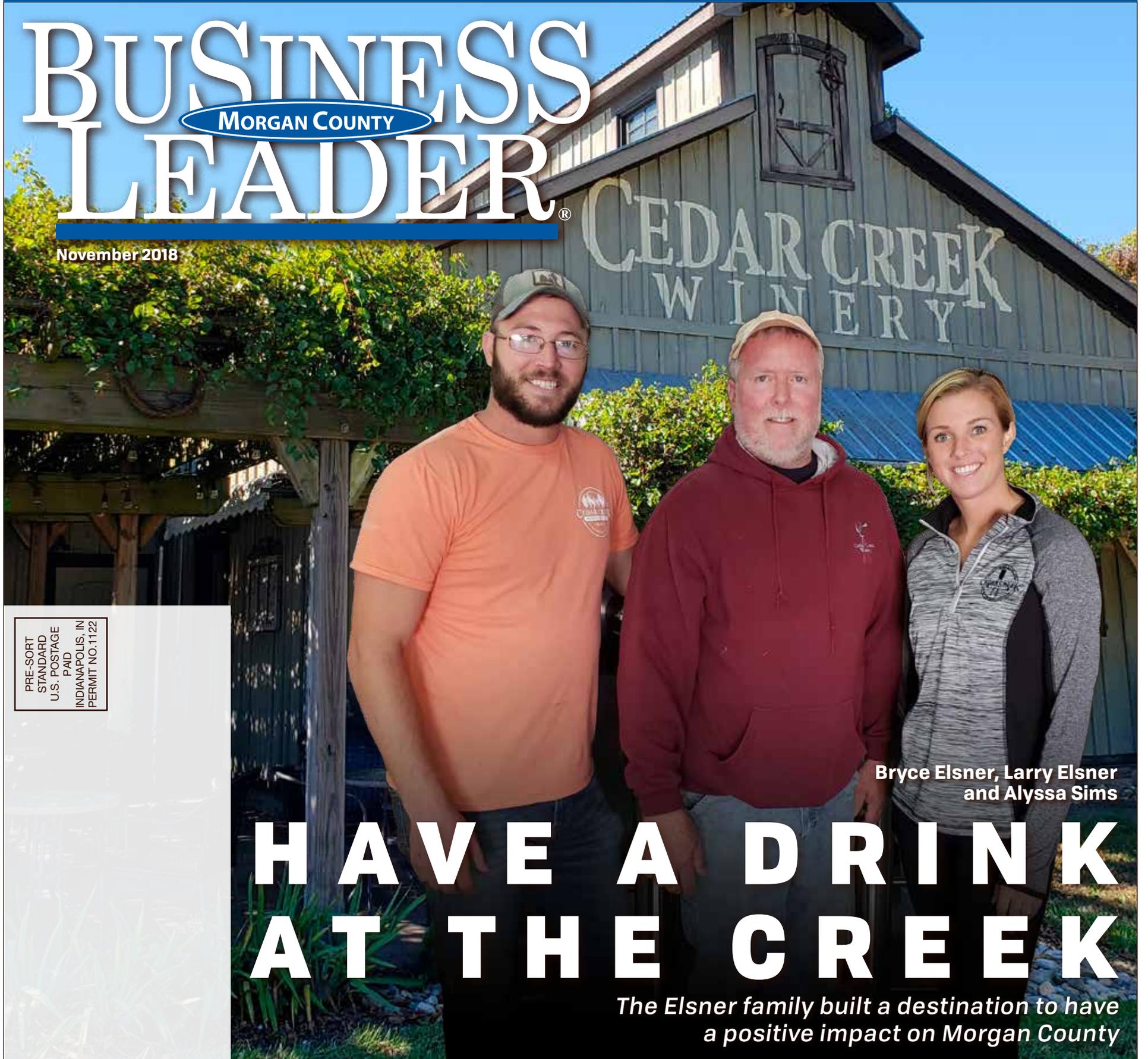


WHERE MORGAN COUNTY BUSINESS COMES FIRST

# BUSINESS LEADER

MORGAN COUNTY

November 2018



Bryce Elsner, Larry Elsner  
and Alyssa Sims

## HAVE A DRINK AT THE CREEK

*The Elsner family built a destination to have  
a positive impact on Morgan County*

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# Networking opportunities

**Rotary Club:** Martinsville meets every Tuesday at noon at the First Presbyterian Church, 240 East Washington Street, Martinsville.

**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 Mooresville Eagles Lodge, 451 Samuel Moore Pkwy. Lunch is free. For more information call the Chamber office at 317/831-6509 or visit its website: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com).

**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](http://www.b-p-e.org).

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

**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](mailto: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.MorgantownIndiana.com](http://www.MorgantownIndiana.com).

**Networking Business Women of Morgan County:** NBW of MC meets on the second Thursday at 11:30 AM at the Mooresville School Administration Building next to the Post Office on Carlisle Street. Bring your own lunch. For more information, call Patti 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](mailto:mindy@mooresvillechamber.com), public welcome, do not need to be a Chamber member to attend.

**Morgan County Toastmasters Club:** Meets every Thursday at 6:30 p.m. at the Ivy Tech Mooresville Education Center.

## QUOTE

*"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."*

**- Colin Powell**

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# Bring your best

Have you ever had a discussion with another business owner and walked away feeling what they said about their business was said with genuine sincerity? I have that feeling a lot and I wanted to share that fact, and why I think I see it so often.

As a publisher for the Morgan County Business Leader, I get to talk to people about their businesses and why they do what they do. When business owners start to talk about what drives them and motivates them to get out of bed each day, I see passion in their eyes and I see commitment to the community.

For example, although Larry Elsner says he didn't have a big plan for Cedar Creek Winery, he is committed to doing his best in everything he does. And, he takes great pride in not just what has happened out on Leonard Road at Drink at the Creek, but what it contributes to the Morgan County community.

The Lawrence family knows they can cook and serve, and that is what they see as their mission for people in the community. Enter as strangers and leave as friends, they take that saying seriously as they build Holy Smoke Hog Roast into a new favorite eatery in Martinsville and they are doing their best to share their skills and talents in the kitchen.

Books are personal for Dara Jackson and she and her husband want to bring quality books that will touch not just people but bring families together as they enjoy them. Finding the



**JIM HESS**  
From the Publisher

best in literature and products that enrich life drives every purchase decision they make. They want the best there is for the people here.

All businesses must, by necessity, make money. But making money is not the sole reason any of these business owners gets up in the morning and puts their nose to the grindstone, brews a batch of wine, beer or spirits, unpacks some books, or cooks up a hot, tasty meal. No, it is their desire to add something good to the community. And they do that by always bringing their best.

I enjoy listening to entrepreneurs and business leaders talk about doing or being their best for a reason. And that is one more good reason to come to the Morgan County Business Leader Cover Party on Nov. 13 at 5 East in Mooresville from 5 to 7 p.m. We appreciate another dedicated business, Economy Heating, Air, & Plumbing, for sponsoring the event. I look forward to seeing you there.

*"... making money is not the sole reason any of these business owners gets up in the morning and puts their nose to the grindstone ... it is their desire to add something good to the community."*

## 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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# Going whole hog

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Elias Lawrence, Co-Owner  
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### By Elaine Whitesides

Morgan County Business Leader

Sitting in a comfortable corner of new Martinsville restaurant, Holy Smoke Hog Roast Co., Mary Lawrence gave voice to a truth for all successful entrepreneurs. She said, "You look for things to make money that you do well."

Mary and Roger Lawrence lived on the border of Johnson and Morgan County where they reared three children, Malachi, Katie, and Elias. Mary was a teacher and school administrator and Roger worked in Spencer for a co-opage. The children were active in 4H and the family raised hogs for show and for the extra income.

Just when it came time for the children to go to college, the recession hit. When the economy dropped, the hog market bottomed, too. The Lawrence family faced the problem head on. "We realized we could make more money cooking hogs than raising them and selling them," Mary said. The Lawrence family locked arms and started Holy Smoke Hog Roast Co.

Starting with family recipes, they grew a catering company through referrals and the internet. The family brought the whole hog. It arrived on a cooker, still lit as it went down the road, spewing good smells and puffs of smoke. "We found a niche market," Eli Lawrence



Mary and Elias Lawrence

said. "We put on a show to engage people as we cut the skin, opened it up, pulled the bones and prepare it into pulled pork. So why not a show?"

Each family member pitched in, but Eli was the one to catch the food bug. He went to culinary school at Sullivan University in Louisville. As a full-time student working jobs in Louisville he still came home every weekend to work the catering business with his family. He graduated in July 2016 and came home a skilled chef.

When it came time for Mary to retire, and she said she was too young to retire, they all realized they were going to do something different. Slightly different, because, as she said,

"When you have something that works, you expand on it. Daughter Katie had been organizing sales and communications with clients for the catering business, so as she scaled back a newly retired Mary took on part of her role.

The catering business needed a larger commercial kitchen, which they decided to build to their own specifications. During the search for space, they connected with the Artesian Group, LLC who was interested in opening a bar-beque restaurant in downtown Martinsville.

### The big decision

"We hog farmed for years and built that out of necessity," Mary said. "We fell back on what we had, and knew how to do, and built, and built, and built.

"When we first started (the catering business)," Mary said, "we were waiting on the day we would have to close due to no business." That day never came. In fact, they started winning awards for their food and getting calls from across the state.

Running a restaurant is different. "If you don't make enough money in catering," Eli said, "you have limited bills. But with a restaurant the amount of money difference is enormous and that's a huge risk."

With expansion already in mind and the building support of the Artesian Group, new possibilities took root. "A restaurant had been a far-off goal," Mary said, "but we were led here, and doors just kept opening and then grew into a new world."

When the family made the decision to expand and move their business operation to Martinsville, they became residents, too.

"The step just to open this place took a huge toll financially and it has definitely been a learning curve," Mary said, "but our catering helped to support that and get us through.

They recognize they are working within a different business model. Because income varies week to week, a restaurant must have money to fall back on for a lean week. That means that regular expenses, like equipment leases, must be entered into only after very serious consideration. "Those \$80 a month equipment leases add up fast," Eli said.

But that did not scare them away. "When we decided to go into the restaurant business," Eli said, "we just decided we won't give it a chance to fail.

### Settling into downtown Martinsville

They were shocked at the immediate community support. "It took off with a lot more oomph than we expected," Eli said. "There was a 30-minute wait at the door for our soft opening in March 2018."

They take seriously the sign inside the door that says, 'You enter as strangers and leave as friends.' Good employees and customers, a strong and loyal base, is important to them. "We are a family," Eli said, "and we treat employees and the business that way. At the end of the day we all work together to create a good life and go home happy."

Many Holy Smoke employees are people from all over the country, Eli says. They have settled in the area but come from very different backgrounds and have different skills. Together, they have more than 400 years of experience. In hiring, Eli says, it is important that employees match the business. "They have to fit into our values and have a similar personal outlook because they are the face of our company and have to uphold our image."

Good value, with large portions of tasty, home-made food is important to Eli. It's also important to Eli to bring something new to the community, such as interesting specials and events, fast online ordering for carry out, and customized catering menus. Pets are welcome on the outdoor patio, which is important to Mary, a long-time supporter of the Morgan County Humane Society.

"We are a small family business in a small community," Eli said. Whether in the restaurant or on a catering job, Eli says, "We want to make good food for good people."

"We all have gifts," Mary said, "we can cook and serve. That's the way we live every day and that's how we got here."

The family feels very much at home in downtown Martinsville. "We have struck up friendships with other business owners in the area," Eli said. "We are all in business together and help each other. The only way the downtown works is if all the businesses thrive."

## Going beyond marketing

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– Charlie Laughlin, Commercial Service

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# Finding your vehicle keys: A key to achieving your goals

Have you ever experienced the drama or maybe even the panic of being all ready to head off on an adventure when suddenly you realize your vehicle keys are missing? The questions in your mind begin to come so quickly it's hard to keep them all straight and answer each one before the next question comes to mind. Where did I put those darn keys? Where did I have them last? Where on earth could they be? What did I do with them? Has anyone seen my keys? The good news is you will eventually find them albeit after a delay in searching for them.

You might be wondering how does losing and then finding my vehicle keys relate to achieving goals? I can assure you it does in at least four ways and here they are for your evaluation.

**First:** The key (pardon the intended pun) to arriving anywhere is knowing where you're going. That involves a destination, a plan, taking action and monitoring your progress toward your destination. Along with the monitoring your progress is the consistent adjusting your direction ever so slightly to make sure you're heading always toward your destination to ensure success.

**Second:** With very few exceptions, you find what you're looking for when you're looking for it. Sounds elementary but unless you happen across something you misplaced sometime in the past, it takes a concentrated effort to find a lost item. If you don't have a goal, how will you know if you're making progress or just expending energy. Clarity is the first step toward mastery. Get clear on what it is you're after.

**Third:** Simply stated, keys are as essential to reaching a destination as goals are essential to achieving success. Once you set a goal you then need to think about what tools or help you will need along the way to achieving them.

**Fourth:** When you find the keys, for the keys to work in your



**JACK KLEMEYER**  
Business Coach

vehicle, they need to be the keys for that vehicle. Here's a success tip for you, the goals you set need to be your goals and not those of someone else. Not your spouse's or significant other's, not your friends', parents', children's, not your bosses, etc. - YOURS!

There can be some hard work between "here" and "there" in goal setting and achieving just it can be frustrating looking "high" and "low" for the keys to your vehicle. In goal setting it's important to find satisfaction as you progress in the achieving of the goal. The late Earl Nightingale said it this way: "Success is the progressive realization of a **worthy goal** or ideal."

A couple of final points... ok, maybe more than a couple. When you know you'll feel good when you reach your goal, you'll have a much better chance of reaching it. Remember that when you're becoming frustrated or even panicked as you search for the keys to your vehicle.

Remember too, the next time you misplace the keys to your vehicle, that you're actually living a real time practice of goal setting and achieving and enjoy the search to find your keys.

Look for ways to reframe common frustrating situations into situations that you can use to motivate yourself to take action or to accomplish something that has eluded you. Your mind is a very powerful tool to use to help you and develop you to become

more to be more, do more and give more. You might not realize it but you can control your mind (how you think) and you can control how you look at every situation, like losing the keys to your vehicle. Wayne Dyer said, "When you change the way you look at things, the things you look at change." You have a choice in every situation that you experience. What choice you make becomes the difference between happiness and frustration. Choose wisely and with intention.

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.

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## Thanks-Giving

Ephesians 5:20 "Giving thanks always for all things unto God..." This time of year the "attitude of gratitude" is on most people's mind! We hear many speak about for what they are thankful. I am so thankful for the many blessings God has given me. The Thanksgiving spirit encourages more than simply being thankful for all our blessings. The word "Thanksgiving" alone requires more. Just as history books tell the story of Pilgrims sharing their harvest with the Native Americans on the first Thanksgiving, we should share our harvest with those around us. Everyone has been gifted different things. Some are blessed with talent, others may have money, some may have extra time. Everyone has something which they can give to others. I encourage you this Thanks-Giving season to find ways to GIVE to others. I can guarantee you will receive more of a blessing when you give to others part of what has been given to you.



Jod Woods

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

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# Gobbling up healthy holiday habits

The holiday season between Thanksgiving and New Years can throw even the most dedicated healthy eaters off course. It is not only the parties, big meals, drinks and treats at the office. Travel, exercise interruption and even emotional pressure create challenging environments for most everyone. Basically everywhere you turn, this time of year throws more than a leg of turkey or high caloric dessert your way to overcome. You can help team members in your company stay on track without sacrificing favorites or traditions by finding a balance of food, activity and even fun.

**Office parties.** From office pot lucks to company holiday parties, you can help set the tone for healthy eating. Making sure low calorie, healthy options are featured in any party selection is a good start. If catering, do not forget to choose a restaurant that also serves up gluten free options. This is easier now than a few years ago as caterers recognize the growing market for additional gluten free items. A mix of offerings assures all team members choices and enjoyment without worry, regardless of dietary restriction.

**Lead by example.** If you bring in a holiday treat, make it one others see as your commitment to healthy choices. Whether as simple as substituting healthier ingredients or a low calorie veggie plate, your example will be noticed.

**The little things.** These are easy ways to help people not overeat come serving time. At gatherings, offer beverages that keep people hydrated and full like water. Use smaller plates rather than dinner sized ones. Holiday parties are socializing affairs. Try having your food serving location separate from socializing area. People are less likely to return to a line in a separate room.

**Refocus activities.** Instead of cookie exchanges and baked goods trays, encourage office projects like decorating, crafts, holiday family adoption projects or other holiday themed team building activities.



**LARRY BAILEY**  
Wellness

**Exercise breaks.** Encourage staff to take a quick walk break either after lunch or one that breaks up the day. You may very well find your team member's return in productivity through resetting, gaining energy and attitude exceeds the additional 10 or 15 minute break time.

**Indulge in moderation.** People think that in order to have a successful diet or watch their weight, they must eliminate traditional favorites. The key is moderation. In fact, denying one's self a craving often backfires leading to additional over eating.

**Help set realistic expectations.** Reinforce the goal during the holidays should not be trying to lose weight. A realistic approach is trying to maintain current weight. This helps to free from the mindset of success or failure which can sabotage healthy eating. Advise team members to not plan on going on a diet after New Year's as it sets up for binge eating during the holidays.

There is no need to restrict traditional holiday food and fun, just offer up options and lead by example. Your team members will enjoy a healthier mind and body as a result.

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.

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# Making a sales plan for your business

Small business leaders can tend to take a passive approach to sales, meaning, they take whatever business comes their way instead of being deliberate about it.

Making a sales plan for your small or mid-size business quickly alleviates:

- Under-performing sales growth
- Cutting expenses to compensate for lack of sales
- Low profits that don't support cash flow needs
- Relying on one customer who makes up more than 20% of your profits or changing the way you do business for that customer

It doesn't take long to figure out 1) who your target market is, 2) how you're going to find them on a consistent basis, 3) what your revenue growth targets are, and 4) how those revenue targets fit with your overall business goals... this is what making a sales plan for your business is all about.

## Getting off the infamous sales roller coaster

Making a sales plan for your business starts with identifying your ideal customer, being very specific about their behaviors, characteristics, and demographics. Do this by looking at your best customers. What do they buy? Why do they buy? When do they buy? Where do they live? What's their lifestyle, age, gender? After you can answer these questions, write a summary paragraph describing your target market.

### Your sales plan should include RESULTS and ACTIVITIES goals

Next, set your goals. What RESULTS do you want? Sales goals are typically \$\$, like '\$500K in new business,' or volume, like '50 new clients.' There are several things to consider when



**ROGER ENGELAU**  
Business Coach

trying to determine numeric goals for your sales results...

- What are your company's overall goals?
- What's a reasonable level of growth given past growth or lack of it?
- What's the market doing?
- What are your resources?
- How much do you need to cover overhead plus yield the amount of profit you want?
- How much should be from new customers vs existing ones?
- What are your sales people capable of? What other duties do they have? What would stretch but not overwhelm them?

After arriving at individual goals, you can add them up to arrive at a total company sales goal. Or you can determine a total company sales goal and divide it among salespeople.

Once you've identified your target market and set RESULTS

goals, determine what ACTIVITIES it'll take to meet those RESULTS goals. Typical activities include emails, texts, phone calls, followup calls, quotes, and appointments.

Activity goals can be unique to each salesperson depending on the individual development goals you've set with them. Here are 2 examples:

- **Salesperson A** – In every sales call, ask at least 3 needs-based questions before discussing features and benefits.
- **Salesperson B** – Insure 25% of sales are repeat business.

You've heard it before and it's true... sales is a numbers game.

Reviewing and adjusting the sales ACTIVITIES numbers on a regular basis is what will lead to your desired sales RESULTS.

Eventually you come to know and refine how many cold calls result in one appointment or how many appointments result in one closed sale, etc. With this historical data you become more and more confident in the targets you set for your sales people.

Finally, you'll want to track and monitor these numbers on a daily, weekly, monthly, and quarterly basis.

Making a sales plan for your business sets you on track for growth that you can build on year after year. We encourage you to make a deliberate plan before the end of 2018. This time next year you'll be so glad you did.

Certified Business Coach, Owner of Inspire Results Business Coaching, and graduate of the U.S. Military Academy at West Point, Roger Englau applies his business expertise to help business owners improve their business, income, and lifestyle. To schedule an exploratory discussion, go here <http://bit.ly/timewithRoger>, call 317-908-5809, or email Roger@InspireResults.com.

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# HAVE A DRINK AT THE CREEK

*The Elsner family built a destination to have a positive impact on Morgan County*

**By Elaine Whitesides**

*Morgan County Business Leader*

Talk with Larry Elsner about business or life and he is quick to say that he does not really make plans. In the next breath he is saying he is a workaholic who must always be doing something, and he says his wife Donell would confirm that. Take a walk around the lovely grounds on the outskirts of Martinsville that are home to Cedar Creek Winery, Cedar Creek Brew Co. and Cedar Creek Distillery and you will see the results of a family doing something.

Larry's son, Bryce, quickly qualifies his father's statement about always staying busy. "He does everything to the best of his capabilities," Bryce said.

Larry, son Bryce, and daughter Alyssa Sims work together to operate the special attraction referred to as Drink at the Creek, with each one owning their own business that contributes to the whole.

Larry started it off when he purchased 25 acres to build the Cedar Creek Winery. The general construction contractor's basement hobby had outgrown the basement of his home in Wilbur and he needed room to expand. He started talking with farmers inquiring about purchasing land.

The timing was relevant as the recession had hit the housing industry hard and after years as a carpenter, Larry's body was telling him it was time to hang up the hammer. Not able to sit and do nothing, he saw the winery as a new business venture.

Originally, making wine was a pleasant diversion. "I enjoyed doing something different," Larry said. "We were making wine and giving it away to family and friends, and drinking some, too." Winemaking as a hobby is for home use only, restricted by law and production is limited by law.

But as a business, Larry started with a sketch of a building where he could make wine and have a tasting room telling his son Bryce saying he wanted to build it somewhere. Bryce was then working for a landscaping business and when it was time to start construction on their land, Bryce stepped up to help his dad bring the sketch into reality.

At the same time, Bryce left his job to join his father at the winery. He got involved with pulling permits required to meet federal and state regulations, so they could produce wine



**From left, Bryce Elsner, Larry Elsner and Alyssa Sims**

commercially. While Larry worked on making wine and maintaining the property, Bryce was an employee that helped with advertising, managing the tasting room, and running the backside of the business. The whole family pitched in to bottle and label the wine.

Cedar Creek Winery, with the tasting room, opened to the public in October 2010. To increase sales and get the product name out, they opened a satellite tasting room and retail sales location in Nashville in 2013. Alyssa managed the Nashville tasting room.

They also took Cedar Creek Wine on the wine fest circuit throughout the state. From northern Indiana festivals to those in Evansville, they began the tradition of attending about 25 to 30 fests a year.

Wine is produced all year long at Cedar Creek. Larry has been joined by a vintner and together they source juices and blend their own batches, experimenting with different fruits, local honeys and fermenting red and white wines

in barrels from Kelvin Cooperage in Louisville.

## **Bryce brews up a business of his own**

While Bryce enjoyed working at the winery in an environment that was hands on and no single day was ever like the one before it, wine wasn't his drink of choice. No, Bryce enjoyed craft beers. He had married Jamie and they enjoyed going to small breweries. When there was talk about expanding the winery in 2015, Bryce floated the idea of brewing beer at the winery to his dad.

When Bryce had graduated from high school, he went to college, but he saw the economy faltering and felt he would not be able to find work after graduating, so he left and went to work mowing and landscaping with a local company.

Once he joined his father, he saw the potential and although he had never brewed beer, he knew what he liked, and he understood the mechanics of brewing beer. Because of the experience he had starting up the winery, he

**Larry Elsner**, owner  
Cedar Creek Winery

**Bryce Elsner**, owner  
Cedar Creek Brewing Co.

**Alyssa Sims**, owner  
Cedar Creek Distillery

3820 Leonard Road  
Martinsville, IN 46151

**Phone:** 765-342-9000

**Web:** [drinkatthecreek.com](http://drinkatthecreek.com)

**Facebook:**

[facebook.com/drinkatthecreek](https://facebook.com/drinkatthecreek)

**Facebook:**

[facebook.com/cedarcreekbrewco](https://facebook.com/cedarcreekbrewco)

**Facebook:**

[facebook.com/cedarcreekdistillery](https://facebook.com/cedarcreekdistillery)

**Fall and Winter Hours:**

Brewery and Winery: 7 days a week;  
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noon - 8 p.m.

Distillery: Thurs. noon - 6 p.m., Fri. -  
Sat. noon - 8 p.m.; Sun. noon - 6 p.m.

also knew how to set up a business, get all the permits and licenses required, source and install equipment, and put insurance in place.

If Bryce was going to brew beer, the decision had to be made before construction started on the expansion. At the time, Indiana law said that beer and wine had to be in separate areas. The actual construction plan would have to be altered to adhere to Indiana law. But Bryce saw this as his opportunity to build a business of his own and Larry agreed.

Cedar Creek Brew Co. was in business before Bryce had ever brewed one batch of beer. He spent several months deep in research and learning. Then he brought on an assistant brewer, Brandon Fry, and between the two of them they have refined recipes and processes and brewed more than 50 beers.

Bryce has taken his beer on the festival circuit in Indiana from Crown Point to Madison and Fort Wayne. His wife, Jamie, is a nurse at IU and it is with her help he has been able to handle about 20 fests and festivals each year. "We support each other in demanding careers and because of her," Bryce said, "we are still able to build a home and life together." Their first child is expected in the spring of 2019.

**Continued on Page 14**

# Dive into a good book(store)

## Fables and Fairy Tales Bookshop

Dara and Barry Jackson,  
Founders and Owners  
38 N. Main St.  
Martinsville, IN 46151  
**Phone:** 765-913-4100  
**Email:** fablesandfairytalesllc@gmail.com  
**Web:** fablesandfairytales.com  
**Facebook:** facebook.com/fablesandfairytales  
**Hours:**  
Mon. – Thurs. 10 a.m. to 5 p.m.  
Fri. and Sat. 10 a.m. – 6 p.m.  
Sundays noon – 3 p.m.

### By Elaine Whitesides

Morgan County Business Leader

When Dara and Barry Jackson were exploring opening a new start-up business, one bit of advice they got from their accountant and advisor really stuck. Dara was told that opening a new business was like having a newborn baby. It is going to be attached to you constantly the first year. The second year, quite a bit, and a little bit less in the following years. “It was surprising to me the level of commitment that is required,” Jackson said. “But she was absolutely right. You don’t have any idea until you are actually there.”

Both Dara and Barry grew up in Martinsville and have also made it home for their three children, Noah, 19; Lucy, 17; and Sophia, 16.

Reading was always a favorite pastime for Dara. But when she was a homeschooling parent, books took on another role. “I really had to dive into books,” Jackson said, “and figure out which books were educational, accurate, and would catch a child’s interest.” That was when she discovered how books really help with education and expand learning.

The thought of opening a bookstore had been a dream of Dara’s since childhood but did not actually take root until the job she had in a



Dara Jackson

children’s boutique was placed on hold during a relocation. “I was offered other jobs in retail, good jobs, but I thought I wanted something, someplace where my kids can have a job, where they can just come in to talk with me or do their homework – like a bookstore.”

### The core of a retail business

Jackson began to float the idea with her husband, friends, and family. “They all told me I was crazy,” Jackson said. “They said that there’s not a market for bookstores and they don’t survive because everything was going to ebooks.”

“I thought maybe they were wrong,” Jackson said. “I don’t believe that people really want to read ebooks to their children. I believe they

want to tangibly hold books and settle their children onto their laps and read with them.”

Jackson also says that she believes people want to support American industry. “Most books are start-to-finish produced in America,” Jackson said.

With those beliefs in her pocket, the Jacksons made the decision to open a bookstore.

They began talking to successful children’s bookstore owners about their operations and Dara took some college courses on children’s literature and business. “I knew the odds were against me,” Jackson said, “and even though I was terrified, I wanted to be sure I was doing everything correctly.”

Barry was a business major and is a successful professional, but Dara says the advice and guidance of a CPA was critical for them. “There were lots and lots of discussions, about the pros and cons of business structures, which POS (point-of-sale) system to use, the rules and laws around employees, and many other topics.” While Dara manages the day-to-day operations of the store, she says Barry is always there to step in to help. “We are partners in everything.”

### From one market to another

They signed a one-year lease and opened a children’s bookstore in Nashville, Ind. in June 2017. It was about mid-way through that year when she learned about the Artesian Group looking for someone to operate a bookstore in Martinsville.

The original intent with a bookstore was to provide an avenue to bring families together – over quality books. In Nashville, the market was mostly tourists. In Martinsville, the market would be more aligned with their goal. And, closer to home, it would be more likely that her children could stop by as well. A challenge was that the move meant adding a mainstream adult book section in the store. It would mean expanding her inventory, which, for a small business, can be a reach.

In the end, the Jacksons agreed in the fall of 2017 to move into Martinsville and opened the doors of Fables and Fairy Tales on the square in June 2018. The first year was, as predicted by her advisor, nothing but running the store and business. Going into a second year and moving locations, she has her eye on building and staying competitive.

In Nashville, she saw her attention divided between serving customers and taking care of business tasks like placing orders and book-keeping. In Martinsville it is possible to have consistent employees, allowing her to improve customer service and build relationships.

To diversify the store inventory, Jackson added Hape educational toys and Doug and Melissa toys and games. A selection of Schylling retro toys are to be delivered in November.

### The joy in books

An annual goal Dara sets for herself is to read 150 books each year. “It’s hard to do, especially as a business owner,” she says, “so I ask employees and others to help me keep up with all the great new books coming out. I ask everyone, especially lit majors, teacher friends, and other real book lovers, ‘what’s the top three books you would recommend, what’s your favorite books, and what books are you excited about?’”

Jackson says there are a lot of great things about books. Not only are they an introduction to literature for children, books introduce children to art and illustrations, too.

But Jackson has taken it a step further in story time events on Sunday afternoons. Books are read aloud by guest speakers and other community professionals come in to relate the topic or theme of the story to real life through talks, activities, crafts, and even snacks. “I know my limitations,” Dara said, “I don’t have that many skills and tricks, so I bring the experts in to make this fun and exciting.”

Fables and Fairy Tales is also spreading the joy by sponsoring a college scholarship for a graduating Morgan County senior in coordination with the Morgan County Community Foundation that will be awarded in the spring.

Jackson says she wants to offer books of substance, that say something. “I want a product that I believe in. Books develop the next generation and I want to feel good about selling products that bring families together. I feel like I am making a difference in the community in a positive way.”



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# Let's hear it for old school!

"So next time you read a financial media article about another too stodgy, too stuffy and too slow company heading pell-mell towards insignificance, take a closer look under the surface and see if management has started to act courageously and begun to embrace new techniques and ideas." (Binkley column September 2018)

At press time, another stuffy, stodgy, too slow company has just entered bankruptcy protection. Sears Holding Corp. has fought to survive since 2004 when Kmart took it over. Since then the company has had some success in attempting to transform itself from a catalog order company established in the 19th century (Sears was founded in 1892) to a 21st century online retailer albeit with substantial legacy costs of bricks and mortar upkeep and multi-billion dollar pension plan obligations.

Stodgy? Yes. Yes. Too slow? Ultimately, Yes, I think that is what caused their recent unfortunate turn of misfortune. But Old school? Maybe, maybe not. And what's wrong with old school values? Since that 2004 acquisition by Kmart, Sears' old school values caused management to make the substantially financially painful commitment to contribute more than \$4.5 billion to fund long-established pension plans of legacy Sears retirees whose careers long pre-dated that acquisition. Financially, and legally, Sears's management could have turned its back on those retirees but chose not to. Let's hear it for old school!

Is it old school to pay your taxes? Sears also had to compete with the online likes of Amazon which until only very recently possessed a substantial pricing advantage due to not being required to collect state sales taxes on purchases made through their website until state legisla-



**JEFF BINKLEY**  
Finance

tures got wise and forced them to.

In this writer's opinion Sears management acted courageously and had begun to embrace new techniques and ideas, specifically when it came to online ordering and instore same day pickup. I bought a quality Craftsmen garage door opener for under \$100 including tax, went to pick it up, checked in using the Sears phone app and had it delivered to my car within 40 seconds of my arrival. Yes, they got the technology thing figured out. So why are they now in Chapter 11? My guess is that too many people just don't want to go to the store any more. And when Sears remains burdened with the substantial cost of hundreds of stores that nobody goes to anymore, that cost becomes prohibitive to retail success. I for one will be rooting for management to figure out a successful future for this 126 year old retailer. And I will continue to choose sears.com as one of the places I go for my shopping in hopes they make it.

Jeff Binkley is the Founder and Managing Director of Binkley Wealth Management Group LLC located in Avon. His firm is an Independent Fee-Only Indiana Registered Investment Adviser that has adhered to the fiduciary rule since its founding in 2010.

*I for one will be rooting for management to figure out a successful future ...*



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Left to right:  
Amy Simpson, MD,  
Jian Li, MD, and  
Justin Fuller, MD

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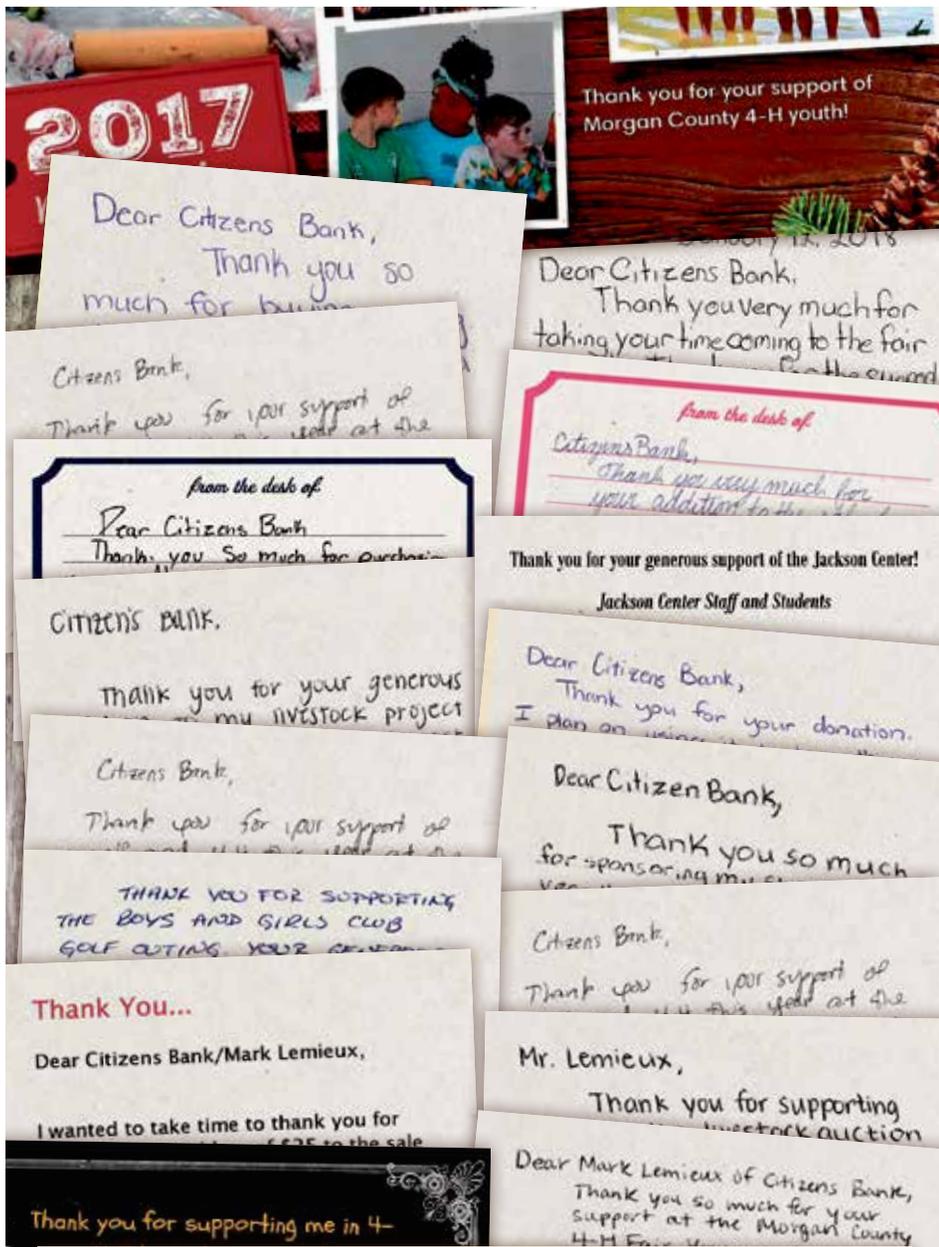
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## Mooreville ER team observes decade of service to Morgan County

Whether it's a sick child in the middle of the night, a serious sports or home-related, or a sudden health issue, residents of northern Morgan and southern Hendricks counties have a place to turn to for care at Franciscan Health Mooreville's Emergency Department (ER).

When the ER first opened on Oct. 1, 2008, it anticipated it would see about 15,000 patients the first year – but the actual amount nearly doubled that projection. Today, the facility cares for an average of 28,000 patients, averaging about 75 each day. Nearly a fourth of the patients are children.

The Mooreville ER provides round-the-clock coverage and has a total staff of 20 emergency physicians, 50 registered nurses, 12 physician assistants and a crew of ancillary clinicians and support staff. Law enforcement officers also provide continuous security coverage. The team is led by medical director Randall Todd, MD.

Since its opening, the facility has expanded to include 10 exam rooms, two adult/pediatric/delivery trauma rooms, four locked crisis rooms and telemetry technology to monitor patients' heart rhythms.

"When patients arrive (10 percent by ambulance), they can expect an average of 125 minutes until their discharge, less than the national average," said ER Manager Nathan Lowder, RN, "On any given day, about five patients are admitted to our hospital and a similar amount

transferred to Franciscan Health Indianapolis."

The ER also uses sophisticated telemedicine technology for some of its patients. For example, a few years ago the hospital deployed TeleStroke, a mobile communications platform that enables a stroke patient and emergency room staff to consult with a neurologist via the robot's video monitor. It uses live Web video streaming to allow a neurologist at Franciscan Health Indianapolis to remotely review the patient's information and examine and talk with the patient, family members and clinicians to determine a treatment plan at the patient's bedside.

Over the last decade, the ER has established and strengthened relationships with surrounding law enforcement agencies. It has provided them with Narcan distribution and training, trauma packs for first responders, medical consultation and coverage for SWAT team and medical services for Morgan County Jail inmates.

Additionally, the Mooreville team regularly participates in disaster drills with various county agencies and schools. It also has provided medical direction to most Morgan County fire departments and emergency medical service (EMS) agencies under the direction of Robert Austgen, MD, EMS medical director.

The hospital recently observed its decade of emergency care service to patients and the community with a luncheon and were joined by local EMS groups.

## Scholarship applications available Oct. 12 from Community Foundation of Morgan County and Kendrick Foundation

Beginning Oct. 12, the online application will open for scholarships through the Community Foundation of Morgan County and Kendrick Foundation. Each year, the foundations award dozens of scholarships to Morgan County residents.

The application process is completely online. Applications will be due by Jan. 7, 2019, at 4 p.m.

Although the deadline is several months away, Finance and Scholarship Manager Christine Arnold advises not to wait. She says creating a login on the CFMC or Kendrick websites early will allow applicants to review the needed information and prepare to apply.

"Students should give themselves plenty of time to fill out the application," she said. "Although the student is the applicant, they will rely on others to provide critical parts of the application such as the transcript, references and financial details. Allow them the courtesy of ample notice to meet the deadline as well."

Applicants can use their login information to save their progress and return at a later date, as well as check to see if the transcript and reference letters have been received electronically.

A tutorial video for the online application

will be available by Oct. 22, just after fall break. The video will be posted on the foundation websites, Facebook pages and the CFMC YouTube channel.

### About the scholarships

Scholarships from the CFMC are available for both high school seniors as well as those who have already graduated high school and are pursuing a college degree, depending upon the scholarship.

Criteria for the CFMC scholarships vary based on the individual scholarship and could include a field of study, financial need, academic performance, extracurricular activities or the high school the student attends. The award amount ranges from \$500 to \$5,000 per scholarship.

Kendrick Foundation scholarships are available for residents of Morgan County pursuing an undergraduate or graduate degree in a health care-related field at an accredited public or private nonprofit institution of higher education. Students must have a desire to return to Morgan County to work following their education. Scholarships provide a maximum of \$15,000 per person per year for tuition and fees.

# Trends in tech — Cloud-based team file storage

Last year I wrote about how small businesses have been moving email systems to the cloud at an amazing rate. Expensive and redundant email servers are being tossed into recycle bins as systems like Microsoft Office 365 and Google Suite help businesses minimize their technology “footprint” while maintaining high-quality communication systems. You can now have an affordable business-class system complete with shared calendars and retention policies without building your own server room at the office or hiring a full-time IT manager. This trend in technology was prophetic in our own business as well, as our most implemented technology project this year has been to migrate clients from simple email services to these cloud-based systems.

Last year’s article mentioned cloud-based file sharing as an aside but didn’t dive to deep into it at the time. Microsoft and Google offer sharing tools alongside their email services, and the time may be right to consider a move to one of these cloud-based systems. It may seem risky to move critical files to the cloud instead of maintaining an on-premise file system, but cloud storage can add layers managed threat protection that go far beyond what any small business can implement. As users need increasing remote access to systems and critical files, options like SharePoint, OneDrive, and Google Drive may prove to be a great match.

Cloud-based file sharing allows your team to move personal and shared company files to internet storage rather than utilizing a local server and sharing it on your local network. We’ve seen far too many companies relying on a personal desktop or laptop as their company’s file server with inadequate backups, but many businesses felt forced into that decision because of the



**CHET CROMER**  
Technology

large cost of a dedicated file server. That roadblock is no more. Cloud-based file storage can help you move business files to the Internet, automatically care for backups / versioning, and allow you to access your shared files from multiple locations all while maintaining the look and feel of a local file system. You’ll also be able to save money and gain performance by using smaller and lightning-fast solid state drives (SSD) on your business computers since local storage won’t be a factor like it used to.

This trend is taking hold, but you should adopt it carefully. Many of the services available will work with older operating systems like Windows 7, but you won’t get the full benefit of features like selective offline file storage unless you’re on Windows 10 or a modern Mac. You’ll also need to plan on how to handle “conflicts” - the issues that arise when 2 or more users both change the same file at nearly the same time. Your strategy

to get all of your stored files to the cloud may also need to be carefully considered and slowly adopted rather than cut over to all at once.

As always, we encourage you to venture down this road with a technology partner experienced in these transitions and that you trust to help you navigate around the inevitable potholes that may arise. Every business is unique, but I think you’ll find great benefit in considering

Chet Cromer is the president of C2IT Consulting, Inc., a Morgan County-based technology business that provides websites, mobile apps, and IT consulting/support to businesses across central Indiana. He can be reached at [chetcromer@c2itconsulting.net](mailto:chetcromer@c2itconsulting.net) or (317) 721-2248.

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Like wine, beer is brewed all year long at Cedar Creek Brew Co. They brew about four days a week and produce anywhere from 500 to 2,000 beers a day. All the beer is produced in kegs and sold on draft on-site or wholesale to a variety of restaurants and other drinking establishments.

**Alyssa joins in the spirit**

Although being surrounded by wine and beer, Alyssa and husband Steve Sims prefer craft spirits. They have two children, Avery, 3 and Reid, 1; and thought a distillery would be a great addition to Drink at the Creek. Broached with the idea, Larry agreed Alyssa's business would be a good fit and started building the Distillery in 2016, with a 2019 opening date. Changes to Indiana law regarding the distilling of spirits were coming so they wanted to wait. However, the laws changed in July 2017, which allowed them to finish and open earlier than expected.

The Distillery and its tasting room are separate from the beer and wine facilities and has been added on to since the original construction. Since Steve is a lineman, Larry took a nod and the entire structure has been constructed from planed telephone poles. Even the shakes are sliced from poles.

The brewing of spirits is similar to brewing beer, with an added distillation process. They produce a variety of rums, a moonshine, and brandy, which is a distilled wine. Rye whiskey and bourbon are coming soon.

In their tasting room they make cocktails and mixed drinks and offer a variety of gift bags and cocktail mixes to the public.

The summer of 2018 Alyssa began to participate in the festival circuit, managing to attend about 10 fests. Owning her own business and working in partnership with her father and brother, allows her the flexibility to manage a home, family, and business.

**Growing year over year**

"From the beginning," Larry said, "I wanted this to grow very



Cedar Creek Distillery display.

slowly. I want to make sure people are happy with our product and our service. Growing too quickly could leave people unsatisfied." Larry makes certain that customer satisfaction drives their decisions.

Every year they have added more to the venue. Just last year saw new indoor seating for the brewery, a back patio, and a stage for bands to play in a summer concert series.

Everything has to look a certain way from the vineyard at the entrance to the old truck decorating the landscape. And it is not just Larry's standards, but Bryce's and Alyssa's as well.

It takes more people to make it all happen. They have about fifteen employees, more during the summer and for events. They easily hosted more than 2,500 people at their Eighth Anniversary celebration in October.

"We have learned to put people in place in main positions over the last year. Larry has a vintner, Bryce has an assistant brewer, and there are people manning tasting rooms, and some of the business operations. Larry has turned over more of the responsibility to Bryce and he likes being able to go home at 6

p.m. and know that Bryce or someone else is there to lock the doors and turn off the lights. Especially since wife Donell recently retired after 30-plus years with State Farm.

"The reason we moved to Morgan County," Larry said, "was to get away from the traffic. It's peaceful, easy going and beautiful here." Larry is able to spend his time adding to the landscape and structures and paying attention to all the little details. "I am putting more into a business here, investing in myself here at this property. All the improvements are building equity."

**Making a name for the family**

Cedar Creek has become a destination, bringing people to Morgan County. "We are on the Indy Wine Trail," Larry said.

"Nestology has featured our winery in a video," Bryce said. "And the Indiana Office of Tourism Development's site, Visit Indiana, voted us the No. 1 winery in the state." But of greatest importance, Bryce said, "We are able to make a positive impact on the community."

Besides imbibing in wine, beer, and spirits, there is another reason people enjoy visiting Cedar Creek. "We do bring a lot of people to the community," Larry said. "Morgan County is a beautiful place. We sure love it out here."

That fondness for his spread shows on his face, and across the land in the neat-as-a-pin appearance, goats and miniature horse in the meadow, and grasses swaying beneath the water wheel. It is obvious he takes great pride in knowing that people are coming here and enjoy it.

"We want our community to like us," Larry said. "We have been told that it's great for the community, family oriented. It's all about family. When people leave here, I want them to tell their friends, 'You need to go there. We enjoyed the atmosphere.'"

For someone who did not originally have a grand plan, things have worked out well by all of them doing everything to the best of their capabilities.

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# Visit Morgan County Awards Grant to Link Observatory Space Science Institute

Visit Morgan County has awarded funding to Link Observatory Space Science Institute through their Tourism Enhancement and Development Fund program. This program is intended to fund individual projects that help enhance existing visitor experiences or create new ones within Morgan County.

The amount awarded was \$5,000. These funds will allow the Institute to purchase three new portable telescopes that they can set up on the observatory grounds to allow more visitors the opportunity to view the night skies at one time. This equipment can also be used for off-site events, if needed.

“The historic Link Observatory and the public programming being presented there by Link Observatory Space Science Institute is one of our area’s most unique visitor experiences,” says Tosha Daugherty, executive director of Visit Morgan County. “We are pleased to be able to help improve that experience for our visitors. This is exactly the type of project that led us to create our TED Grant program.”

Link Observatory is located midway between Martinsville and Mooresville on Observatory Road. It was constructed in the 1930’s by Goethe Link and is now owned by Indiana University. Programming at the observatory is presented by the non-profit organization Link Observatory Space Science Institute, which was founded in 2012. The organization is dedicated to providing science education opportunities and inspiring students to pursue studies in science, technology, engineering and math.

“This is a fantastic opportunity for us to improve the experience for visitors to the historic Link Observatory. We can engage and inspire more students and the general public with the wonders of the universe with



these additional telescopes. Our sincere appreciation for Visit Morgan County for this gift and the vision and foresight to help us attract more visitors to Morgan County and the historic Link Observatory. This will help us continue to pursue educational opportunities in science, technology, engineering and math”, said Greg McCauley, Executive Director of the Link Observatory Space Science Institute.

The Institute hosts three public events each month, a public observation night on the first Saturday of each Month, daytime hours for visitors on one Thursday per month, and their LinkLive presentations held at the Mooresville Public Library each month followed by observation at the Observatory. These new telescopes will help improve the experience at these public events as well as any potential group visits that might be scheduled.

About Link Observatory Space Science Institute  
The Link Observatory Space Science Institute’s mission is to advance scholastic literacy of future generations with informal STEM education focused on NASA missions, astronomy, and space exploration; and to foster scientific curiosity and advance science literacy to cultivate and nurture the next generation of leaders. Join us as we share the wonders of the universe. [www.linkobservatory.org](http://www.linkobservatory.org)

# Julie Minton Joins IU Health Regional Board

IU Health South Central Region President Brian Shockney has announced that Julie Minton has been named to the Region’s Board of Directors.

A lifelong Hoosier, Minton earned a bachelor’s degree from Indiana University Purdue University in Indianapolis. Before being elected to as Treasurer of Morgan County, she worked in the accounting and finance field. Minton is also a board member with the Barbara B Jor-



dan YMCA in Martinsville and is active in the Fraternal Order of Police Auxiliary in Morgan County.

“We are extremely pleased to have such a capable and committed leader to join the board for the 11-county South Central Region,” Shockney said.

Minton fills the seat vacated by Dan Moore and her term runs through the end of 2019.

# Cigarette butt litter

Since the 1980s, cigarette butts have consistently made up 30 to 40 percent of all items collected in annual international coastal and urban cleanups. That means cigarettes, which also top America’s list of most littered things, have the longstanding distinction of being the most littered item on earth, with about 4.5 trillion cigarettes discarded each year worldwide.

Why does cigarette litter remain so commonplace, even in the U.S., where smoking rates have gone down? Three factors help explain.

- 1. Cigarette butts can take many years to break down.** Approximately 98 percent of cigarette filters are made of plastic fibers. The plastic, cellulose acetate, only degrades under severe biological circumstances, such as when filters collect in sewage. Cigarette butts tossed on streets do not biodegrade. Littered cigarette butts stick around for a long time and leach toxic chemicals, such as arsenic (rat killer) and lead, into the environment leading to land, water and air pollution.
- 2. Littering remains a common method of disposing butts.** Even as communities have attempted to curb cigarette litter with disposal receptacles and smoke-free policies, discarding cigarette butts in a fire-safe manner remains a challenge in many places. Disposing cigarettes on the ground or out of a car is so common that 75 percent of smokers report doing it. Studies estimate that



**JENNIFER WALKER**

smokers litter as many as 65 percent of their cigarette butts.

- 3. Smoking rates are still high.** Tobacco use remains so prevalent with cigarette use rates at nearly 16 percent for adults and 5.4 percent for youth nationally, still the country’s leading cause of preventable death and disease. The Indiana adult smoking rate is 21.1% or 1 in 5 adults (10th highest smoking prevalence among all states) and Morgan County’s smoking rate is 23%. Smoking takes the lives of approximately 11,100 Hoosiers each year and costs an estimated \$2.93 billion annually in health care costs. Smoking rates that are still high and create conditions that perpetuate toxic cigarette litter.

For more information, please visit our website at [www.readytoquit.org](http://www.readytoquit.org) or email Jennifer Walker at [jennifer@readytoquit.org](mailto:jennifer@readytoquit.org). The Kendrick Foundation and Community Foundation of Morgan County are proud supporters and funders of Ready Set Quit Tobacco. To find more information on the Kendrick Foundation or CFMC visit [cfmconline.org](http://cfmconline.org).

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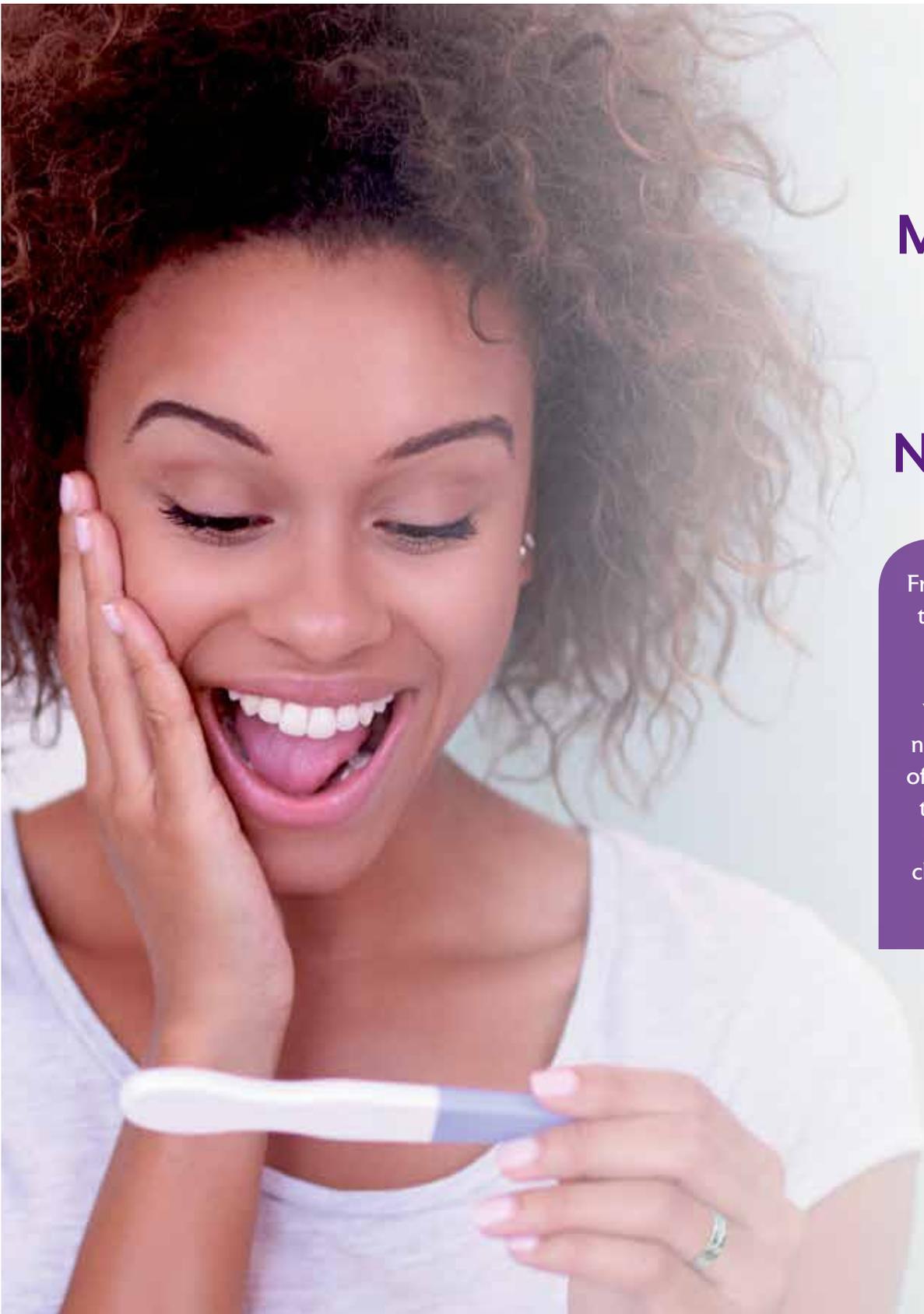


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