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MORGAN COUNTY

December 2016

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Marlyn and Jim Parker



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Peace on Earth

Peace of mind, peace in the world, peace and love. Peace is a word that is thrown around a lot and it is one that is used frequently, especially this time of year. "Peace on earth" is a refrain that we hear from mall speakers and read on drug store greeting cards. It comes off like a buzzword. If we say it enough maybe, just maybe...

The idea of peace on earth first came from the Bible in the book of Luke, where the story of the first Christmas was told. A choir of angels appears to some shepherds and the angels say to them: "Glory to God in the highest, and on earth peace, good will toward men."

Well said, isn't it? It is so catchy that we've latched onto it. It is a hope, something everyone strives for. Perhaps not a goal we think about daily, but peace is something we would take if we could get it. And goodwill is always a great idea, right?

But what is peace? Is peace the absence of conflict? Is it some sort of quiet and rest that is rarely attained? Is peace a moment in which you have no problems, or a moment when you are able to forget that you do? What brings peace and how do we keep it?

Peace is not a thing we can generate. Peace is not something we must wait for or hope it falls our way one day. It is not any of these things.



JIM HESS
From the Publisher

Look again at more of what the angels said to the men with their flocks:

"Do not be afraid. I bring you good news that will cause great joy for all the people.

Today a Savior has been born to you; he is the Messiah, the Lord...

Glory to God in the highest, and on earth peace, good will toward men."

Here is what the angels were saying: "God is praised here because this Child will bring peace to the earth that no one else could bring, and this peace is for the benefit of all mankind." And so it is. For in Christ's arrival we find that peace is not the absence of conflict; it is the presence of His blessing. True peace on earth points to Christ alone.

Merry Christmas and Peace on Earth.

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**"What is peace?
Is peace the absence of conflict?
Is it some sort of quiet?"**

BUSINESS LEADER

MORGAN COUNTY

"Declaring the good works being done"

For we are God's handiwork, created in Christ Jesus to do good works
Ephesians 2:10

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Science and sweat of the brow

First Response Services

Mark Mauck, Owner
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By Elaine Whitesides

Morgan County Business Leader

Today, most everyone understands reaching a point where you feel you can do something better outside the confines of a job or an organization. For some, that tipping point motivates them to start a business.

Mark Mauck was a Ball State graduate who had a double major: geology and soil science. He took a job with the Indiana Department of Environmental Management in the emergency response division. "If there was a chemical spill from a truck, facility, or airplane," Mauck said, "I would respond to that site and make sure it got cleaned up properly."

He said he loved his job, but not everything else that went with it. In 1999 at the age of 37, Mauck felt it was his time to "branch off and do it."

Stepping out and opening the doors to business

A long time and committed learner, Mauck took an educated approach. "I started a niche business. It was carpet cleaning that could do what no one else could do." Primarily in residential homes for red spots and bleached out spots, but also for problem stains caused by things like markers, dog urine, and nail polish, Langenwaller Carpet Cleaning uses dyes to return the carpet back to its original colors thereby preventing complete replacement of the carpet.

Mauck was strategic about building his business. He created relationships with apartment owners and complexes as a source of jobs. He also approached traditional carpet cleaners, hoping that he could develop partnerships to remediate the stains they could not remove. His marketing plan to partner with carpet cleaners hadn't been successful, so after six years of trying, and at the request of his apartment customers, he added general carpet cleaning to his services.

Diversifying to meet customer demand

The business was running smoothly and growing when customers started expressing a need for water mitigation. "I had mastered the carpet services, and now I needed something else to spark my interest," Mauck said. With water issues come mold issues, too. Mauck's customers wanted someone they could trust to do a proper and good job, so they started pressing him for quotes and estimates for mold remediation. Because of his background and interest in all things science, his interest was piqued.

After consideration, Mauck saw the opportunity outweighed the risks. Mold remediation was a natural progression in the services he offered, but it had to be done right and properly to meet his standards.



Mark Mauck

He sought out education and certifications offered by the Institute of Inspection Cleaning and Restoration Certification organization. As the Standards Developing Organization in the industry, their instruction is aligned with state and federal regulations and requirements, including those of OSHA. Mauck's interest in protecting the environment, combined with his personal standards of doing a job right, made obtaining the proper certifications a no-brainer. He is certified as a Water Restoration Technician (WRT), an Applied Microbial Restoration Technician (AMRT) and as a Health and Safety Technician (HST).

Mauck established First Response Services offering water mitigation and mold remediation. "I self-educated myself, became proficient and certified. When people are selling their homes and inspectors find mold, we are called to clean it up. After home inspectors and real estate agents became familiar with First Response Services, new strategic partnerships were formed and referrals started coming in."

somebody who wants to work, earn money, and be willing to learn."

Running a business and making it a success is hard work and a lot of trial and error, Mauck says. In addition to flexibility and unwavering tenacity, Mauck says entrepreneurs have to do one more thing. "To build, you have to have systems set up," Mauck said. "Being technically good at something doesn't mean you can run a business. It doesn't mean you can't. You just have to set yourself up."

For family and community

Mauck loves living in the country outside Waverly with his wife, Jane. They have two daughters, Julia, who lives and works in Houston and Caroline who attends Gannon University in Erie, Pa. Mauck and his family originally settled in Morgan County because he needed space for his equipment. But they have found that the country setting suits them well. Small business owners work hard and put in long hours, but they also have flexibility to spend time with family and that made home in Morgan County even more enjoyable for the Maucks.

"I believe I live in the greatest country in the world," Mauck said. "and I am blessed to have what I have and I know it. So I give back to those who are less fortunate. My parents taught me that that is something you do".

"Part of my service to the community," Mauck said, "is to refer great people who are reliable and trustworthy." Mauck says he likes all kinds of people and everything is built on his desire to help, make sure people are not taken advantage of, and get quality services that meet their needs.

"People either live where they want to live or live where they want to work," Mauck said. Sounds like Mauck is able to do both with his business and home in Morgan County.

Building a business that has lasted for 17 years

On the business side, Mauck said, "I knew I could do whatever I put my mind to, but in the beginning it's cold call, cold call, cold call. When you are starting, you do anything."

Strategic partnerships are, in his words, "a way of getting the bread and butter going." Then other services grew based on customer needs. "Expansions are not risks to me," said Mauck. "They are another way to serve my customers. I believe that superior service builds trust and relationships. Taking care of customers, bending over backwards working with them and for them is the important thing."

First Response Services employs ten full-time people. Although Mauck agrees finding quality people you can trust can be a challenge, he has found what works well for him. "Most people," Mauck said, "want to do a good job and be thanked for it. I'll take people new to the industry and put them with senior employees and guide them both through how and what to train and everyone grows."

He says it is important to recognize that not all people are detail-oriented. He lets them use their abilities in jobs that suit them best. Every day presents new situations and challenges, so when he's hiring, Mauck said, "I'm looking for

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3 'Ts' we need now more than ever

In the wake of the most negative and divisive presidential campaign in United States history, there are three "Ts" we need now more than ever before.

Truth

The first "T" is Truth. Everyone needs to return to truth-telling and less prevaricating in everything we do. In all the negative, partisan spin of advertisements and messages, it seems the truth was absent. Perhaps the truth didn't serve either side or maybe the truth was inconvenient. Whatever, truth needs to be in all we do now, tomorrow, and in the future.

Trust

Once truth is re-established, the next "T" to immediately implement is Trust. Trust is one of the most sacred gifts we can give another person or group. Consider how you feel about trust. Is it absent today? Make efforts to build and extend trust to others. It is truly taking the high road.

Tranquility

The third "T" can be implemented immediately even with the presence of truth and trust. That "T" is tranquility, the ability to maintain calm.

I've heard of friendships of 20 years or more being ripped apart over a social media post of one political position or another. Let's all just calm down. As the late Rodney King once said,



**JACK
KLEMEYER**
Business Coach

"Can't we all just get along?"

Here are three simple beliefs that can help you remain calm and at peace:

The first is the belief that I hold to be true, "If I am not the problem, there can be no solution." To me that thought is so powerful. It reminds me that we are the source of our problems and that I must look to my responsibility first before jumping to blame someone else.

The second and third beliefs come from my studies of Neuro-linguistic Programming (NLP). The first of the two is: The only meaning in something is the meaning I assign to it. If you hold that as a personal belief and someone says or posts something, then it is truly up to you whether or not you become offended.

Lastly is this: Behind every behavior there is

a positive intent. The question to ask to move you from judgment and condemnation of the other person is, "What on earth could possibly be the positive intent behind that behavior for them?" Remember that not everyone holds the same values, beliefs or morals, and so the answer doesn't really matter, just stopping to ask the question is what changes our perspective – and produces a different point of view.

We should all stop looking for ways to be offended, remain calm, and look at others and the world with a more open perspective. That will allow us to tell the truth, trust, and truly offer peace and good will to one another.

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. As a John Maxwell Certified coach, speaker, trainer and facilitator of Mastermind groups for business owners and professionals, his results-driven philosophy calls for action and accountability. He and his Grow Your Business™ team are dedicated to taking businesses and their owners to the next level. Jack can be reached at Jack@GYBCoaching.com or at 317-755-6963. Learn more at GYBCoaching.com.

Remember that not everyone holds the same values, beliefs or morals ... stopping to ask the question is what changes our perspective – and produces a different point of view.

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Be the positive change in the world

December can be a stressful time. Shopping, traveling, hosting friends and family, and even working can add to the end-of-year stress. When stress is present negative thoughts and actions can follow. Changing the way we face everyday situations can change the negative to a positive.

Winston Churchill said "Attitude is a little thing that makes a big difference."

Take these four steps to add some positive to your attitude:

- 1. Look for the good stuff.** Although it does not always seem like it, something good can be found in any situation. It may not be clear at first, but if you look for it, you will find it. Even in the most difficult circumstances, with time, there is often something beneficial that you learn from the situation.
- 2. Get rid of negativity.** If you associate with negative people, you will likely adopt their negativity. People are drawn to positive people because they are more enjoyable to be around. If there is anything else that brings you down, let it go.
- 3. Share your happiness.** When you share happiness with others, it makes their day brighter and encourages them to do the same. You can keep it super simple: Pay a coworker a compliment or, take



LARRY BAILEY
Wellness

time to help someone, greet a stranger as you walk pass, or thank someone for making coffee in the morning. One nice act begets another.

- 4. Smile.** And laugh daily. Even if you are upset or unhappy, it will improve your mood and relieve stress.

A positive attitude feels better than a negative one. It's up to you to choose your attitude, so choose wisely.

Larry Bailey has been a member of Indiana University Health's staff since 1992 and currently serves as President of both IU Health Morgan and IU Health Paoli Hospital. He holds a Bachelor of Science degree in Business from Indiana University and completed his MBA through Morehead State University. He is a member of the American Institute of Certified Public Accountants and the American College of Healthcare Executives.



The Morgan County Leadership Academy continues to build momentum as one of the county's most exciting programs by impacting, educating, and inspiring people within the greater Morgan County business and marketplace arena.

The 2016 class of participants concluded their year with a graduation ceremony on September 29 at the REMC Community Room in Martinsville. A record 24 graduates completed this year's program. The 2016 graduates were Kelly Alcala, Douglas Burns, Steven Correll, Lori Craig, Jacque Deckard, Amanda Dickson, Sara Dungan, Cassie Jones, Sandra Knorr,

Eric Lashbrook, Bethany Latham, Matt Latham, Mark Lemieux, Kristinia Love, Nathan Lowder, Robin McDaniel, Chris Oganowski, Amy O'Neal, Abby Pratt, Jerry Reecer, Joshua Smalling, Shannon Townsend, Jod Woods, and Brent Worth.

The MCLA is seeking applications for the class of 2017. If you would like to know more about the MCLA and are interested in personally enrolling or would like to enroll one or your employees into the MCLA, please visit our website at www.morgancountyleadershipacademy.com for more details.

The Trump effect

Within 3 days of Mr. Trump's stunning win of the White House, the S&P 500 was up over 3% from its election eve close. Within 11 days, the S&P 500 had achieved a 5% gain. I have written in this column numerous times how "conventional wisdom" is so very often neither conventional nor wise. The 2016 election proves that axiom yet again. Conventional wisdom is neither conventional nor wise.

As we head into 2017, it appears that the market has already begun to choose some winners and losers, at least in the investment world. Mexico? Loser. Investments with a Mexican bent had already begun to nod off as Election Day got closer, but when Mr. Trump won, they promptly fell all the way out of bed losing 20% of their value within a few days. (www.bigcharts.com)

On the plus side, infrastructure companies, aerospace and defense companies, energy, and financials started to move higher. Both Mrs. Clinton and President-Elect Trump had often spoke of the need to invest in the bridges, roads, airports, power companies and railway systems that undergird our economic system. After Election Day with Trump on top, people spoke of their belief in his abilities by snapping up companies closely poised to profit from his anticipated infrastructure spending. The new president has made no bones about his ill will to federal regulations. The financial industry is highly regulated and is a



JEFF BINKLEY
Finance

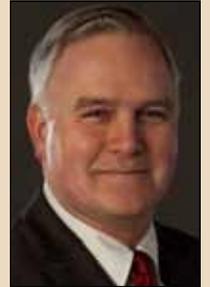
prime target for Trumpian deregulation focus. Big banks and other BIG MONEY companies shot up dramatically immediately following the election. And last but certainly not least, Aerospace and Defense companies shot up as well (Pardon the pun). Apparently investors think Mr. Trump will come through on his campaign pledge to rebuild our military into what it once was.

Conventional wisdom said a Trump presidency would send the markets into a tail spin. For now at least, We The People seem to have spoken in defiance of conventional wisdom. And We're speaking with our investment dollars.

None of what I have written above should be construed as buy or sell recommendations for any investor without thoroughly discussing your specific situation with a professional advisor. The Binkley Wealth Management Group LLC is a FEE-ONLY Independent Indiana Registered Investment Advisory Firm and is not compensated by commissions in any way. Mr. Binkley can be contacted via email at Jeff@thebinkleygroup.com or phone 317.697.1618

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ENVIRONMENTALLY CENTRAL

NuGenesis sustains a sound business through Household Hazardous Waste Recycling

By Elaine Whitesides

Morgan County Business Leader

A midden is the term used by archeologists for a garbage or trash heap. Archeologists are known to love middens because of the rich cultural finds uncovered in them. So when it was revealed that Jim Parker was a project manager for an archeology company at one point in his career, it made sense that he moved into the disposal industry, too. Jim and his wife Marlyn are the co-owners of NuGenesis, Inc. in Mooresville.

The name of the company may not be familiar, but if you have ever heard of or attended a Tox-Away Day in your community, you have been in contact with it. NuGenesis is the only company that specializes in bringing together various disposal and recycling services and is Indiana's largest provider of community Tox-Away Day Collection programs.

Jim and Marlyn wanted to provide a service that improves the community in addition to employing seven people full-time. He said, "There is a sense of what is right to do with people to take care of your family, community and environment. It's the proper thing to do."

Both Parkers are native Hoosiers who came to Morgan County to build the NuGenesis facility on Hancel Parkway. Jim had been in the solid waste industry for many years. He held the position of solid waste District Director in both Brown County and Lawrence County, Ind. His last position before starting NuGenesis was as part of the team that created the Appliance Recycling Center in Plainfield through a grant from Indiana Department of Environmental Management, the West Central Solid Waste District and Region 5 Environmental Protection Agency.

The purpose of the Appliance Recycling Center was to establish an economically viable and environmentally safe method for the disposal of white goods and other household appliances. After the grant ran out, the operation went through a variety of owners. But the process remained essentially the same: they would go into an area and remove thousands of non-energy efficient appliances on behalf of utility company programs that would offer retrieval of old appliances. Once removed, they would then dispose of the appliances in a safe and environmentally sound manner. In other words, preventing them from going into landfills and other trash heaps.

Even though the operation grew larger and larger and they were servicing the entire state and beyond the borders, the last owner began spinning off branches of their operations. One of those to go was the Plainfield operation. It was slated for closure.

Through the efforts of his boss, Jim Parker and his wife Marlyn became the owners of the operation – now without a name – over a seven-day period. The Parkers had not considered small business ownership and had little time to mull over the idea before they agreed to it and became entrepreneurs. It was

a new beginning for them and hence the name of the business: NuGenesis. Not only a new beginning for them, but the name also illustrates the idea of taking old, worn out things and turning them over into something new – giving the components a new beginning, too.

That was in December, 1999 and, just like other small business owners talk about growing a business, Jim said, "It's a learning curve like all business life cycles. The market changes, there are changes in elected officials and they make different decisions; all those things affect our business."

NuGenesis began as an appliance recycling company that has, since opening, processed more than 250,000 Freon appliances. In fact, NuGenesis remains one of the largest providers of Freon recovery services. But with the changes in municipal policies and programs, the business had to change as well because their supply chain was dwindling as programs were being reduced and eliminated.

NuGenesis evolves into a HHW broker

They made a decision to change the business model. Not only would NuGenesis collect and process appliances, but in an effort to increase appliance collections, the company began Household Hazardous Waste (HHW) programs. In addition to getting rid of appliances, people would have a place to dispose of other HHW items in an environmentally sound way.

In the Tox-Away Day Collection, people can bring HHW that includes tires, electronics, appliances, non-narcotic medications, sharps, hazardous or toxic materials like paints, cleaners, insecticides, oils, fertilizers, batteries, fluorescent lamps, and even things like thermometers or other items containing mercury. NuGenesis has created a national network for the disposal of HHW and brokers the materials to the companies that will recycle them, use them, or turn them into other products.

When NuGenesis brings in all manner of HHW, they then sort and process it as needed. They then package it and send it out to the companies and organizations that can reclaim components for recycling or to be used for other products. For in-

stance, NuGenesis takes in tires. They ship them to a company in West Virginia where they are utilized as recycled products, playground materials, or permeable layer land cover.

Environmental activist and business man, too

Parker has been very active in the environmental and recycling field in Indiana for a long time. He has been active in the Indiana Recycling Coalition, serving as president and on the board for more than 18 years. He was also intimately involved in the E-Waste Recycling Bill signed into law by Mitch Daniels in 2009.

"I have always been an environmental person," Jim said. That is what drives many of the decisions and what motivates him to take risks in his business. For instance, Jim described making the decision to collect used oil and broker it out to companies that use it as fuel. He says at the time, oil was very expensive and the demand was there. When the price of oil dropped, the market did, too. By that time, he had invested in equipment and materials which were then underutilized.

"It changes," Jim said. "That's the nature of business. You just have to find something else to do with the equipment and materials." Although it has been a couple of years, Jim has now found a new use for the tanker he had purchased. Now, instead of oil, he is filling it with other hazardous waste products and taking it to a company that will turn it into a useful product. This new service will add to the more than 9,750,000 pounds of HHW already recycled or processed through NuGenesis and create another revenue stream.

Entrepreneurs watch for opportunities, too. When Jim and Marlyn saw that the medical and pharmaceutical industry needed a more affordable way to dispose of sharps and medical and pharmaceutical waste, they tapped into their network to find a disposal source. Now, NuGenesis is the largest provider of household pharmaceuticals disposal in the Midwest and is offering services for the disposal of sharps to hospitals, clinics, nursing homes, and assisted living facilities. Another new service and growing revenue stream.

The Parkers have been purposeful in concentrating on a mar-

ket niche to sing Marlyn's company

Accounting People are difficult to dispose of the land an easy

NuGenesis programs turn us their kitchen or oil the disposal Border their co back pr

Alm says, is days an stuff?" mayor, is some in local they nee

needs "Tox value," recycle that av

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Economy

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azardous Waste

NuGenesis, Inc.

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Phone: 1-317-834-8200
Email: nugenes@indy.net
Web: enugenes.com

he: by collecting a variety of HHW products as opposed
le product collections. "That makes NuGenesis unique,"
n said. "We're good at it and that's why some of the larger
nies hire us to do their recycling programs."

ording to the Parkers, recycling makes jobs and serves
unities as a disposal for these materials and appliances.
have to figure out how to get rid of something and there
erent avenues that they have to go through for proper
al to avoid health hazards or pay the cost of taking it to
dfill – if it can be disposed of at the landfill. "We provide
solution that allows them to make a good decision."
Genesis partners with other organizations to develop pro-
that give back to the community. One program might
ed ink cartridges into donations to Riley Hospital for
ids' camps. A portion of the proceeds of the sale of metal
ould go to benefit a local society or program. Funds from
posal of medicines might be donated to Doctors Without
s. "Companies," Jim said, "can provide something back to
ommunities and it's important for companies to have give
ograms."

ost as gratifying as giving back to the community, Jim
when people come through on the Tox-Away Collection
d say, "Thank you. What else am I going to do with this
When Jim hears that, he says he suggests they call their
county commissioner, and council person to say that this
ething they like or want for their community. "The people
government decide how money is used," Jim said, "and
eed to know that this is something of value. The public
o speak out about it."

-Away Days are a better value and better environmental
Marlyn said. "Everything needs to go someplace to be
d for the betterment of environments. NuGenesis makes
ailable to the communities we serve."

Genesis is in the business of the end-of-life disposition of
materials. They are actively preventing the introduction of
materials into the water, air and land in our communities.
y put, Jim said that the purpose of NuGenesis is "making
of life better through environmental stewardship."
ough NuGenesis's commitment, residents of Morgan
y have the opportunity to protect the environment, too.



Marlyn and Jim Parker

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Celebrating success through Fall Cover Party



Dan Moore, Paula Molin, Jim Hess

Connections and relationships is what build a business. For that reason, the Morgan County Business Leader continues to celebrate business leaders in the community through the bi-annual cover party. Sponsored by Home Bank on November 1st, the previous 5 Covers and 10th Anniversary Features were presented with a framed copy of their Cover and an opportunity to share a piece of their story. Joined by many business owners and supporters, it was an evening to network, enjoy food, and build relationships. I too had an opportunity to appreciate each ones accomplishments and contributions to Morgan County.

The evening started with the 10th Anniversary Covers of Chip Keller, Keller Office Supply; Dave Doyle, Big O Tires; Sharon Rivenbark, For Bare Feet; Chris Branson, Carlisle Branson Funeral Service; Joe & Sarah Avampato, Showtime Cinema. Each of these is a great story of perseverance, patience, and passion all leading to success.

The July Cover was Doug & Paula Molin or Molin Enterprises. They are committed to making a difference in the community.

Our August Cover was Dan Lamberson of Aquatic Designs. Not only does Dan design & build beautiful ponds, but educates and trains his customers on providing sustainable plant and animal life that go with his creations.

The September Cover was Bob Whyte of TOA-USA. TOA is a quiet hidden gem. As the County's largest employer, they are proud to be a good citizen and investing heavily in the community.

Our October Cover Story was Jeff & Jod Woods of Economy Heating, Air, & Plumbing. Celebrating their 40th anniversary as

Continued on Page 11



Dan Moore, Dan Lamberson, Jim Hess



Derek Brown; Marti Lambert, Indiana Dream Team Assistant Director; Eric Lashbrook, Indiana Dream Team Founder & Director; Dan Moore, Home Bank President & CEO

Home Bank makes community gift to Indiana Dream Team

Dan Moore, President and CEO of Home Bank SB, presented the Indiana Dream Team with a check for \$18,000 as part of the bank's community gifting program. The donation was made on November 1 at an event sponsored by the Morgan County Business Leader .

The Indiana Dream Team is a non-profit established in 2004 by Pastor Eric Lashbrook with the vision to create a group home facility for young men. IDT provides a Christ-centered Twelve-Step program, classes for life skills and character-building, GED preparation, work experience, family restoration, and opportunities for community outreach. The organization is based on an 82-acre property near Gosport.

Home Bank's gift to the Indiana Dream Team was designated for purchase of a 15-passenger van, needed for transportation in support of IDT's work programs and community service projects. Greg Hubler Chevrolet, which hosted the event, also partnered with Home Bank in securing a van

to meet the non-profit's needs.

"IDT has a proven history of restoring the broken lives and families of these young people in crisis," stated Moore. "Their mission aligns directly with that of our bank's gifting program---service and support for those most in need of hope in our community."

Home Bank's board of directors established the gifting program in 2012 to support non-profits in the bank's market communities. The organization allocates a percentage of its profits each quarter for this purpose, and committee of employees from across the organization is charged with determining use of the funds.

Home Bank SB was chartered in 1890 as a mutual institution which essentially means that it is owned by its depositors. Without private ownership or stockholders, the bank's profits are allocated entirely to its capital reserves, resulting in greater fiscal strength and resources for community support.



Dan Moore, Bob Whyte, Jim Hess



Dan Moore, Jod Woods, Jim Hess



Dan Moore, Mike Dellinger, Jim Hess

Continued from Page 10

a business based upon integrity, honesty, and relationship.

The November Cover was Mike Dellinger, the Ex. Dir. of the Morgan County Economic Development Corporation. Mike believes that Morgan County is positioned to continue thriving. Thank you also go out to Home Bank for sponsoring the

Cover Party. Also to Greg Hubler of Greg Hubler Chevrolet for hosting the event. And to Ralph and Ava's of Mooresville for their fine catering for the evening. Join us the next Cover Party scheduled for early May.

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Dan Moore receives INSPIRE Award

Dan Moore, President and CEO of Home Bank SB, was recipient of the first INSPIRE Award for leadership presented by ADVISA,

a management consulting firm based in Carmel, Indiana. Presentation of the award to Moore was made by Todd Grose of ADVISA at the firm's INSPIRE conference on October 25 in Lansing, Michigan.



work and in life," noted Haas. "At ADVISA, we believe so much in the power of leadership to transform people, companies, and even the world."

Moore joined Home Bank in 1978 and is a graduate of Indiana State University and holds a Master of Science in Management from Indiana Wesleyan University. He also holds leadership positions at both the regional and national levels for the banking industry, including vice chairman of the Federal Home Loan Bank of Indianapolis and membership on the Mutual Advisory Board of the Office of the Comptroller of the Currency (OCC).

Home Bank SB was chartered in 1890 as a mutual institution which essentially means that it is owned by its depositors. Without private ownership or stockholders, the bank's profits are allocated entirely to its capital reserves, resulting in greater fiscal strength and resources for community support.

"Because of our 30-year history working with leaders across all industries, we know that certain leadership competencies are universal," stated Heather Haas, President of ADVISA. "What separates the best leaders from the rest is genuine humility, grit, and the ability to authentically inspire and engage people."

ADVISA created the INSPIRE Award to honor a leader exemplifying these qualities. "This special designation embodies why we do what we do at ADVISA and helps us all aspire to our highest levels of contribution at



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Building your business with social media

Social media marketing can boost traffic to your website, and keeps your company top-of-mind. The value in this alone can be enough to boost your business to the next level. Is your business taking advantage of the opportunities that social media offers?

One of the key tips I give business owners who are unsure about social media is to create a (separate) business account and start snooping around. You can gain a lot of information about how the social media site works simply by joining and following others.

How can you find followers?

A successful social media site has lots of followers, or fans. To start gaining fans, search and follow your top clients, vendors and colleagues on social media. Next, use the built-in email tools to connect with people who are already on your contact lists. Search for people you've met while networking, or follow national brands or industry leaders. You can also get fans by putting links to your social media pages on your website, in email signatures and newsletters, and in ad campaigns. If you've exhausted all opportunities for fans, and you still aren't getting any followers, consider doing some targeted paid advertising, targeting specific demographic information about your ideal fan.

How do you know what content to post?

Pay attention to the kind of information other businesses are sharing on their pages. Sometimes it's funny, sometimes it's promotional, informational or conversational. Social media is not simply about promotion. It's about brand-building and awareness. If you think of social media as a kind of virtual business networking event, it will seem less intimidating. Here are some post ideas:

- Share relevant industry articles
- Mention an event, tradeshow or seminar
- Link to company press releases or blog posts
- Share a quick, educational tip
- Pose a question or survey fans
- Mention new followers/fans



SUSAN YOUNG
Marketing

- Recommend or endorse a partner's product
- Highlight an employee
- Celebrate a special occasion
- Offer social media-only promotions
- When and how often to post on social media?

When you start posting on your own social media pages, do so a few times a day. As more people see your posts, you'll increase your visibility and followers, as well as engage with others online. Keep in mind the audience for whom you're writing, and also the times of days that they would potentially be browsing social media.

Finding Time to Post on Social Media

Now that you are more comfortable on social media, you and your team must find the time to post regularly in order to maintain visibility. This is often the biggest challenge for businesses, which often start on social media with good intentions, and then find that other priorities get in the way. If this is the case, consider outsourcing social media to a consultant or agency, who can keep you visible online, but still allow you to supplement with your own efforts as you have time. Get your team involved in social media training in order to ensure that they maintain consistency while representing your brand.

Susan Young is the owner of AimFire Marketing, a content marketing firm established in 2005. She specializes in website content, blogging and social media management for service-based businesses. To schedule a complimentary marketing phone session, or to subscribe to her marketing tips newsletter, visit her website at www.aimfiremarketing.com, call (317) 456-BIZ4U (2494), or email syoung@aimfiremarketing.com.



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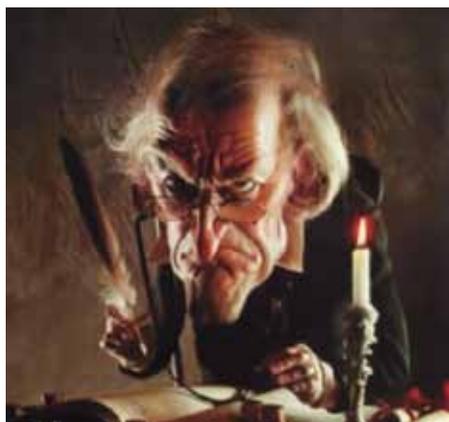
Are you a 'Thermostat Scrooge'?

Do you or someone else in your home or business run around all winter complaining about the thermostat being turned up? Do the others in your home or office huddle around any heat source they can find in an effort to stay warm? Sounds a bit like a scene from *A Christmas Carol*.



Jod Woods

Everyone is looking to cut expenses. Finding a balance between being so miserly with comfort that no one wants to be around and being so wasteful that you cannot afford to be around does not have to be a difficult task. Proper thermostat management and equipment maintenance can make a big difference. High efficient heating and air conditioning equipment can pay for itself very quickly. Utility rebates, seasonal promotions and great financing options make this time of year



a perfect time to consider upgrading to a more energy efficient, more comfortable home or business. Perhaps a conversation about finding ways to cut energy costs is overdue. There are many different ways to stay comfortable without breaking the bank. Contact us at 317-831-5279 to discuss how you can save money and no longer be the "Thermostat Scrooge"!

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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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Morgan County Christmas Assistance

Citizens Bank to Match #GivingTuesday Donations \$1-For-\$1*

Christmas is about giving and feeling joyful during this special time of the year. It's about celebrating with family and friends in a warm home. Unfortunately, not everyone will have the opportunity to celebrate this tradition. Nearly 7,500 residents of Morgan County live in poverty, 3,000 of which are children.

For the second year, the Community Foundation of Morgan County (CFMC) and Citizens Bank are teaming up to encourage Morgan County residents to share the joy of Christmas this holiday season. Giving Tuesday, an online global giving phenomenon, encourages people to give back to their community following Thanksgiving. Once again, donations will support Morgan County families county-wide via the Morgan County Christmas Assistance Program through Churches in Mission. Citizens Bank will be offering a \$1-for-\$1 match for every online donation made through the #GivingTuesday campaign.*

"By partnering with the Community Foundation we are honored to have the opportunity to encourage Morgan County citizens to #GiveGreater on #GivingTuesday," said Citizens Bank President, Keith Lindauer.

The CFMC will be spearheading this event through the online crowdfunding platform, Youcaring. Danie Becknell, CFMC Communications Officer stated, "It is our goal through this online campaign to help bring Christmas to families who may not otherwise have the opportunity to celebrate with a holiday dinner and gifts for the entire family."

To maximize the resources within Morgan County, Churches in Mission is leading the coordination of a variety of agencies and groups to assist families from Eminence to Morgantown, Paragon to Waverly. More than 1,000 families will need assistance this Christmas in the form of children's gifts and holiday meals. In 2015, \$12,620 was donated during the 24 hour online event, funding 400 families at the Churches in Mission Christmas Shops in Martinsville and Mooresville.

Alice Cordes, Executive Director of Churches in Mission said, "I was absolutely stunned at the amount of money that was raised." Cordes stated that she was speechless when she learned that more than \$10,000 was donated from community members in addition to the \$2,500 matching donation from Citizens Bank. "It speaks again to the heart of this county, they



Community Foundation
of Morgan County, Inc.



always come forward when there are those who need assistance," Cordes said.

How to Get Involved

Donate on Giving Tuesday: All online donations made during the Day of Giving Campaign sponsored by Citizens Bank will be matched \$1-for-\$1. Donations as small as \$5 to \$10 can make a lasting impact on families during the Christmas season, larger donations, such as \$25 to \$100 will assist multiple families through this \$1-for-\$1 match on Giving Tuesday.

Volunteer: School classes and groups, civic organizations, scout troops, and youth groups have all helped to keep the Churches in Mission "Christmas Store" and pantry stocked.

Donate Clothing, Toys and Food: What is Christmas without a festive holiday meal and a present or two under the Christmas Tree? Consider purchasing items for the Morgan County Christmas Assistance program while you are out shopping on Black Friday and online on Cyber Monday. Additionally, consider decluttering bulky winter sweaters and coats no longer worn, and help keep children and adults warm throughout the Christmas Season and into the New Year.

Churches in Mission is a place of hope where people come to receive assistance with food, utilities, housing, medical expenses and transportation, in addition to counseling and comfort.

Donations of clothing, toys and food are currently being accepted at both Martinsville and Mooresville locations on Monday, Wednesday and Friday from 9 a.m. until noon, and Thursday evenings in Mooresville from 6 p.m. until 8 p.m.

Donations to sponsor a child or family this Christmas season may be dropped off at either Martinsville or Mooresville location, as well as either Community Foundation of Morgan County office. The Churches in Mission Martinsville location is now open Monday, Wednesday and Friday from 9 a.m. until 1 p.m.

For additional information on how you can help, please call Churches in Mission in Mooresville at (317) 831-3987 or in Martinsville at (765) 341-6652.

SAVE
THE
DATE



DECEMBER 1

#GIVINGTUESDAY

About Giving Tuesday

Last year, in its fourth year, Giving Tuesday raised more than \$116 million in 24 hours. Following Black Friday, Small Business Saturday and Cyber Monday, the Tuesday after Thanksgiving opens the giving season. This day has become branded as the National Day of Giving. In 2015, #GivingTuesday dominated tweets and Facebook shares for 24 hours with more than 40,000 non-profit and for-profit partners participating in 71 countries worldwide.

About Citizens Bank

Citizens Bank is proud to have been around since 1931. Not because it means they've run a successful business for decades, but because they're proud of the role they've played in so many lives of so many people. Over the years, Central Indiana residents have allowed Citizens Bank to help their clients buy homes, grow businesses, and put kids through college. Their Board of Directors is locally based, and for the most part, their shareholders are too. As a result, they make decisions based on the needs of the community—not far-off interests.

About The Community Foundation of Morgan County

The Community Foundation of Morgan County connects donors and their charitable giving with the evolving community needs in order to enhance the quality of life for current and future generations through impact grant making. Founded in 2000, with the merging of the Mooresville Community Foundation and the Morgan County Community Foundation, the CFMC distributes thousands of dollars in grants and scholarships to local non-profit organizations and residents. The CFMC also collaborates with other non-profit organizations in the community on major initiatives that can improve our community.

Visit <http://bit.ly/cfmc-gt> for more information.

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10 ways to reduce holiday business travel stress

One of the most challenging and stressful times for business travel is between Thanksgiving and New Year's Day, especially the few days before and after Christmas. Due to the sheer volume of travelers and tourists during this time of year, it is easy to get stressed out. Here are 10 suggestions to make travel during the holidays smoother.



WILL GOTT
Business
Travel

- 1. Look for alternate routes.** During this time of the year, the most efficient route may not be the best route to take since the volume of travelers taking these routes dramatically increase. Consider flying to city nearby and then renting a car to your final destination.
- 2. Look for alternate transportation.** Look at taking something other than a plane or driving to your destination. Taking a train could be a great option to beat the crowds. Amtrak usually adds more trains and more schedules during the holidays.
- 3. Use your Loyalty Program.** Seats and hotel rooms are going to be in high demand during the holidays and you may not be able to travel like you normally do. However, by using your loyalty points you have accumulated all year from a loyalty program can help you make sure you get the rooms and seats you would normal get.
- 4. Use Technology.** There are so many travel related mobile apps out today that really make your life easier and can help lessen the stress of travel, especially during the holiday season. One of our favorite travel apps is TripCase.
- 5. Take a power supply.** You never know when you are going to be delayed or stuck in an airport so be prepared to have plenty of power back-up. As a business traveler, the last thing you want to happen is to have your mobile phone battery die or your laptop run out of juice because there is no power supply available, or taken by several other people. We suggest always taking a power strip with you to share with others and purchase a Mophie or other phone battery backup device.
- 6. Check in online.** When available, skip the lines by checking in online.
- 7. Ship some of your stuff.** There is no need to take everything you need during business travel. Instead, have your brochures, sales samples or other materials shipped ahead or behind you. In the event of delays or cancellations, your stuff is still moving towards your its final destination. Most hotels have regular FedEx and UPS pickups.
- 8. Carry Cash.** Be prepared for the possibilities of credit card systems or other

financial systems going down during the holiday season. If you have ever traveled during the holiday season, this happens frequently. The best way to deal with this is a bit of green.

- 9. Purchase Travel Protection.** Most Travel Protection products will reimburse you or your company for flight delays, missed connections, lost baggage or hotel stays and food because of flight delays and cancellation. While it's always a great idea to purchase Travel Protection on any trip, the probability of using the benefits of Travel Protection is higher during the holiday season.
- 10. Keep a positive attitude.** Traveling during the holidays could cause you to have a negative attitude; however, it doesn't have to be that way. During the holidays, there's a kind of excitement in the air that you might find uplifting. Remember that it is a short period of time and will be over soon. Enjoy the season and festivities wherever you are at or traveling to.

Will Gott is the owner of Magnified Vacations CruiseOne, a locally owned and operated full service Cruise and Leisure Travel Agency. Will, and his wife Nikki, specialize in helping families and couples reconnect by helping create memorable vacations. The Gotts have extensive proficiency in the travel industry as well as business experience. You can email Will at wgott@cruiseone.com, or call (317) 451-4232 or via www.magnifiedvacations.com

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Got server questions?

We just got referred to a potential new client. They are looking at purchasing their first server. They needed someone to answer some questions for them, and "Hold their hand" through the process. After a quick interview with them about their environment and processes we helped them price out a budget conscious entry level server. One of the questions they asked during our discussion was "Can we use the server as a workstation also?". My response was technically yes, but you should not. Main reason not to use a server for a workstation is that the server is your central storage for your network. You don't want to unnecessarily expose your data by surfing the net and getting infected. Second, Servers are not built or designed for end users work. This company is a construction company, so I used an example of you can use a crescent wrench to reset a popped nail here and there, but if you are going to be building a house you want to use a hammer. The right tool for the job. Think of your computer network as your toolbox, and each one has its purpose. Most of our clients only have one server in their environment, and its already multi-tasking doing server duties which include keeping track of user's security, network traffic and authentication, as well



JAY ALLEN
Technology

as file storage and permissions. If you did try and use your server as a workstation you would probably find the experience across all of your computers less than productive, and frustrating. By the end of our conversation, the client had picked out their new server, planned on purchasing a separate workstation for the employee.

Jay Allen is the owner of Techno Advantage, an IT consulting company specializing in the needs of small and medium sized businesses. Jay can be reached at jallen@technotc.com or by phone at 317-857-0150.

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 Trine University, 7508 Beechwood Centre, Avon. More information at www.b-p-e.org.

Rediscover Martinsville: An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. 765-343-6303 or e-mail: rediscovermartinsville@gmail.com. Follow us on Facebook.

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.Morgantown-Indiana.com.

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

Mooresville Chamber of Commerce Networking Breakfast: Event the 4th Thursday of each month at Bran & Shorts Coffee House at 8:00am, located at 15 W Main Street in Mooresville. Please RSVP to mindy@mooresvillechamber.com, public welcome, do not need to be a Chamber member to attend.

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