

Where Morgan County Business Comes First

# BUSINESS LEADER

MORGAN COUNTY

April 2011



Martinsville District Office

390 North Main Street



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Photo by Gayle Thundar

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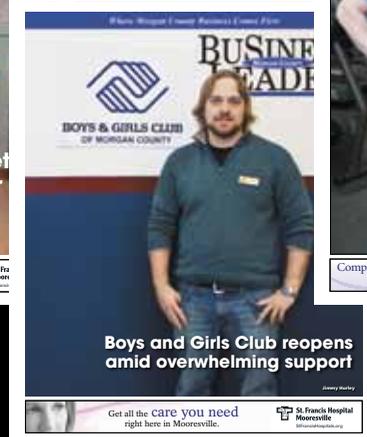
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# The 'Why' of Morgan County Business

Upon accepting the role as editor-in-chief of the *Morgan County Business Leader*, one of the first things I did was consider what I most enjoyed about my years as a reader of the publication. As a magazine committed to presenting the business professionals, owners, and innovators throughout the Morgan County, I am constantly amazed at the sheer variety of business conducted in an area. While Morgan County's reputation rests on its incredible rural history, predominantly as a farming community, with proud farming families cultivating acres of land going back generations, it has developed into a vibrant multi-layered business community. It's also no secret that when the economy bottomed out, certain areas of Morgan County were hit first and hit hardest. What we want to make known is the resilience of its citizens, the determination of business leaders large and small, and the dedication of innovators bringing their new ideas to the forefront and growing those ideas as a local business within the borders of Morgan County.

I learned all about those businesses once a month, when I opened up my copy of the *Morgan County Business Leader*. It's a proud tradition and a huge responsibility, and I'm dedicating myself to maintaining and growing that focus in the years to come.

But even more enlightening than learning about the vast array of businesses in Morgan County, was learning about the business leaders themselves. When you consider the highly publicized reasons WHY NOT, I was always most interested and drawn to the reasons WHY – the what makes people go forward with their dreams.

As a subscriber, the "why" of Morgan County business is what kept me reading every month. Why would a young Martinsville couple push



Jim Hess

forward with their dream of opening the Phat Macc's Fitness Center after the 2008 flood destroyed their property days just before opening? Why did a Mooresville resident recently open the MoJava Coffee House, potentially putting their new business in direct competition with a major chain? Why was an Indianapolis Business executive driven to open Monrovia Mudworks, a school that teaches pottery and ceramics to local budding artists? (If you read last month's issue, you know why.)

This month, you'll learn why a Martinsville business woman entered into the crowded and competitive Title and Escrow field to form Courtland Title (and why her business is highly successful and growing!) You'll learn why a successful Martinsville musician has kept Champlin Music open for over 30 years while dedicating himself to cultivating the future talent in his local community. You'll learn why a multi-state multi-million dollar corporate power company believes that giving back to the local community is a top priority. And much more.

Morgan County is full of inspiring businesses. So as we enter an exciting new era for the Morgan County Business Leader, my editorial mandate is to continue not only emphasizing the "why" but to also shine the light on and celebrate the Morgan County business community. Come with us on this journey and let us tell you why!

*It's a proud tradition and a huge responsibility, and I'm dedicating myself to maintaining and growing that focus in the years to come.*

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

## BUSINESS LEADER

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# Growing-faster

The Institute for Supply Management stated in their "Report on Business" that the PMI (purchasing manager's index) rose to 64.1% in February. That is the highest reading since May 2004. The Bureau of Labor Statistics tells us that "payroll employment" rose by 192,000. Breaking that down, the private sector, also known as taxpayers, added 222,000 jobs. The public sector or tax spenders lost about 30,000 jobs.

David Wyss, Chief Economist for Standard and Poor expects state and local governments to lose around 300,000 employees this year due to budget cuts. If the Republican budget cuts were to go through, the estimates of Federal employee job losses range from 200,000 to 400,000 according to congressional sources. The question: is that a bad thing?

While we are working through this transition from public sector employment to private sector employment, more taxpayers and less tax spenders, the Bureau of Labor Statistics tells us that in the 4<sup>th</sup> quarter production rose 2.6% and unit labor costs were down 0.6%. Additionally the Bureau of Economic Analysis stated "Real final sales of domestic product- GDP less change in private inventories



Tim Corman

increased 6.7% in the fourth quarter". Higher productivity and higher sales are what we need to extend this expansion.

There is always a down side of course. The price for Oil on the New York Mercantile Exchange, as I write this is \$104.42 per barrel. The cost of Health Insurance continues to rise, at least mine does. There is unrest in the Middle East of the world and the Mid-west of the country.

Anthony Valerie CFA, market strategist for LPL Financial has this take: "We place a negative bias on stocks overall as we believe a more cautious tone is warranted due to our belief that the Middle East turmoil may exert downward pressures on stock prices

over the near term. We believe the price of oil may remain elevated and the resulting uncertainty is a negative for stockholders" That seems like a lot of words to say we are short term cautious.

I have an office in an "office suites" complex. There are about 50 different businesses in this building, most of them small. I was walking in from lunch last week when one of the young ladies with a business here was just coming in. I teased her about coming in at noon. She said "well some of us work very late". I agreed and then she said "You know the great thing is we all get to be our own boss". That struck me. That is the true entrepreneurial spirit that convinces me that we'll be alright.

Tim Corman is an independent LPL Financial Advisor and LPL Registered Principal. He can be reached at Corman Total Investment Management (CTIM) 2680 E. Main St. Suite 233 Plainfield IN. 46168 317-837-5141 cell 317-414-0249. The opinions voiced in this material are for general information and are not intended to provide specific advice or recommendations for any individual. All performance referenced is historical and is no guarantee of future results. All indices are unmanaged and cannot be invested into directly. Securities are offered through LPL Financial Member FINRA/SIPC

*"The US Constitution may be flawed, but it's a whole lot better than what we have now"*

*Unknown*

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# Helping Martinsville music talent blossom for over 30 Years

By Bob Sullivan

Morgan County Business Leader

Dennis Champlin still recalls a vivid moment in 1964 that changed his life. Shortly after watching The Beatles' historical appearances on the Ed Sullivan Show in their Martinsville home, Dennis begged his parents to drive him to a local music store to price guitars. "Mom took me aside and said \$75 [their lowest price] was more than my father made in a week. I sat in the backseat of the car, dejected, and my Mom looked at me and said, 'Let's try Sears.' We purchased a guitar, which came with a music book and a 45 record, for \$20." Dennis motioned toward the worn tan-colored guitar displayed on the wall—the very guitar his mother bought him over 45 years ago. "My parents recognized my passion and they found a way to let me pursue it."

Ten years and a few higher-end instruments later (purchased after saving his own money), Dennis quit his job in the parts department of a local auto lot to free his weekends to play bass as a member of a jazz band, the Jonathan Wiggs Trio. "I could make more money over the weekend than I'd earn all week, and my work suffered from showing up Monday morning either late or groggy." Dennis played (a standing acoustic) bass for the Trio, trying to grow its reputation and break into the Indianapolis lounge and hotel circuit. "You couldn't get famous, but you had steady work all the time. Unfortunately, we never really got out of Indianapolis." From 1974 to 1980, Dennis focused on the Trio, and to earn a little extra spending money, he started teaching music during the week.

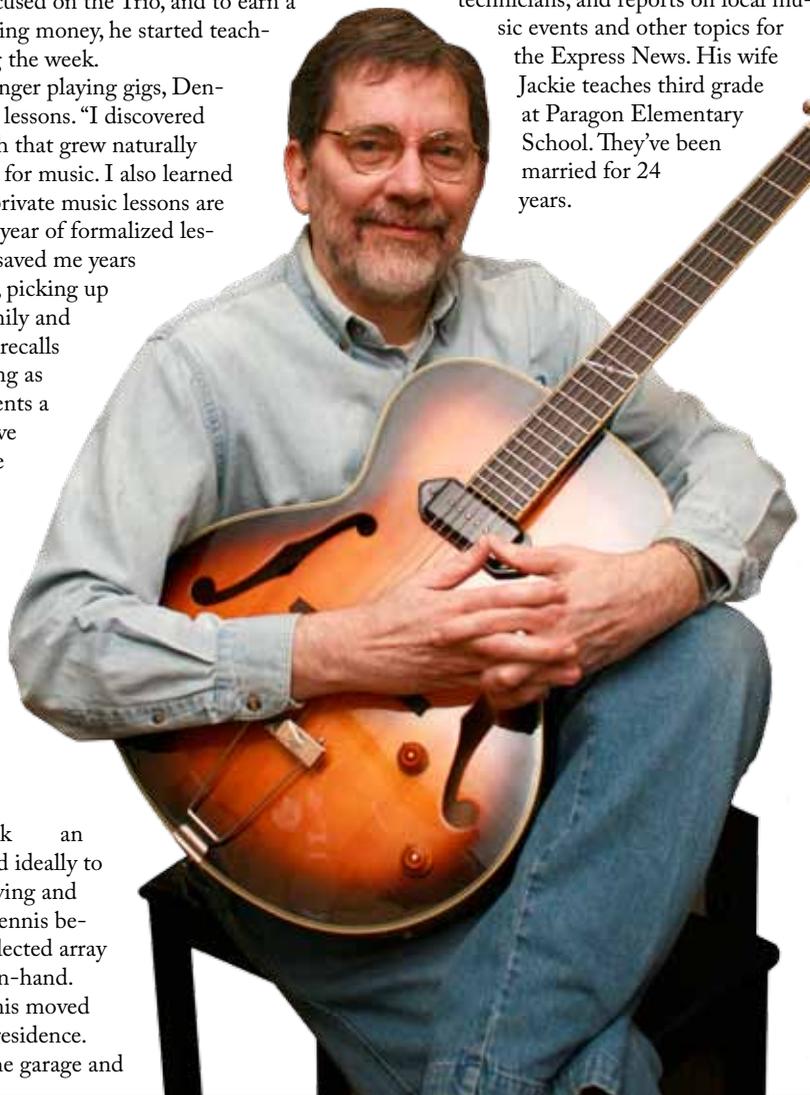
In 1980, no longer playing gigs, Dennis expanded his lessons. "I discovered a passion to teach that grew naturally from my passion for music. I also learned how important private music lessons are for beginners. A year of formalized lessons could have saved me years of trial and error, picking up tips from my family and friends." Dennis recalls at one time having as many as 50 students a week. Dennis gave lessons under the name Champlin Music in 1980. He offered lessons in his instruments of expertise: drums, keyboard, bass, and guitar. Dennis said, "More and more often, I helped new students pick an instrument suited ideally to their level of playing and interest level." Dennis began keeping a selected array of instruments on-hand.

In 1984, Dennis moved into his current residence. He remodeled the garage and



Photo by Ronald Gill notes Dennis.

Dennis is a proud Martinsville "lifer," and sub-contracts with the Martinsville High School Jazz Band and Show Choir Rhythm Sections. He is also sub-contractor with local repair and sound technicians, and reports on local music events and other topics for the Express News. His wife Jackie teaches third grade at Paragon Elementary School. They've been married for 24 years.



## Champlin Music

**Owner:** Dennis Champlin  
159 W. Randolph Street  
Martinsville, IN 46151  
765-342-4880

Hours of Operation: 11:00 a.m.-  
7:00 p.m.; Closed Wednesdays and  
Sundays

Music Lessons after hours  
info@champlinmusic.com  
www.champlinmusic.com

front room into a music store and teaching studio. By this time, students referred to Champlin

Music as a music store, and he embraced the change.

For over 30 years, Dennis continues to sell an array of instruments, targeting specific skill levels and price points, and stocks accessories for those instruments. With each sale, Dennis personally fine-tunes and adjusts each instrument before handing it over to the new owner. "I don't offer the deep variety of a corporate music store, but in return, my customers have access to my expertise on these instruments,"

# Have Fun and Help Morgan County's Largest Charity!



Morgan County 2011  
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of Morgan County, Inc.

If you have ever wondered what your antique treasures are worth – or if they are worth anything at all – plan on attending the Morgan County Antique Appraisal Fair on April 9 from 2 to 6 p.m. The event will take place at Grace Church at 4172 E. Allison Road in Camby. Allison Road is conveniently located off of State Road 67 North.

For just \$25 for one to three items, you will receive a one-on-one consultation with a professional appraiser who will provide a verbal appraisal of your treasures.

Proceeds will benefit the operations at the Community Foundation of Morgan County. In 2010, the foundation helped distribute of \$2 million in grants and scholarships in Morgan County. Please help us continue this good work by supporting our annual appraisal fair fundraiser.

For information and details, visit [www.cfmconline.org](http://www.cfmconline.org) or contact the foundation office toll-free at (855) 280-3095. Please note, due to fragility of items brought to this event, children under 9 years of age cannot be admitted.

# Avoiding negative people on the road to success

Success can be, and probably is, something different to each one of us. But the road traveled to reach that success, whatever it is to you, will most likely be a long journey. This journey will have sharp curves, narrow shoulders, deep ruts and possibly even some dead ends. Some of these hazards will be people; unfortunately, they'll often be family members and friends. Your determination for success will get you there, but how do you avoid the negative people who will make the trip more difficult?

The most difficult part of avoiding negative people is first being able to identify who they are. And then you must identify why they are being negative. Some people are negative because they are jealous. You've determined what you want out of life and you're on the road to achieve it. You're moving forward and leaving them behind. Whether they are family members or friends, their jealousy makes them want you to stay put – they don't want you to leave them!

They will find ways to hold you back. Some will appear as if they're comforting you when you're having a rough day or days. When you're really struggling, their (what seems to be) empathy or sympathy might really be their way of encouraging to "stop all this" and be who you used to be when you were happy with the mediocre. Encouraging you to take time off of your goal, to not expect so much of yourself or to "try again" some other time. All of these are ploys to keep you where you are. Often this is because they fear they are losing you and leaving them behind.

Others might not want you to succeed because they want to get there first. The more they hold you back, the more opportunity for them to achieve their success first.



Cindy Hartman

How do you avoid them? You don't have to tell them to leave you alone. But you can spend more time with others - those who truly want you to succeed. By spending more time with them, you'll have less time for the negativity carriers. As you grow, and become more successful, this will become an automatic transition for you and for those who enjoy negativity. They will seek each other out because that's where they have a comfort level.

There is one other person you'll probably run into from time to time who is negative. That person is you. Watch for this, and immediately address it. See how far you've come, revisit your plan and remember the ultimate outcome you are driving towards.

Avoid the negativity, and your road to success will have fewer bumps, twists and turns. And before you know it, you'll have reached your destination. Just in time to plan your next adventure!

Cindy Hartman is President of Hartman Inventory ([www.HartmanInventory.com](http://www.HartmanInventory.com)), a woman-owned business that provides business and home inventory services. She is also an owner of Business Continuity Planning Specialists ([www.BCPSpecialists.com](http://www.BCPSpecialists.com)), a service established with the small business owners' needs and budgets in mind.

*Avoid the negativity, and your road to success will have fewer bumps...*

## AddressTwo accepting entries for Bootstrap Battle 2011

AddressTwo announced today that it is accepting entries for the startup competition called "Bootstrap Battle 2011" from now until April 15<sup>th</sup>. Startup businesses less than five years old that are not accepting outside funding such as venture capital or angel investment are invited to compete. Finalists will be selected by May 1<sup>st</sup> and voting will determine the overall winner. The overall winner will receive a prize package valued over \$9,000 and each of three runners up will receive a prize package valued over \$2,000.

"While startup competitions are often designed to gain investors' attention, we want to recognize and support those startups that have a well-thought-out plan to self-fund, or 'bootstrap,' as we call it." Commented Nick Carter, founder of AddressTwo and author of Unfunded, a book that details his strategy for building a successful startup without accepting round-A capital investment. "In the startup community, funding seems to be all the craze. But this competition will honor those entrepreneurs who have decided not to sell equity."

The Bootstrap Battle challenges unfunded startups to put their capitalization strategy to the test. Entrants are asked to consider the capital expenditures that their company will require as it grows. Then, detail a plan for how their company will meet this budget without selling equity. Finalists will be determined by popular vote and named by May 1<sup>st</sup>. Following a review by judges, finalists will be given the opportunity to improve their plan and resubmit for final voting. The winners will be announced in June, 2011.

Entries are being accepted online at: <http://www.gounfunded.com/bootstrap-battle/>



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# The second dimensions of effective marketing communications: Designing your brand

Presented by Bob Chenoweth

I recently introduced the “Five Dimensions of Effective Marketing Communications”: 1) Defining your target market, 2) Designing your brand to appeal to that market, 3) Developing your marketing presence – online and offline, 4) Devising your communications plan, and 5) Delivering your messages to create awareness and trust.

We’ve already covered how to define your target market, so now let’s explore the second dimension: Designing your brand.

### Brand Basics

I’ve noted in previous articles (find them at TipTopics.com) that a healthy brand is *the trustworthy, memorable (and referable) essence of your company’s values, people and products/services*. Since I’ve already emphasized that your brand must appeal to your target market AND distinguish your business from competitors, let’s focus now on the brand elements that most often come to mind: your company’s name, logo and tagline.

### Your Company’s Name

Your company’s name is nothing less than the gateway to initial perceptions about your business. Unlike large companies that can leverage huge marketing budgets to nurture brand affinity, smaller companies might be wise to choose a name that embodies who they are and what they do. My brands, for example, are Chenoweth Content & Design, TipTopics and Connectivity. Can you guess which brand provides writing and graphic design; which one presents topical online tips; and which brand delivers connective ingenuity marketing?

In some cases, as with Chenoweth Content & Design, the name of the business owner or founder should appear if this individual is to personify the brand. But even if the company name doesn’t feature its founder, an individual can, and often should, represent the brand. Several years ago I helped an inner city minister get his new church’s brand up and running. Because James was the human face and voice of the church, it was essential that he appear on billboards, DVD wraps, ads, postcards, and other marketing collateral. This “trustworthy” spokesperson approach has been used throughout marketing history: Lee Iacocca for Chrysler, Dave Thomas for Wendy’s; and yes, even Progressive’s Flo, Aflac’s duck, and Geico’s gecko.

### Your Company’s Logo

Your business needs a logo. Period. Your logo can employ a simple typographic treatment (like Borders, Google, or Bing) or an iconic element (like Nike, Apple, or Chevrolet). Logos can combine typography and iconography, or keep these elements separate, depending on the ad environment or space available (think McDonalds, Walmart, and Facebook).

Increasingly, it’s important for a brand to have an iconic element. Why? Online platforms demand it. Just as a person’s thumbnail image or avatar is their face to the online world, so it is with a company’s icon. These images must



Bob Chenoweth

be recognizable even at a small scale. Often, an iconic element can be separated from the primary logo for online use. When I set up Morgan Hospital and Medical Center’s Facebook page, I isolated the iconic “hug” image from their mostly text logo. This approach worked well and was brand-consistent.

But wait, there’s more! With smartphones approaching 50% of the cell phone market, you’ll soon see stronger ad and logo integration with 2D codes. These images are similar to bar codes except that they store information in both the X and Y directions. When scanned, they take the smartphone user to richer, deeper, real-time information (including coupons or special offers). Several types of 2D codes exist, but “QR Codes” appear to have the traction to become the dominant form for most business applications.

### Your Company’s Tagline

Your tagline should set the right tone and convey what your business does, how buyers benefit, and what sets you apart from competitors. In about 10 words or less. Seriously. What’s more, your tagline should be closely aligned with, if not identical to, your Unique Selling Proposition (USP); and can be part of your slightly more descriptive “elevator pitch” that also delineates your target market.

Can you think of some memorable taglines? How about... “Got Milk?” (two simple words implying that because milk is good for you, you should keep it on hand); or “The milk chocolate melts in your mouth, not in your hands” (states that M&M’s are less messy than other candies); or “Plop, plop, fizz, fizz, oh what a relief it is” (states Alka Seltzer’s unique dosing as well as its benefit); or “Nothing runs like a Deere” (which, using clever word play, associates the company name with an implied benefit).

### The Bottom Line:

Your business has a brand, whether you know it or not. But is it the right brand? Does your brand truly appeal to your target market? If you’re not sure, contact me. And stay tuned for the next column in this series, where I’ll explore how to more effectively expose your brand to your target market, both online and offline.

Bob Chenoweth is the founder, President and Chief Creative Officer of TipTopics LLC. A professional writer, content consultant and graphic designer, Bob also owns Chenoweth Content & Design LLC, which specializes in helping business owners and operators craft messages that communicate, illuminate and resonate. As originally presented on TipTopics.com. Copyright 2010, TipTopics LLC. All rights reserved. To learn more about showcasing your expertise and business services with TipTopics, call 1-888-438-8471.

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# Duke Energy Ma to M



## Duke Energy

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## DUKE ENERGY INDIANA QUICK FACTS:

Duke Energy Indiana provides energy services to over 780,000 customers throughout the state, in 69 of Ind's 92 counties, including 9300 customers throughout Morgan County. The Duke Energy Martinsville Field Office has been in operation many years and currently employs 13 skilled personnel, primarily line operators and engineers, plus equipment needed to directly serve the power needs of the local community.

## 2012

will mark 100 years since PSI was first incorporated to serve the power needs of Indiana.

The average power plant in Indiana is 47 years old. Duke Energy is currently completing construction on a gasification plant in Edwardsport, Indiana. The plant, 80% complete in November 2010, is the first new power plant built in Indiana in over 20 years. The gasification plant will produce 10-times more electricity than existing facilities, produce 70% fewer emissions, use 30% less water, produce sulfur and slag byproduct for agricultural and construction, and overall produce a much smaller environmental footprint. The number of permanent employees on site will increase 200% when the plant comes online in 2012.

# kes 'Plugging In' Morgan County Top Priority

By Bob Sullivan

Morgan County Business Leader

On a cold and snowy January 24, 2011, Steve Bahr of Duke Energy arrived at Martinsville City Hall to present a check to Mayor Phil Deckard for \$10,000. The money was officially rewarded to the not-for-profit organization Rediscover Historic Martinsville, and earmarked to fund the installation of four power boxes and outlet strips, one at each "corner" of the city square. The outlets, once installed, will provide electricity and more convenient access to power outlets during special events downtown, most notably the Fall Foliage Festival. The power outlets should be installed in time for the upcoming Festival in October 2011. "We are thankful to Duke Energy for coming through at a time when money is hard to come by," said Mayor Deckard during the presentation. "Duke [Energy] has helped the city in many ways through the years."



Steve Bahr

"Duke Energy has always given back to the community," said Steve. "Even during tough economic times, it's a priority for us, and that's a primary reason we set up the Duke Energy Foundation. We want to help our communities do well and grow, because that makes us all better." As the area's community relations and economic director, Steve said, he has responsibilities in Morgan, Hendricks and Putnam Counties. "My job is to seek out philanthropic contributions where the company can be of service to the community." Steve explained. "Duke Energy Foundation grants are available for any 501c3 organization, and are not restricted to energy needs. We consider: environmental benefits, health and safety concerns, and energy efficiency/education, which opens us up for us to a huge array of proposals."

As with many larger corporations, the power company has experienced its share of mergers and name changes throughout the years. Steve Bahr joined the company when it was known as Public Service Indiana in 1986. The company changed its name to PSI Energy in 1990. "PSI Energy then merged with Cincinnati Gas and Electric in 1994, and that's when we became Cinergy. In 2006, Cinergy merged with Duke Power, and we became Duke Energy." Duke Energy corporate offices are located in Charlotte, NC, with a regulatory authority in each state. Duke's regulatory office in Indiana is in Plainfield.

On the territory growth and mergers, Steve observed, "The benefit in our industry is that it gives us access to resources previously not available," Steve referenced the recent ice storm. "In any emergency situation, utility companies work side-by-side to assist each other, but in an emergency situation, with so many utilities affected, we could mobilize hundreds of our linemen from the Caro-



linas—an area not affected by the storm—to assist in restoring power more quickly to Duke Energy customers in Indiana, Ohio and Kentucky."

Steve was born and raised in Vincennes, Indiana. He joined Public Service Indiana while in Vincennes. His family has resided in Plainfield 15 years. Steve recalls, "I've been in this role for five years. I started out as an energy consultant. I transferred to Danville, then worked out of the Plainfield office, and then over to Shelbyville. With my current responsibilities, my family resides right in the middle of the area I serve." When asked about transitioning from energy

consultant to his current role, Steve noted, "Everyone in the company is in community relations. I've been with the company for 24 years and I've worked with the community the entire time. The role was a natural fit and a terrific opportunity. I most enjoy working with the community on the large scale, investigating Foundation and the economic opportunities, and my role allows me to interact with every aspect of the company."

Steve and his wife Jolynn have been married for 22 years and have one daughter, Rachel. They enjoy hunting, fishing, boating, and following Rachel's school activities.

Energy distribution is regulated by the Indiana Utility Regulatory Commission, which establishes the boundaries and service areas of power and utility providers throughout the state.

Photos by Gayle Thundar



# Indiana charity organization seeking partners in Morgan County

**By Bob Sullivan**

*Morgan County Business Leader*

The Alzheimer's Association; The Muscular Dystrophy Association of Indiana; SIDS Center of Indiana; St. Jude Children's Research Center; The Ronald McDonald House of Indiana; The American Lung Association of Indiana; The Crohn's and Colitis Foundation of America, Indiana. These organizations and many more, are partnered with the Community Health Charities (CHC) of Indiana as their gateway organization to corporate and government contributors and provide a networking platform for other charitable organizations throughout the state.

Now in 45 states, CHC has had a presence in Indiana for 25 years. Yvonne Matlock, Executive Director for CHC Indiana, said, "We have a paid staff of one—that's me. Our board is made up of several volunteers from our partner not-for-profits, and we have terrific support from our Virginia home office." Yvonne divides her time between downtown Indianapolis and her home in Camby. Yvonne accepted the Executive Directorship with CHC Indiana in 2001.

According to Yvonne, "Name recognition has been our biggest challenge. Since we promote our charities and not ourselves, most people do not recognize our name. My goal is to be a resource for Morgan County, and we're actively looking to meet with Morgan County businesses, find strategic partnerships, and educate area businesses on the choices our organization offers them. I'm looking to spend 15 to 30 minutes with a Morgan County business

## Community Health Charities of Indiana

**Executive Director:** Yvonne Matlock  
 PO Box 42067  
 Indianapolis, IN 46242  
 (Operating in Camby)  
 317-831-5965  
 By Appointment  
 YMatlock@healthcharities.org  
 www.healthcharities.org/Indiana  
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owner to talk about what we can provide through a partnership."

Yvonne's greatest area of growth with CHC Indiana has been in federal, city, county, and state employee-giving campaigns throughout the greater Indianapolis area, with some success in the private sector.

Donna Roberts, executive director of the United Cerebral Palsy (UCP) of Indiana and a volunteer for CHC, noted the benefits UCP has gained as a result of their partnership with CHC. "We are a two-person organization covering the entire state," said Don-

na. "CHC helps spread the word and lets children and adults with cerebral palsy in Morgan (and other Indiana counties) know how we can help. Through CHC, We [also] have regular access to other health-related nonprofit organizations with whom we can share, collaborate, and provide mutual support."

Michael Perigo, development director of Hemophilia of Indiana, adds, "Many of CHC's member agencies, like Hemophilia of Indiana, are already serving Morgan County residents, even if our offices are in Marion County. Supporting CHC-affiliated agencies directs critical dollars that help people in Morgan County. For us, CHC dollars help Morgan County residents who participate in our dental insurance program, youth and teen camps, emergency financial assistance, support-groups, and education programs."

Yvonne graduated from Broad Ripple High School and has resided in Morgan County for 19 years. Yvonne accepted a community relations manager position with a major Indianapolis corporation, seeking out not-for profit organizations for her company to partner with. While working, Yvonne returned to school and earned her Bachelor's in marketing from Indiana Institute of Technology. "I had a desire to work for a not-for-profit, to work the 'other side' of my community relations position," Yvonne recalled. "I couldn't have picked a better field. Ten years later, I still love what I'm doing." Yvonne encourages any Morgan County business or organization interested in learning more about Community Health Charities of Indiana to contact her directly.

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 Bob Sullivan

# Business Happenings



Michelle Keller, Jamie Thompson (Executive Director of Martinsville Chamber), & Chip Keller.



Jamie Thompson & Ron Stanhouse

Photos by Dave Ashbaugh



Bob Elliott

The Mayor's Dinner, sponsored by the Greater Martinsville Chamber of Commerce, took place March 8th at the Martinsville High School. The Chamber recognized Chip and Michelle Keller of Keller's Office Supply for Outstanding Business of the Year.

Bob Elliott was also recognized for his service to the community, as he has served the previous two years as President of the Greater

Martinsville Chamber of Commerce.

The Chamber also recognized Ron Stanhouse as the Outstanding Business Professional of the Year. Ron has dedicated himself to the Rediscover Martinsville project and other economic development activities. He also purchased the old Methodist Church and converted it into the Art Sanctuary for the community.

## Networking Opportunities

### Martinsville Chamber of Commerce:

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

### Mooresville Chamber of Commerce:

The regular monthly meeting on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of S.R. 67 and Allison Road. Lunch is \$5. For more information call the Chamber office at 317/831-6509 or visit its website: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com).

### Mooresville Revitalization Group:

The Mooresville Revitalization Group meets the fourth Tuesday of the month at Zydeco's on E. Main St. from 6:45-8:00 PM. Current topics include purchasing additional planters for the downtown area and coordinating a new "Planters on Parade" contest for the Spring/Summer. For more information contact Lori Cole, Autumn Whispers Health and Harmony, 317-831-7817, or e-mail to [AutumnWhispers@earthlink.net](mailto:AutumnWhispers@earthlink.net)

### 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 Owen at 317-856-9801.

### Networx:

Networx meets weekly on Thursday at 7:30 AM at the Comfort Suites at Kentucky Avenue and 465. Call Rick Groce at 317-724-4348 for more details.

### Rainmakers:

On the second Tuesday at 7:30 AM at Stone Creek Dining Company at Metropolis Mall, Plainfield. Rainmakers has 50+ meeting per month, including noon and evenings, for more information visit [www.GoRainmakers.com](http://www.GoRainmakers.com).

### Rediscover Martinsville :

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

### Rotary Clubs:

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

### Westside Chamber of Commerce:

The Westside Chamber addresses the business needs of Pike, Wayne and Decatur Townships in Marion County. Check website: [www.WestsideChamber.com](http://www.WestsideChamber.com) for next event.



# Guests receive royal treatment at El Camino Real

By Bob Chenoweth

Morgan County Business Leader

The Spanish phrase “El Camino Real” translates to “The Royal Road” in English. So it’s fitting that the El Camino Real Mexican restaurant in Mooresville serves up the royal treatment, even if it is located just off the beaten path.

After operating in Heartland Crossing for five years, the restaurant moved to a larger casa at Southbridge Crossing (across SR 67 from Gray Brothers Cafeteria and behind the Dollar General) in late 2009. According to manager Margarita Lopez, the vast majority of the restaurant’s Camby-area patrons soon followed. “Our customers really appreciate our large portions and reasonable prices,” she said. Among the dozens of authentic, sizzling Mexican favorites, the Big Burrito is one of the restaurant’s most popular meals. That entrée is just one of many that typically require a take-home box. Daily food, drink and dessert specials add to the

## El Camino Mexican Restaurant

330 Southbridge Crossing  
Mooresville, Indiana  
Phone: 317.831.4060

Hours: 11 a.m. to 9:30 p.m. Sunday thru Thursday,  
and 11 a.m. to 10 p.m. Friday and Saturday

overall value; and children under ten years old eat for half price on Tuesdays.

The restaurant also is known for its friendly service and clean,

family atmosphere. Nine staffers make sure the food is served hot and the tortilla chip baskets remain full. Lopez’s young daughters, Giovanna and Nataly can often be seen, order forms in hand, pretending to be servers as if ready to join the family business. In fact, the restaurant can trace its roots to Margarita’s brother Ignacio, who emigrated from Guadalajara to the United States in 1985 and soon opened the first El Camino Real in Noblesville. Additional restaurants in Fishers and Portland, Indiana followed. All four locations are managed by Lopez family members.

“We love living here and serving this area,” Margarita Lopez noted. “The people are so friendly that it’s easy to think of our customers as family.”

Mooresville’s El Camino Real offers a full-service cantina, as well as carryout service. The restaurant also provides catering for holiday parties, wedding rehearsals, corporate events and more.

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B Craney



Michael Beasley

# Locally owned title company opens second Morgan County branch

By Bob Sullivan

Morgan County Business Leader

B Craney formed Courtland Title in Martinsville in 2005 to offer a local option to Morgan County commercial and residential property owners. "I've lived in Martinsville for 23 years and have worked in the escrow industry since 1996," noted B. "When we opened, I was one of five title companies in town, which is a lot for an area this small. But most of the companies were satellite offices of large corporations, and their actions seemed dictated by corporate policy. I wanted to operate as a local company, run by someone with a heart for the community."

B notes, "Among the general grumblings I'd heard were how the title companies would file their customer's paperwork out of the state, so if someone wanted to make changes, it took a lot of time and created a lot of frustration."

In 1988, B, a Texas native, married a Martinsville local and moved to town. She exited the workforce to raise their children, and in 1996, accepted a position with a Martinsville title company as a closer. Shortly after a corporate buyout of the company, B departed in 2004 and opened Courtland Title a year later.

Some of the services Courtland offers include: insured loan closings; cash closings; title searches; 504 (small business) loans; land contracts; deed/vendors affidavits; property development; second mortgages; also mobile as well as after-hours closings. "And first and foremost, exceptional customer service," emphasized B.

Courtland Title also provides title research services for the Indiana Department of Transportation (INDOT) in the early phases of a wide variety of development projects throughout the state.

"Nobody sets out to do this, but I took to this industry immediately," B recalled. "I'm not intimidated by the stress, the hectic pace, or the multi-tasking. In fact, I thrive on it. And I get a



great deal of satisfaction when I've researched all the facts, the paperwork balances to the penny, and everyone walks away from the table happy. That's a perfect day for me."

According to B, the company grew steadily. "Even in 2008, when the housing economy ground to a halt, we continued to grow." Additionally, business continued to increase in Mooresville, and she and her staff found themselves borrowing office space from a Mooresville colleague to conclude business with increasing frequency. "It became clear we needed to open a second office to better serve the Mooresville community." Courtland Title began leasing the building at 33 E. Main in August 2010 and began remodeling the building for their needs. "We worked on it slowly, and so it took more time than we anticipated," B admitted. The office opened its doors in February 2011.

Michael Beasley joined Courtland Title as manager of the Mooresville office December 20,

2010. Michael grew up in Lake County in NW Indiana. He moved to Florida at age 19 and started in the real estate industry. "I worked for an attorney in Ft. Lauderdale who owned a real estate and title company. From there, I formed my own title company in Orlando in 2001. We thrived for ten years." In 2008, an illness in his family brought Michael back to Indiana, where he settled in Mooresville. Michael operated his title company long distance, wrapping up all on-going business and closing his company by November 2010.

Michael recalled the circumstance that led to learning about Courtland Title. "I happened to be driving down Main Street and saw the 'Now Hiring' sign on the door. I turned the car around to study the sign and saw the 'Courtland Title' business card. I remember thinking 'you've got to be kidding me,' and sent B a resume that day."

Together, B and Michael oversee the day-to-day business of the Mooresville branch.

## Courtland Title and Escrow, Inc.

B. Craney, Owner,  
Escrow Officer  
Michael Beasley  
Mooresville Manager  
245 Morton Avenue  
Martinsville, IN 46151  
765-342-2400

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michaelb@courtlandtitle.info  
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www.indotdte.com  
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"Being in the business for 17 years and running my own business, I think we're going to work well together" said Michael. "B is dedicated to the local community, and I can help expand our commercial and residential opportunities statewide, taking the company to the next level."

B speaks highly of her staff at Martinsville: Mindy Brown, Examiner; Julia Hessler, Escrow Officer; and Jen Jesse, Title Operations. "I demand high standards from my people, the same as I demand of myself. This transition has been easier knowing I can trust the group in Martinsville to go forward with the same dedication to detail and customer service that I have."

# 8 steps for better engagement

Engagement, is this column about getting engaged? Absolutely! Engaged with your customers! Why you might ask. My rhyming answer... When your customers are engaged, they buy! It's just that simple. The more your customers engage, the more they buy.

Remember there are only four ways to grow your business...

- Get more clients – the most difficult and most expensive
- Get your existing customers to buy more – ancillary sales to the original sale
- Get your customers to buy more often – up sales and cross sales
- And the fourth... to improve on any of the aforementioned ways.

Here are some secrets to getting your customers engaged in your business.

- Hold an open house and invite your customers to attend
- Publish and send an e-zine or paper newsletter, you can't over communicate
- Have an interactive on-line presence and be sure to monitor the activity
- Use a survey either by mail, e-mail or in-store and tell your customers about it
- Make it easy for them to do business with you. Make no assumptions that they "know what to do"



Jack Klemeyer

- Tell your customers what you can do, not what you can't do
- Keep an ear open for their "pains" that you can solve or help lessen
- Tell your customers that you want to hear from them.

Let's talk about the eight simple secrets... When you commit to a schedule to publish an e-zine or paper newsletter, stay with the schedule commitment. Once you deviate from the schedule the impact will diminish fast.

You should have an interactive on-line presence. Your customers are talking about you whether you think they are or not. I assure you, they are! Have a place where your customers can talk and if they complain, respond appropriately. A Facebook Fan Page is a start for on-line presence. At the very least you should set up a "Google Alert" for your name, the name of your business, and possibly the name of your main products.

When dealing with customers never make assumptions that they know what to do or how to do something. Have a detailed plan, better in graphic form, to show them what you expect and how you expect it done.

Tell your customers what you can do. I experienced this just the other night when, while serving White Owl Wine at the Avon Chamber annual dinner and auction we ran out of a couple types of soda. When the guests came to ask for a soda that we were out of... we simply responded... "I can give you (one of the sodas we had plenty of) or and we gave them an alternative. Not one customer become upset or complained. Mostly because the Avon Chamber has great members and partly because of the way we handled the situation.

Just remember, an engaged customer is a buying customer! Strategize with your employees or close associates and discover in what ways you can engage your prospects and customers. Then discover how you can engage them more often. When you take the time to work on your business versus in your business, you will be the beneficiary of the effort.

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

*When dealing with customers never make assumptions that they know what to do or how to do something. Have a detailed plan, better in graphic form, to show them what you expect and how you expect it done.*

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# Planner of note

## GREATER MARTINSVILLE CHAMBER OF COMMERCE - NEW MEMBERS

Stan Piercefield  
Mental Health America - Indiana

Greg Marlett  
Morgan County Farmer's Market

For more information visit: [www.MartinsvilleChamber.com](http://www.MartinsvilleChamber.com)

## GREATER MOORESVILLE CHAMBER OF COMMERCE - NEW MEMBERS

Doug Clampitt  
Oxen Securities

Martin Hadley  
LaQuinta Inn & Suites

Margaret Proctor-Lyles  
Morgan Co Farmers Market

Charlie Rodgers  
Subway Mooresville

Jesse Lalli  
Godfather's Pizza

Julie Lakes  
Julie Lakes, CPA

For more information visit: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com)

## TOWN OF MOORESVILLE - BUILDING PERMITS

Scott West, Bridge St, Creative Sign Resources, new signage  
Brian Hopwood, S.R. 144, Mt. Gilead, pole barn  
TJ Chastain, Field St., Chase Bank, Security Vault Work, ATM island & canopy  
B. Craney, Main St., Courtland Title, interior remodel

## MORGAN COUNTY - BUILDING PERMITS

Della Delaney, Main St., Electrical Upgrade  
Robert McGurer, Hickey Dr., Patio/Porch Enclosure  
Jeffrey Altman, Kivett Rd, House  
Robert Anderson, S.R. 42, Electrical Upgrade  
Wanda Dennemann, Plano Rd, House  
Jane Clephane, S.R. 67, Mini-Barn  
Robert Allen, Dynasty Lane, Electrical

Upgrade  
Lawrence Musgrave, S.R. 44, Pole Building  
Fred Keller, Observatory Rd, Electrical Upgrade  
Habitat for Humanity, Church St, House  
Roy Holmes, Centerton Rd, Pole Barn  
Dan Gallagher, Clear Creek Blvd, Interior Renovation

## NEW BUSINESS FILINGS

Angela Sutton, All About You, 19 E. Washington St., Morgantown, IN 46160  
Douglas Clampitt, Oxen Securities, 800 Morningstar Drive, Mooresville, IN 46158  
Alva Porter Jr., Everything Outdoors  
Rhonda Crouch, RCC Enterprises, 203 East Ohio St, Mooresville, IN 46158  
Todd Huff, Todd Huff Printing, 110 West South St., Mooresville, IN 46158  
Amy Warren, Circle City Designs, 4235 N. Foxcliff Drive W., Martinsville, IN 46151  
Amy Warren, Circle City, Crafts, 4235 N. Foxcliff Drive W., Martinsville, IN 46151  
Tony & Andy Tinsley, Tinsley Construction, 2935 Grizzly Lane, Martinsville, IN 46151  
Colleen Keller, Indiana Mail Crafters,

2958 S. Vickery Road, Gosport, IN 47433  
Sam Cramer, Cramer Tree, 3525 Pine Blvd, Martinsville, IN 46151

## SHERIFF'S SALES

March 28, 2011  
Hankins, 5295 Parker Rd, Martinsville, IN 46151, \$99,336.35, Feiwell & Hannoy, (317)237-2727  
Geraci, 172 Justin Drive, Mooresville, IN 46158, \$97,717.65, Reisenfeld & Assoc., (513)322-7000  
Williams, 2201 E. Canterbury Ct, Martinsville, IN 46151, \$205,477.59, Reisenfeld & Assoc., (513)322-7000  
Zimmerman, 6851 Waverly Rd, Martinsville, IN 46151, \$144,599.26, Unterberg & Assoc. (219)736-5579

*Current updates available at <http://scican.net/~manley/Sales.html>. Note: If you need any further information, please contact the attorney listed per each sale. We do not know what debts are owed on the properties, the condition of the home, and we do not have keys to the residence. All sales are held at 2:00 p.m. at the Morgan County Sheriff's Department. If you are the successful bidder, you will be asked to bring in the full amount of the bid by 4:00 p.m. that same day. Funds must be in the form of a cashier's check. We do not accept letters of intent to purchase from your bank. Not responsible for typographical errors.*

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