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FROM THE PUBLISHER

Business seen and unseen

Some businesses start off in the spotlight. Their opening can capture the focus of a community immediately. When the A1 Japanese Steakhouse and Sushi Bar opened in March 2013, it promised dinner options unique to Mooresville. How would A1 compare to other restaurants several miles away? And would Mooresville support a restaurant with such a specific menu? Check out our profile to see how A1 is doing one year later.

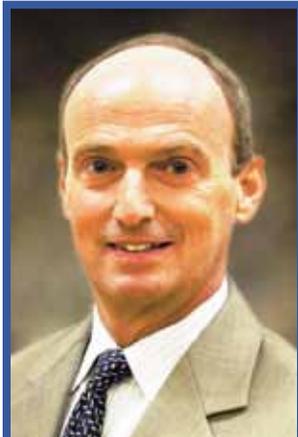
On the other hand, consider this month's cover story, Williams Rental Properties. Whether we rent or own, most of us make a monthly payment to some other business, and that business rarely crosses our minds until the payment is due. We don't think of the impact that business has on the community, or the history behind that business. I hope the Williams Rental Properties success story gets you to think about your landlord a little differently.

Then there are businesses success stories so far out of the public eye that the aver-

age person probably has no idea they exist, even when their service impacts their lives in big way. When you get a glass of water or run your shower, did you give any thought to locally owned Living Waters? Did you know the role the company plays in purifying and supplying drinking water throughout Indiana and Kentucky? I'll bet you'll be as impressed as I was at the role they play in our everyday lives.

And when you flip the light switch, do you give any thought to the power company that lights the house? I suspect we rarely do, but when power companies like IPL invest in greater efficiency power plants, everybody wins. And on September 4, Morgan County will win big when IPL breaks ground on a state-of-the-industry combined-cycle gas turbine power station on blue Bluff Road. You can read all the details inside.

As you read this month's issue, I hope you consider the overall impact of businesses on your life, both seen and unseen.



Jim Hess
Owner & Publisher

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

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Japanese Steakhouse receives "A1" award a year after grand opening

A1 Japanese Steakhouse & Sushi Bar

Zheng Yuhua, Owner
330 Southbridge Street
Mooresville, IN 46158
317-831-8883

Lunch: Mon-Sat 11 am-3 pm
Dinner: Mon-Thurs: 3 pm-10 pm
Fri and Sat: 3 pm-10:30 pm
Sun: 11 am-9 pm
Dine in or take out

By Bob Sullivan

Morgan County Business Leader

Dave Thomas, the founder of Wendy's said, "What do you need to start a business? Three simple things: know your product better than anyone else, know your customer, and have a burning desire to succeed". This is the motto that Zheng Yuhua, owner of the A1 Japanese Steakhouse & Sushi Bar, operates his business. In a fashion true to the Japanese culture, Zheng has captured the sights and flavors, as well as the palates of the people of Mooresville.

On September 12, 2012, he signed the lease to the property at 330 Southbridge Street in Mooresville. Renovating and remodeling the property took six months. "We changed everything, from the ceiling, to the walls, to the tile floor," said Zheng. The restaurant, with seating for 100 diners, opened its doors for business with much anticipation from the community on March 10, 2013.

His hard work is now beginning to pay dividends. The most recent Mooresville Times Reader's Poll recognized his restaurant as serving the town's "#1 Best Sushi." Zheng (pronounced "Chang") said he was moved and humbled to learn how the Mooresville community had honored his restaurant. Especially, just a little over a year after opening its doors,

"The community was very welcoming and excited when we opened, and that has continued," said Zheng. "We focus on offering the best service and quality of food that we can, so the customer has a great experience and wants to come back."

A1 Japanese Steakhouse & Sushi Bar offers all the traditional Japanese meals, from appetizers to sushi to meals from the hibachi grill. He says, "Customers should not expect to see a 'show' at the Hibachi grill, which is shielded for customer safety. We have the fish pond for entertainment for children." His chefs instead focus on preparing the most delicious dinners they can. "We offer everything that a customer expects from a Japanese restaurant: salad, noodles, soups, sushi, sashimi, spring rolls, seafood, chicken, steak, and vegetables, served cooked or raw." The restaurant also offers a lunch menu and a children's menu that features kid-friendly chicken nuggets.

Zheng says he personally supervises every aspect of the business, from food orders to



Zheng Yuhua

truck deliveries to scheduling and supervising the chefs and waiters. He feels a hands-on approach ensures his customers will receive a quality experience every visit.

Since opening the restaurant, he has built a strong group of regular customers. "This pleases us because we are a bit off the road from downtown Mooresville, which is why we focus on offering the best experience we can. We want our customers to remember us and come back, and bring their family and friends the next time."

In mid-July, the Readers' Poll voted the A1 Japanese Steakhouse & Sushi Bar the number one local sushi restaurant for 2014. "We're only going to improve," he promised. "Our goal is to offer our best service and earn this award every year. We will always strive to do our best."

Zheng came to North Carolina from China in 2001. He had worked in the restaurant industry in China for two years, "but the United States had the dream I was looking for," he said. He worked in Japanese restaurant management for a total of 13 years before striking out to start his own restaurant. While visiting a friend in Peru, Indiana, he started looking at potential properties. He considered over 20 locations over six months before deciding on the Southbridge Street location. The A1 Japanese Steakhouse is the first venture as a restaurant owner for Zheng. He explained that he lived in several small towns while in North Carolina, so he feels comfortable residing in Mooresville in the area.



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The looming Black Swan

A "Black Swan" event leading to a substantial market correction is just around the corner. At least that's what an increasing number of market prognosticators have been saying. With that in mind, I thought it might be useful to you, Dear Reader, if we brushed up on what a "Black Swan" event is. I also gazed a little into my long broken crystal ball and will share a theory with you as to where the next "Black Swan" may come from... and what will be some of the signals of its impending arrival.

The theory of black swan events as developed by Nassim Nicholas Taleb, who happens to be one my favorite authors, is a metaphor that describes an event that comes as a surprise, has a major effect, and is often inappropriately rationalized after the fact with the benefit of hindsight. The educated European of a few centuries past knew there was no such thing as a black swan... that is until the continent of Aus-

tralia was discovered, along with a new species of swans. You guessed it. They were black. September 11, 2001 was a Black Swan event. It was impossible to think the bastions of capitalism that were the World Trade Center Towers could be brought down by a motley crew of ill-equipped, underfunded, zealous terrorists. But the Towers fell and our world changed dramatically. A not too distant financial example is the 2008-2009 market meltdown. Back in 2007 we all knew property values ONLY went up and were a steady source of increasing equity and could be increasingly borrowed against forever. There were very few people who thought that at some point that trend must stop and possibly reverse. And then Lehman Brothers, founded in 1850, went under.

The Black Swan became real.

Fuhgedaboutit! That was six years ago! Our markets have more than recovered. Our companies continue to report record earnings. And the almighty Fed has tamed inflation and has promised us a long term era of low interest rates and economic growth. The black swans of the past have been considered, prepared for and mitigated against.

Funny thing about black swans, there's always a new one around the corner. And by definition, they're yet to be discovered.

I picked up a piece of my long broken crystal ball the other day and stared into it. Mind you that it's broken and not very clear so what I saw in it must be taken only as theory and not prediction...

What I saw is this: At least some of the demand for stock in this ever rising market is due to companies buying back their own stock. They've been using their revenues as well as borrowing cash at

ultra-low interest rates and buying billions of shares. Sure, they've invested some of that cash into research and some new facilities, but by a great margin, much of their money has been spent buying back stock. As I gazed deeper into this crystal shard, I speculated at what may happen once interest rates start to go up, companies would no longer be able to borrow cheaply so they would stop buying so much of their own stock. Higher rates, decreased demand leading to less sup-

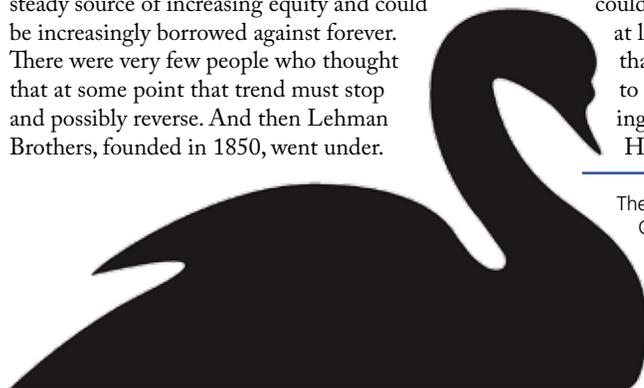
port for current stock prices. A vicious cycle could ensue. Would this indeed be at least a part of the Black Swan that causes buyers in this market to start selling with markets turning very ugly, very quickly? Honk? Honk? HONK!

The Binkley Wealth Management Group LLC is a fee-only Indiana Registered Investment Adviser located in Avon. Mr. Binkley can be contacted via email at Jeff@thebinkleygroup.com or phone 317.697.1618



Jeff Binkley

Funny thing about black swans, there's always a new one around the corner. And by definition, they're yet to be discovered.



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IPL to break ground for CCGT power plant in September

In September, IPL will conduct a ground-breaking ceremony to commence construction of CCGT power plant in Morgan County. "IPL is excited to move forward with this project here in Morgan County," said Brandi Davis-Handy, IPL spokesperson. "This is a win-win because we are helping to power the economy in Morgan County, and we are working to build cleaner, more efficient generation sources for our customers."

Some highlights of the project:

- On September 4th, Lt. Governor Sue Ellspermann, IPL representatives and Morgan County leaders will break ground on IPL's new combined-cycle gas turbine (CCGT) power station. The CCGT will be located in Morgan County at IPL's Eagle Valley Generating Station.
- This project is expected to bring a number of benefits to the community, including 660 construction jobs and 25 permanent positions at the new plant. Once complete, the project will bring about \$1.6 million per year into Morgan County through local tax revenue. The overall economic benefit to the state during construction is more than \$857 million and another \$48 million per year during operation.
- IPL has awarded the Engineering, Procurement and Construction (EPC) contract to CB&I Stone & Webster after a competitive bidding process.
- CB&I Stone & Webster have extensive experience building similar CCGT projects domestically. Engineering and procurement for the CCGT will begin immediately, while on-site construction will begin in 2015.
- A CCGT combines two natural gas-fired turbines and one steam turbine to maximize efficiencies. The gas turbine generates electricity directly, and the system harnesses waste heat to create steam, which powers a steam turbine. The CCGT will become part of IPL's diverse power generation portfolio, including natural gas, coal, oil, wind and solar.
- The new natural gas plant will generate about 650 megawatts of electricity more



efficiently and with fewer environmental emissions. The CCGT will reduce the rate of sulfur dioxide (SO₂), nitrogen oxide (NO_x) and particulate matter emissions by more than 98 percent as compared to the retiring Eagle Valley units. Virtually all mercury, lead and fluoride emissions will be eliminated, and water use will be reduced by 97 percent.

- Construction on the CCGT is expected to be complete in 2017.
- IPL also plans on announcing another significant investment into Morgan County at the September 4th event. "We are pleased that the Indiana Utility Regulatory Commission approved IPL's plans as the most cost-effective and reliable solution to replace generation that will retire as a result

of increasing environmental regulations," said IPL President and CEO Kelly Huntington. "Building this CCGT will ensure our ability to meet the future needs of our customers and diversify our generation portfolio. In 2017, IPL's reliance on coal-fired generation will have decreased to only 54% from nearly 80% ten years before, with natural gas, wind, solar and oil powering the rest of our customers' needs."

"You couldn't find a nicer place or staff."
—June Doty

Pictured with June Doty is daughter Belinda Doty

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Teaching Children to save and invest

Although it is never too late to start to saving and investing, the values of sound financial management can be taught early on. Teaching children to save, set goals, and save money for things they want to buy is a wonderful learning opportunity. It's also a good time to teach them about the different types of investments that are available.

Step 1: Earning Money

A first step is showing a child how to earn money. Children can't learn to manage money if they don't have any! It can be small to start with; for example, a dollar for each grade of school that the child is in, paid once a week. Encourage them to divide the money between spending,



ing, savings, and charitable giving. A new piggy bank can make getting started more fun; there are some you can buy that have separate compartments for different uses of the money.

Step 2: Goal Setting

Then, help the child come up with a goal for savings. If a trip to the toy store hasn't given you any ideas, just ask what the child wants that costs more than the weekly allowance. Help the child figure out the best way to save. For example, all of the allowance for the number of weeks it would take? Half of the allowance for twice the number of weeks? The allowance plus birthday money? Providing a few different options shows children that they have some control over the best way to reach their goals.

Step 3: Savings Account

Once a child understands how saving up money works, you can add another lesson about investing. You can show how compound interest allows money to accumulate faster than it would if left in a piggy bank. As a next step, help the child open a simple bank savings account. The child can contribute money from allowance, gifts, and jobs such as shoveling snow or babysitting.

Step 4: Investment Account

As the child accumulates more money, it may be time to

consider opening a mutual fund account. It will give you an opportunity to teach the child about the risks and potential return available in stocks and bonds. You can set it up as a custodial account under the Uniform Gift to Minors Act or the Uniform Transfer to Minors Act (UGMA/UTMA). To encourage the child to contribute to the account, you may want to consider matching any of the funds the child contributes. (You can demonstrate the benefits of a 401(k) and similar employer retirement plans that way, too.)

Step 5: Stay Involved

You can help children follow these investments by reviewing account statements with them, showing them how to do financial research on the Internet, and answering their questions about money. If you get them interested early on, they'll have skills they can use for a lifetime.

Finally, show responsible financial behavior yourself. If you are careful with your finances, the child will learn from you.



Anissa Veon

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Shane and Rebecca Williams

Community Driven

Following the lead of prior generations, the Williams family builds a business that enhances Mooresville

By Elaine Whitesides | Morgan County Business Leader

What gets you up and out of bed every morning?
At first that sounds like an easy, casual kind of question, but in reality, it is a pretty deep and challenging question.
When first posed with that question, real estate entrepreneur Shane Williams simply said he was a blessed, happy person. But then he stopped and after a moment, he said, “Really, we are trying to find ways to expand out. Maintaining and growing, looking for continuous improvement and expansion; that’s a challenge, but a great adventure, too. You want to build on, but you want to build it right. I guess hunting opportunities and the puzzle of it all. That’s what I really enjoy.”

Williams Rental Properties, LLC

Shane and Rebecca Williams

P. O. Box 959

Mooresville, IN

Phone: 317-538-4737

Email: Williamsrentalproperties@yahoo.com

Beside him daily is his wife, Rebecca. She says, "I enjoy being a helpmate, supporting Shane in what he's doing, being part of the family and helping."

Williams Rental Properties, LLC is a family business that is currently owned and operated by Shane, Rebecca and his parents, Tim and Pamela (Wilcher) Williams. His grandparents, Curt and Rosemary Wilcher were also owners until their deaths four months apart in 2010 and 2011.

At the time they started the business, the family was looking for a business that would fit their situation and the town was very important to them. Shane says, "(Real estate) gave us an opportunity to make a living and give back. You can be a landlord and provide value and enhance the town and provide a service that's needed."

He added, "We are a family that works together and plays together," Shane says. "We trust each other. We share Christian values and a viewpoint that makes you want to give back and aspire to a higher purpose." So with his experience in banking and his education in business, they decided to work together and begin buying and managing real estate.

The four owners are in daily contact as each contributes their talents to make the enterprise run smoothly. The business is structured to play to each owner's strengths. Pamela handles maintenance and repair issues. Tim handles the myriad of little details that must be taken care of and errands that are necessary. Rebecca helps with bookkeeping, property selection, rehab and design and Shane takes care of the business side regarding property purchases, financing, leasing, insurance, taxes and the like.

Entrepreneurship is the path Shane says he always knew he would follow. "I see something noble in working for yourself. I have always respected someone who is able to make a living." He enjoys the variety of responsibilities, being the boss, the employee, the entrepreneur all at the same time. "You are in control of your destiny."

Rebecca was exposed to small business ownership growing up in Connecticut and the Boston area. Her grandfather owned a gas and service station. Although she is a licensed clinical social worker and has worked for others and in her own practice, she says being part of a family business suits her. She says the hours are flexible and there is less stress so it has been good for her health.

Shane has had role models to follow. Grandpa Curt told Shane that the best combination for business success is common sense and education. So Shane paid great attention to what Grandpa and his fellow business men did. He went to college at Northwood University in Midland, Michigan and grad school at Butler gaining degrees in marketing and business management.

Education cemented his knowledge, but experiences as a youth molded his beliefs and values. He says he grew up in the time when his grandparents, the Wilchers, were part of a group of civic-minded business owners that contributed to the community. Long-time Mooresville residents, the Wilchers owned

the Ford dealership from the 1960s until 2000. But Curt, the man who bought, fixed up and sold cars during high school wasn't ready to retire, so he went back to his beginnings opening and operating a used car business until he was in his late 70s.

That work ethic and dedication to community, Shane says, contributed to how the people in (Grandpa's) generation made the town what it is today. Because of their cooperative efforts to build successful businesses, infrastructure, housing and community, Mooresville grew. They bolstered the town and provided services and products.

Now, Shane feels that it is important for him and his generation to follow their lead and continue to move Mooresville and Morgan County forward. During his grandfather's day, Shane says there were little connections in a small town that helped each other get started. Today there are more businesses and longer work days. But collaboration to build each other and the town is still possible.

"I believe you have to be successful where you are," Shane says, "You have to know where you're from and where you want to go. Together we can build even greater camaraderie and improvements in the town and for everyone in it. I want everyone to be successful."



Curt and Rosemary Wilcher

Currently, William Rental Properties, LLC owns nine homes and two commercial properties, serving more than 30 tenants. They purchase properties, update them while trying to maintain historical character and then lease them. A full-on property business, they manage all of the properties as the owner and landlord. There is great satisfaction that the tenants in William's properties contribute to the community. He sees each business and tenant as adding something significant to Mooresville, such



as the Boys and Girls Club in the St. Clair Street strip mall property and Ralph and Ava's in historic downtown.

The belief that he is responsible to carry on the work started by his grandparents and other businessmen in Mooresville is always in the back of his mind as he adds to the properties in his portfolio. The idea of building community, as neighborhoods or as the town, has defined the criteria he uses in selecting properties. Diversification in properties has occurred as opportunities arise.

"For us," Shane says, "we like to buy near school systems. You know your neighbor and schools take care of their property. They are central to town and there is easy access to downtown." When they purchase a home and rehab it for tenants, they try to get to know the neighbors and find tenants that will add to the community and be good neighbors.

Locations near schools are great for families, but also for others. "One of our tenants is a grandmother who loves that her grandchildren can walk to her house after school." Shane sees that it makes it possible for their parents to avoid the high cost of childcare and strengthen family bonds across generations.

"We have been here a long time and take pride in the community, and we want others to do that, too. It's a good community to live in for us and for other residents. We know there are good people here working toward prosperity and we are a part of that in a lot of people's lives."

One of the thrills for Shane is when a tenant calls to tell him they are moving out because they are buying a home. He sees it as potential for another family to have the pride that comes with home ownership. "It bothers me when someone badmouths the town," Shane says.

He and Rebecca donate time, effort and treasure toward making Mooresville a better place outside the business, too. They are involved with Celebrate Mooresville Main Street program; working together with other community leaders to revitalize downtown and maintain the historic presence of the buildings and businesses.

"There's a part of me that feels guilty about not going to an office every day," Shane says. He says not having that structure requires good time management and self-discipline. But apparently it suits him to take on those responsibilities. "I have a strong appreciation for families and people who have maintained business through generations." And that, apparently, is what he thinks about when he wakes in the morning and starts his day building a business that is good for him, his family and the community he loves.

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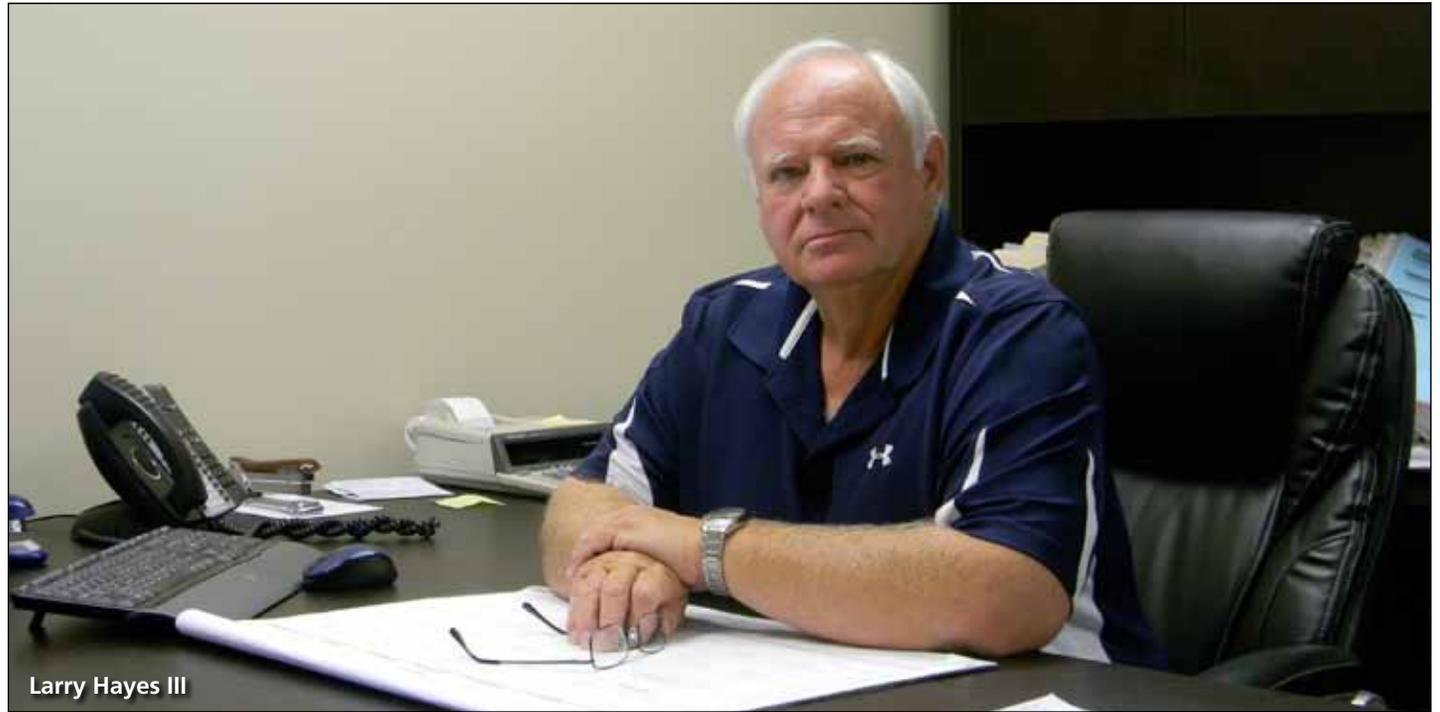
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By Bob Sullivan

Morgan County Business Leader

Laurence “Larry” R. Hayes started Living Waters Company in 1979, after 10 years working in the industry. He renovated his home in Monrovia several times through the years to accommodate the need for greater space. In January 2014, the company moved up the road into a freestanding office building at 3040 W. Glacier Drive. After only eight months, they already need to consider options to expand.

“Living Waters is a wholesale re-seller of major brand municipal and industrial water purification systems,” explained Larry. “We customize, install, maintain, and upgrade the



Larry Hayes III

filtration and chemical equipment.” Larry himself usually creates the blueprints for the onsite engineers to follow on most new installation

jobs. “You can purchase the most high-end purification system money can buy, but it won’t do you any good if the system isn’t installed and maintained correctly.”

The company services equipment for companies in Indiana and Kentucky, though Larry has designed systems for companies all over the world. Along with meeting the clients’ needs, Living Waters works side by side with Indiana’s and Kentucky’s EPA to ensure that each system is compliant with government standards. “Our territory is ideal for our capabilities.” With nine employees, Living Waters is a relatively short drive to any client location, so they can personally supervise new installations, maintenance, and emergency repairs. “Of course, the emergency repairs aspect is the most critical. It’s vital to get on top of any situation that may affect a municipal drinking water system, quickly and correctly.”

“We design and install the chemical feed equipment for municipal and industrial water treatment, chemical plants, industrial wastewater, for drinking water for a municipality, aluminum plants, steel mills, and more.” Among their common treatments are chlorine gas and sulfur dioxide treatments to disinfect industrial waste water. Their systems chlorinate municipal drinking water, injecting just enough to keep the water disinfected as it travels through the pipeline into peoples’ homes.

Larry grew up at Geist Reservoir in Northeast Indianapolis. In 1969, after studying Biological and Environmental Services at Purdue University, he accepted a job in Indianapolis with Wallace & Tiernan, then the largest chemical feed equipment manufacturer in the world. Immediately, his responsibilities included startup, troubleshooting and maintenance of

the equipment. As businesses merged and services consolidated, he joined two other companies during the first ten years of his career. He moved to Monrovia in 1973, where many of his clients were nearby. By 1979, the company he worked for closed, so he went into business for himself, starting Living Waters, out of his home. “I had the experience, credentials, contacts, and the trust with the manufacturers. It was the perfect time to try.”

Larry Living Waters operates in a niche market. He estimates there are only 20 distributors throughout the country that provide his services, and that his is the largest in the Indiana and Kentucky territory. “We don’t really compete. It’s fairly cooperative; I helped some of these companies start their businesses.” Larry added, “The relationship with our client doesn’t end at the sale; it begins there. Our service is about installation, application, and ongoing maintenance. If we don’t do our job, a company ends up in violation and all sorts of problems could occur.”

In looking back, Larry said, “I started in 1979 with a fold-out table and a calculator for office equipment while I rebuilt the garage.” The company operated out of his home for several years and through several expansions. In January 2014, they relocated down the road to their current building. “This isn’t large enough, but it’s larger than we had.” Plans for future expansion are unclear. “I’ve been doing this for forty years and things change every day. That’s why I love it.”

Living Waters employs 9 people. Larry’s wife of 43 years, Claudia, is the company secretary; two sons, Larry IV and Paul, are on staff. “Everyone has been here at least 25 years. Nobody quits.”

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Do you know how to keep customers?



It's all about the relationship

The best way to keep customers is to not have any. If you don't have customers you can't lose them.

I know you are thinking, or might even be saying, "This guy is a complete nut. Just how stupid can he be?"

Before you stop reading, let me clarify what I mean by not having customers. Most people would classify a

customer as someone who buys a product or service from them. If you see people who buy your products and services as simply potential buyers then you are completely missing the boat.

You should view the people who purchase from you as potential clients. Clients are people with whom you build a long-term relationship. It is that long-term relationship that builds a business.

The following are a few ways you can build long-term relationships and reap rewards in your business:

1. Talk with your client to determine what their needs are and what challenges they face. Be honest with them about whether your products or services can benefit them. If there isn't a good fit – this time – tell them that and help them find someone who can help them.



Jack Klemeyer

2. Get to know your clients as people, because that is who is buying from you – people. Harvey MacKay created a great tool for this process called the MacKay 66, which consisted of 66 questions to answer about each client. (Let me know if you would like me to send you a copy of the MacKay 66.)
3. In a buy-sell relationship people are trying to sell you something all the time. Every time you hear from them it is to sell you something. I don't know about you but I really get tired of this type of relationship and your clients will, too. Pretty soon, they won't want to hear from you.
4. You may not have heard of Joe Girard, but he was a famous car salesman that sold more cars than anyone else ever had at the time. He built his entire business by sending thank you and greeting cards. In fact, he sent so many, he employed three full-time staff members to send them out for him. He sent thousands of cards every month and on the front of each card he wrote "I like you."

There is no reason to believe Joe's referral strategy will not work for you. Consider that that over the course of the year you spent \$10 on cards sent to one family. If you got just one referral from that family you would make enough profits to send them cards for years. If you get several over the course of several years you would build a referral business like you have never imagined.

Build relationships to build long-term clients. Find a strategy that feels comfortable for you and works for you. It might take a little trial and error, but the results could be profits greater than you ever imagined.

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

Bringing outdoor air indoors

Many people enjoy the opportunity to open the windows and welcome fresh air into their home. This year has provided many mild days and cool nights to enjoy the fresh outdoor air in our homes.

These mild temperatures also allow us a short break from high cooling and heating bills. Here are a few tips on how to benefit from the mild temperatures and fresh outdoor air:

- Turn the heating and air conditioning system "OFF" - The last thing we want to do is pay to heat or cool our homes while the windows are open. Every thermostat has an "OFF" setting. In this position, neither the furnace nor the air conditioning system will run.

- Set the furnace fan to "ON" -

There are many opinions regarding the fan setting - "ON" or "AUTO" position. (I will save this discussion for a later article.) For now, the windows are open and we are rely-



Jod Woods

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ing on the breeze to exchange the stale air in our homes with the fresh outdoor air. If the circulation fan is set to the "ON" position at the thermostat, we are pulling this fresh air into the home and circulating it through the ductwork 24 hours a day. Although the FAN is "ON" the SYSTEM is "OFF", so only the circulation fan will operate. This fan uses very little power, and running continually will not damage it.

- Replace the air filter -

This will remove the odors and allergens that have collected in the filter during the summer. Circulating fresh air through a dirty air filter accomplishes very little.

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



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IU Health Morgan Hospital announces a significant investment in its healthcare campus

Indiana University Health has announced it will immediately invest several million dollars in its IU Health Morgan Hospital campus. The investment will help transition the hospital from an acute care inpatient facility to an outpatient health center. This investment will enable IU Health Morgan to provide more of the services the community needs today to stay healthy, while strengthening IU Health's ability to provide quality healthcare services in the future.

"This investment is noteworthy in many ways," said Doug Puckett, president and CEO of IU Health Morgan Hospital. "It shows that IU Health is committed to delivering high quality healthcare services to our community, as well as building a viable healthcare facility for future generations. In addition, because nearly 90 percent of the patient services we provide are performed on an outpatient basis, we will be using this investment to adjust our portfolio of patient services to better meet the needs of the people we serve in this community."

IU Health Morgan Hospital plans to offer a full range of services based on the community's needs for health and wellness. The services offered include comprehensive primary care and specialty physician care, women's health, emergency and



Morgan Hospital

urgent care services, diagnostic imaging and lab testing, endoscopy, physical, occupational and speech rehabilitation, pain management, cardiac rehabilitation and cancer care.

The first phase of the investment will go toward service enhancements, extensive facility construction, technology upgrades and making facilities more conveniently accessible for patients and families. Building on the recently added cardiology, pulmonology and urology physician services, an IU Health Riley pediatrician and two additional family medicine physicians will be available by mid-2015.

Transportation to facilities that provide care for more complex illnesses or injuries is another identified community service need. Puckett said that local leaders are exploring economical and convenient options to provide transport to acute

care services in Indianapolis and Bloomington.

IU Health understands the importance of acute behavioral health needs of individuals in the Morgan County area and will keep this at the forefront as future plans are determined for the hospital's Bridges Behavioral Health inpatient unit for seniors.

Fully accredited by the Joint Commission of the Accreditation of Healthcare Organizations, the College of American Pathologists, the American College of Radiology, and the American College of Surgeons Commission on Cancer, Indiana University Health Morgan Hospital offers personalized patient care and a wide range of diagnostic and treatment services.

As the only nationally recognized healthcare system in Indiana, Indiana University Health is dedicated to providing a unified standard of preeminent care. A unique partnership with Indiana University School of Medicine – one of the nation's leading medical schools – and the depth of experience from the most complete network of highly skilled specialty and primary care physicians, gives IU Health unparalleled strength in delivering assurance to patients. Discover the strength at iuhealth.org.

Networking Opportunities

Martinsville Chamber of Commerce:

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

Rotary Clubs:

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

Business Networking International:

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

Mooresville Chamber of Commerce:

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

Morgan County Toastmasters Club:

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

Business & Professionals Exchange:

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

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.

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, e-mail: 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.

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Social media tips and tricks

Has your business added social media to its content marketing strategy? Perhaps you are on the fence about participating, or maybe you have been active on social media but aren't sure if you're going about it correctly. Here are a few tips and tricks for those businesses already posting, and perhaps some reason to convince other businesses to start the process:



Susan Young

- **Social Media expands your business visibility.** Social media is a great place to stay top of mind among your customer base when they are ready to make a purchasing decision. If you are posting daily on social media, customers will remember your brand. Depending on what you share, you will be positioning your company as an authority in your industry, thus becoming a trusted advisor to your prospects.
- **Social Media should not replace existing advertising methods.** The tried and true methods of advertising may and should still work for your business. Don't abandon your strategic marketing plan and put all of your "eggs" (budget) into the social media basket. Use social media in tandem with other marketing methods, and balance your budget accordingly.
- **The main cost of social media is time.** Social media is surprisingly affordable. While there is no cost to create an account and post on social media, your time (or the time of an outsourced social media manager) is the main cost. The good news? The more time you put into social media, the more you'll likely get out of social media, in terms of an increased following, web traffic, and brand awareness.
- **Social media should not be taken lightly.** You only have one social media account for your brand on each platform. This account represents your company and its reputation. So tread lightly when hiring a social media manager. In my opinion, an intern or \$10/hour employee won't

have the same impact as someone who has years of industry experience or is a professional social media manager.

Social Media Posting Tips:

To set up your social media account for your business, here are some things to make your life easier:

- **Keep your business and personal pages separate.** Many small companies don't do this, but even a solopreneur should have a separate business and personal page/account – particularly on Facebook. I enjoy a good family or pet picture every now and then, but when I'm looking for business news, I don't want to see these kinds of posts.
- **Keep it 80% educational, inspirational and conversational and 20% promotional.** This is the most common error of all business accounts on social media. They post too much advertising about themselves and not enough valuable content. Use your posts to share interesting or educational information about your industry. Promote others in your industry or re-post an industry association's post (with attribution of course). Engage in conversations with your social media audience. Don't just sell to them.
- **Follow to be followed.** Wonder why you don't have followers on your pages? Try following others, and using some of the tips above to share and engage with others. I promise your number of followers will increase.
- **Post daily.** The world of social media moves much faster than other types of media. To compete, you need to be posting daily, if not several times a day, to get noticed. Think about times when your customers might be online, and try to experiment with various times of day to arrive at an ideal schedule that works for your business.
- **Automate but still show engagement.** While tools like HootSuite and auto-scheduling features on some social media sites can save you time, make sure you are still logging in several times per week to respond to requests, engage with others and see what everyone else is posting. If you "set it and forget it" with your posts, you are missing out on the interaction that makes social media such a great platform for communication.

Susan Young is the owner of AimFire Marketing, a full-service marketing firm specializing in websites, SEO, blogging and social media management. For a complimentary marketing analysis session, visit her website at <http://www.aimfiremarketing.com>, call (317) 456-BIZ4U (2494), or email syoung@aimfiremarketing.com.

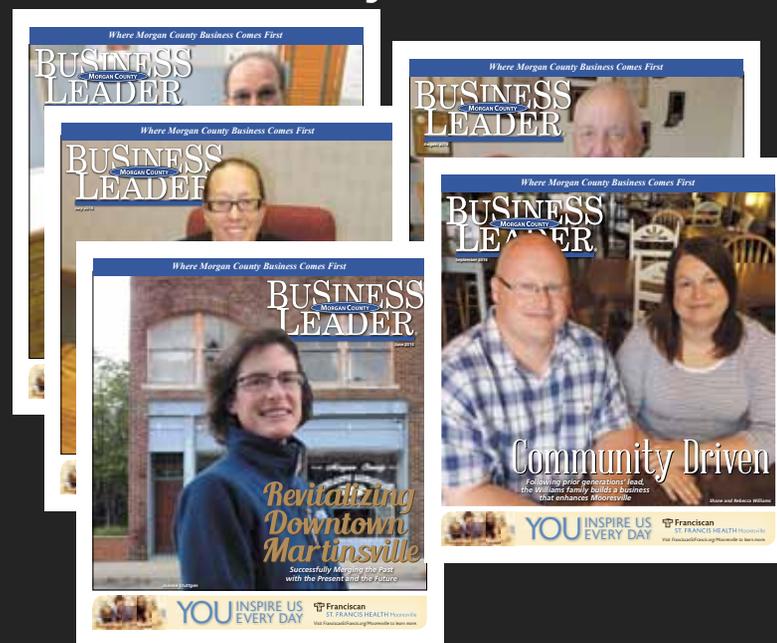


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We hope you can join us for Morgan County Business Leader's October Cover Party sponsored by First Merchants Bank. Come for food, fun and networking at the Business Leader's Premier Cover Party. Connect with your community's business leaders, enjoy appetizers, and win prizes in this fast-growing, business-to-business networking event, as we honor cover subjects:

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A century of healing, hope and inspiring good health throughout Central Indiana

In an era of both innovation and uncertainty, two Sisters of St. Francis of Perpetual Adoration arrived in Beech Grove, Indiana in 1909 at the invitation of Father Peter Killian, pastor of the fledgling Holy Name Catholic Church.

The newly-formed city of Beech Grove was part of the industrial community on Indianapolis' south side, but no health care facilities were available for the workers or the residents, many of whom had nowhere to turn for medical treatment. The Sisters recognized this need and the opportunity to serve.

The Sisters traveled by buggy from Lafayette, Ind., where they had opened their first hospital in the United States, St. Elizabeth, in 1876. Founded in 1863 by Mother Theresia Bonzel in Olpe, Germany, the Sisters of St. Francis were known for living out the ideals of St. Francis of Assisi, caring for the poor and those in need of health care.

"When Mother Theresia started our congregation, she didn't intend to leave Europe," said Sister Marlene Shapley, vice president of mission services for Franciscan St. Francis Health. "But because of the culture war on the Roman Catholic Church, coupled with the invitation of Bishop Dwenger to establish a convent in Indiana, she placed her trust in God, put six sisters on a boat and sent them to America. And we flourished because of her faith."

After several years of construction and just before the start of World War I, on July 5, 1914, St. Francis Hospital was dedicated to care for the sick in central Indiana. The original hospital building had 75 beds, offering medical and surgical services, an operating room, X-ray and laboratory facilities, a pharmacy and an emergency room. In its first full year, it admitted 347 patients.

Over time, the St. Francis Hospital expanded in size and fostered innovation. Record-setting and noteworthy additions included Indiana's first cobalt radiation therapy area for cancer in 1957; the 1969 installation of a Coulter S. Blood Analyzer to provide complete blood analysis in 40 seconds; and the development of a Special Care Nursery for ill newborns in 1975.

By the time of the last expansion in Beech Grove in the 1970s, the hospital included 500 beds. Through the 1980s, hospital services and programs grew and more space was necessary to support new technologies and serve an ever-growing population in central Indiana.

In an effort to increase care across the region, the Indianapolis hospital, located on Emerson Avenue, was constructed in



1995. It offered space, interstate access and room to grow while still providing care to existing south side communities, as well as new communities.

It first served as an outpatient center complementing the Beech Grove hospital. As needs in the communities continued to grow, a full range of inpatient services were added to the Indianapolis campus.

However, as the model of health care changed, focusing on wellness and closer management of chronic diseases, inpatient stays grew shorter and fewer in numbers. At that time it became necessary to consolidate services to the Indianapolis campus and close the Beech Grove facility in spring of 2012.

Though a difficult and carefully considered decision, combining the two hospitals under one roof enabled more efficiency and cost-savings, eliminated duplication of services and further enhanced the level of care patients expect and deserve.

In 2000, the Sisters pursued an opportunity to serve southwest of Indianapolis and acquired Kendrick Memorial Hospital, now Franciscan St. Francis Health-Mooresville. Kendrick had its earliest beginnings in 1881 with Clark Robbins, MD, and was one of the first facilities in the nation to provide specialization in colon and rectal care. Through its early years, and under the guidance of several physicians including William Kendrick, MD, in 1956, it flourished.

Over time, its services diversified and grew to include internationally-recognized joint replacement surgery. Franciscan St. Francis Health added outstanding cancer care, obstetric services, outpatient surgery, imaging, lab and emergency services serving Morgan County, southwest Marion County and beyond.

The latest addition to the central Indiana region is Franciscan St. Francis Health-Carmel, a new model of short-stay hospital which opened in mid-2012. It offers a variety of orthopedic and outpatient surgery, along with primary and specialty care offices

and imaging, lab and physical therapy services.

Today, Franciscan St. Francis Health treats more than 23,000 inpatients and 1.4 million outpatients yearly at its three campuses. Many of its services are ranked nationally for clinical excellence. In fact, the Indianapolis campus has received the Healthgrades Distinguished Hospital Award for Clinical Excellence for the past three years, placing it in the top 5 percent of hospitals in the nation. Heart and orthopedic services, among others, also received top honors for clinical care.

Franciscan St. Francis Health is a division of Franciscan Alliance, which includes 13 hospitals in Indiana and Illinois. It also acquired what is now known as Franciscan Visiting Nurse Service and Franciscan Immediate Care to better serve the growing needs of patients. Franciscan Physician Network, also a division of Franciscan Alliance, includes more than 200 primary and specialty care physicians in the central Indiana region alone.

Although the system has expanded tremendously over the century, the Sisters have remained constant in their mission: "Continuing Christ's Ministry in Our Franciscan Tradition."

"As I look back on our 100 years, I see that our greatest strength with Franciscan Alliance, and in particular Franciscan St. Francis Health, is the Sisters' and this organization's commitment to our mission and values," said Robert J. Brody, president and CEO of Franciscan St. Francis. "I feel blessed to be associated with this organization."

Franciscan St. Francis is celebrating its 100th anniversary with activities throughout 2014. A permanent historical photo display was installed at Franciscan St. Francis Health-Indianapolis near the outpatient entrance and will feature a 100-year video later this year.

Employees will enjoy an old-fashioned picnic as well as have the opportunity to give back to the community through service projects.

The public also is invited to join the celebration at the highlight of this year's events. The Franciscan St. Francis Health Centennial Gala is Saturday, Sept. 27 at the JW Marriot in Indianapolis. The gala will celebrate the compelling history of Franciscan St. Francis but will also focus on its future.

Proceeds from the event will benefit the hospital's Hospice House, whose construction began earlier this summer. The facility is slated to open in 2015 and is expected to serve 600 patients and families annually.

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Sheriff's Sales

Current updates available at http://morgancountyjail.org/index_003.htm
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 cashier's check. We do not accept letters of intent to purchase from your bank. Not responsible for typographical errors.

Boys and Girls Club extension opens at Newby Memorial Elementary



Brigitte Gurden, Executive Director, Boys & Girls Club and Jim Hess, President, Mooresville Chamber of Commerce perform ribbon cutting at Newby Elementary School

The Boys and Girls Club of Morgan County recently opened up an extension site at Newby Memorial Elementary on Tuesday, August 5, 2014. This program meets the needs of the local community by providing a fun, educational, and safe environment for the students of Newby Elementary. Those enrolled as members participate in homework time, core programs targeted for positive youth development, such as a drug prevention program, healthy lifestyle programs, and an academic achievement program to help increase grades and test scores. These programs are grouped with a fun environment to make them enjoyable for the members. Present attendance has reached an average of 70 kids a day.

Morgan County Leadership Academy visits Franciscan St. Francis

The Morgan County Leadership Academy (MCLA) held their August session at Franciscan St. Francis Health – Mooresville with the theme of Health and Wellness. The participants heard a fascinating history from retired facilities director Dan Young, going back to the hospital's founding at the turn of the 20th century.

After a tour of the entire hospital facility, the class heard about the status of prescription drug abuse in Indiana from local resident Kristi Dunigan and Michelle Sybesma, both assigned to a special drug abuse task force by the Indiana Attorney General.

Another session offered a moving presentation of the League of Miracles, a sports league formed in Mooresville (leagueofmiracles.org) to offer recreational opportunities for those with special needs. The MCLA also learned about the two free medical clinics in Morgan County and an update on the two Morgan County Parks and Recreation projects outside of Paragon and in Waverly.

A big thank you to MCLA board member Sarah Richardson for planning this month's session. Next Month's closing retreat will be held at Highland Lakes Camp



outside of Monrovia.

The Morgan County Leadership Academy (MCLA) is a not-for-profit organization founded in 1994 whose mission is to build a stronger Morgan County by bringing together a diverse group of emerging and existing leaders to enhance their leadership skills, increase their community knowledge, and inspire their commitment to serve. Participants meet on the second Thursdays of the month from January-September.

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