was the boss. The boss, who had his lunch bought for, was continually bragging about how abusive he was to a vendor and how another company was trying to recruit him.

My point is these two guys were talking about work. Yet, none of it was productive. It did the company no good; it was actually counterproductive, sending the company backward. Because all they were doing was solidifying the stupid politics and fiefdoms, which hold organizations back.

The "the water cooler" dialogue teams have about their business is the meat of what makes an organization run. KPI's give people a com-

mon scoreboard with which to discuss success. I'd much rather have employees talking about how together they can be successful for the company versus discussing who's recruiting who or speaking negatively about the organization.

**"Significance, recognition and a sense of winning are more important than money to most people."**

**Yet so many bosses don't get this and don't communicate to their team how they can do it."**

Running a transparent corporation where profits and performance are shared openly is a hard concept for a lot of corporate people to grasp. When employees know exactly what they need to do to win or at least how they can affect the greater goal of

company success, they take it and run. By having a transparent atmosphere of success, teams will start to align their goals.

**"True engagement comes from shared goals. These goals then become both good for the organization and the employees."**

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Tony is the President of Stringcan and is committed to helping you share your genius. He's a serial entrepreneur, business coach, self-proclaimed foodie, a proud Michigan State Spartan and tells a great story. Tony has helped more than 1,000 businesses go to market, has trained more than 10,000 salespeople and is the founder and CEO of Rainmakers Marketing Group. Throughout his career, Tony has served as a VP of Sales, Director of Marketing, Sales Manager and Director of Business Development for several companies.



Tony Scelzo

# RECYCLE



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# Smoke free air law, one year later

July 1 marked the one year anniversary since Indiana joined 39 other states in becoming smoke free. The state-wide smoke free air law prohibits smoking in all businesses and public places with the exception of membership clubs, bars, casinos and retail tobacco shops. The intention was to better protect millions of Hoosiers from the dangers of secondhand smoke.

Secondhand smoke contains more than 4,000 chemicals, including at least 69 carcinogens. The U.S. Surgeon General found that secondhand smoke is a proven cause of lung cancer, heart disease, serious respiratory illnesses such as bronchitis and asthma, low birth weight and sudden infant death syndrome. In Indiana, an estimated 1,100 deaths annually are attributed to secondhand smoke exposure.



**Jennifer Walker**

State Health Commissioner William VanNess, M.D. said protection from secondhand smoke, as well as helping smokers quit and preventing our kids from using tobacco are top priorities for the Indiana State Department of Health. "The statewide Smoke Free Air Law has helped protect millions of workers and business patrons across the state. We know there is no safe level of secondhand smoke and so I am pleased that Indiana businesses have been on board with the law."

All indicators point to high compliance, with the vast majority of venues (97 percent) abiding by the no-smoking provision of the law. This data is consistent with other smoke-free air laws.

"While 300,000 Indiana businesses were affected by the Smoke Free Air Law, only 108 have been cited for violating the law," said Travis Thickstun of the Indiana Alcohol and Tobacco Commission's enforcement division, Indiana State Excise Police. "We are finding that as excise officers work to educate businesses across the state, the vast majority come into compliance with the law once they learn what they need to do. Because our officers are finding that most people want to follow the law, only a few citations have been necessary."

Smoking and secondhand smoke-related illnesses cost Indiana millions of dollars per year. A 2012 report from the Bowen Research Center at the Indiana University School of Medicine concluded that secondhand smoke costs Indiana \$1.3 billion per year, or \$201 per resident.

For more information about the law and the resources available, visit [www.breatheindiana.com](http://www.breatheindiana.com). To report a violation or ask a question, please visit the ATC website at [www.in.gov/atc](http://www.in.gov/atc).

## Mooresville-Decatur Rotary Club International GRAIN GRINDER Project



Pictured L to R are Don Adams, Barb Witzke, Robin Gregory, Jim Hess (partner of project), Brian Vaughn, (Club President), Patty Poehler, Patti Wilson, Keith Grove, Beth Sullivan Summer. Front L to R are Timothy Corman, Diane Huerkamp and Jeanne Ayd. Not pictured are: Jeff Jones, Tricia Schmitt, Teresa Brown, Marty Spitz, Gary Swaim, Joe Tutterrow, and Kevin Maerkl.

The Mooresville-Decatur Rotary Club is touching lives halfway around the world by extending a helping hand, or in this case, a gasoline-powered grain grinder. The village of Dourou, a small remote village in Africa has a population of approximately 3,000; whose culture is maintained by an agricultural mode of subsistence via a primitive farming style of growing and selling grains. The village's Women's Association spend the majority of their day growing, tending to,

and harvesting; and then endless hours of grinding their commodity, grain, by hand. The Club was awarded a Rotary District grant and raised funds in an effort to change the lives of folks living 5,000 miles away! Members of the Mooresville-Decatur Rotary Club presented a check for \$2,500 to Jim Hess, who is the liaison to the villagers.

The grain grinder will be purchased, delivered, and presented to the villagers before year's end. The objective is to in-

crease their proficiency and productivity with less laborious tasks, which should improve the overall health and welfare of our new friends in Africa. For more interesting facts about village of Dourou, its people, and our project visit our website at <http://www.m-drotary.org/>. The M/D Rotary club invites interested individuals to attend a weekly meeting; held every Wednesday @ 7:30 AM at the Jones Crossing Banquet Center, come join us as we provide service above self!



Woman drying the grain in preparation for grinding



Gasoline-powered grain grinder



'Typical' grain grinding procedure

## Franciscan St. Francis Health nurses commended for top-notch patient, family care

For Cherie Walls and Bonnie Hicks, nursing is far more than a career. It's living the Franciscan St. Francis Health mission, providing joyful service, compassionate care and having a respect for life for patients.

The pair of registered nurses was saluted as July's recipients of the DAISY award, presented by Franciscan St. Francis.

Walls, who works at the hospital's Mooresville campus in the Emergency Department, was nominated

by two different people.

"She stayed with us and held my mother's hand and prayed with us for over five hours," said the patient's son.



**Walls**

Hicks works on the post-surgical unit at Indianapolis. Nominated by a patient, Hicks was commended for her compassion and faith. "She is a light in a dark world and a child of God displaying great wisdom, compassion and grace. This was a divine appointment and I'm so very glad she was my nurse."



The DAISY Award was established by the DAISY Foundation in memory of J. Patrick Barnes who died at 33 of an autoimmune disease. His family was so impressed by the clinical skills, caring and compassion of the nurses who cared for him that they created this national award to say "thank you" to nurses everywhere. For more information, go to [www.daisy-foundation.org](http://www.daisy-foundation.org).

# Planner of note

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Larry May  
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## TOWN OF MOORESVILLE - BUILDING PERMITS

Dale Smith, Allman West Street, Residential Remodel  
Jama Richman, Indiana Street, Signage  
Terry Neer, Bridgestone Drive, New Residential Construction  
Doug Coddington, Denny Drive, Residential Accessory  
Paulette Parenteau, S.R. 67, Signage  
Anthony Langley, Hadley Woodland, Residential Electrical  
Tom Farrington, Keller Hill Road, Residential Accessory  
Kegahn Hopwood, Sycamore Lane, Residential Electrical  
Larry Good, Blackwood Court, Swimming Pool  
Josh Smalling, Holliday Lane, Residential Remodel  
Rich Bowen, Indiana Street, Commercial Remodel  
Riley Physicians Group, Samuel Moore Pkwy, Signage  
Tim Eason, Pineview Drive, Residential Remodel  
Jerry Dove, Allison Road, Residential Remodel  
Robert Plummer, Park Drive, Commercial Remodel  
David Johnson, Civic Circle, Residential Remodel  
Bob & Shirley Smith, Arrival Parkway, Residential Remodel  
Dan & Teresa Russell, Crosby Road, Residential Accessory  
Keven Fender, Hancel Parkway, Commercial Electrical  
Mark Gottemoeller, Christner Lane, Residential Electrical  
Bob Landrum, Neitzel Road, Demolition

## MORGAN COUNTY - BUILDING PERMITS

James Duckworth, Old S.R. 67, Electrical Upgrade  
Dennis Howard, Golden Leaf Drive, Single Family Residence  
Edwin Phillips, Robb Hill Road, Deck  
Mike Keller, Centennial Road, Pole Building  
Daniel Cherry, Port Royal Drive, Electrical Upgrade  
Madison Twp Fire Dept, Landersdale Road, Temporary Trailer  
Ben Savage, Edith Street, Electrical Upgrade  
Annette Kuklak, Big Bend Road, Single Family Residence  
Timothy Gentry, Graveyard Road, Electrical Upgrade  
Town of Paragon, Union Street, Temporary Electrical Pole  
AT&T, Old S.R. 144, New Commercial Service  
Sandra Kelly, S.R. 142, Single Family Residence  
Connie Temm, Goat Hollow Road, Residential Addition  
John Clark, Red Day Road, Patio Enclosure  
Robert Beil, Paddock Road, Electrical Upgrade  
Mary, Louzon, Hancock Ridge Road, Temporary Electrical Pole  
Dan Parker, Big Bend Road, Pole Building  
Mooresville Jr. Football League, Landersdale Road, Storage Building  
Timothy, Vanzant Low Gap Road, Commercial Addition  
Wanda Richardson, Church Street, Electrical Upgrade  
Bob Downey, Sighting Road, Electrical Upgrade for Garage  
Amy Harris, Baker Road, Pole Building  
Scott Ransom, Observatory Road, Temporary Electrical Pole  
Michael Murphy, Sundown Acres, Single Family Residence  
Greg & Dana Campbell, High Country Lane, Pole Building  
Tim Blevins, Nelson Road, Electrical Upgrade  
Congregation of Jehovah's Witnesses, Robb Hill Road, Commercial Building  
William Smith, Spring Lake Road, Carport

## New Business Filings

Joseph Cooper Jr, 7747 N. York Road, Monrovia, IN 46157  
Jennifer Smallman, 9135 Old S.R. 37 North, Martinsville, IN 46151  
Leandra Smith & Rochelle Sellers, Mooresville Football Pioneer Touchdown Club, 5590 E. Majorie Ct, Camby, IN 46113  
Amber Ellis, Heavenly Help, 12071 N. Turner Road, Mooresville, IN 46158  
Jena Crone, Betty Jane's Boutique, 3883 West Hinshaw Road, Monrovia, IN 46157  
Wesley Byers, Quality Coatings, 7775 E. Mahalasville Road, Morgantown, IN 46160  
Rebecca Minnier, Shes Nuts, P.O. Box 1826, Martinsville, IN 46151

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# COVER PARTY

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## Expert Emergency Care Returned Keys to Where His Heart is.

At 83, Keys Lowder is a former Navy man, a longtime employee of Indiana Power & Light and a fulltime farmer who tends his 250 head of cattle “sunrise to sunset, every day.” Then one night he started feeling chest pains. “I’ve always been strong and healthy, but I just didn’t feel right.” He was stabilized in the Emergency Department at Franciscan St. Francis Health – Mooresville, and then had open heart surgery at the St. Francis Heart Center – Indianapolis. “They couldn’t have treated me better. It’s the only place I would go,” he says, before heading out to bale hay, mend fences and feed the cows.

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