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MORGAN COUNTY

April 2013

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For Bare Feet

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Benefits of chamber may not be what you think

I am writing this on the heels of the Mooresville and Martinsville Chambers' annual dinners, where they have just celebrated the contributions of outstanding businesses and individuals that made significant impacts in 2012. The results are exciting and surprising, which is also a good way to summarize this past year. (No, I'm not going to spoil it for you.)

Between my duties as the editor of this magazine and Town Planner Community Calendar, I have membership in numerous area Chambers of Commerce, and serve as Vice President on the Mooresville Chamber. I'm surprised how often I meet with local business owners who have never looked into their local Chamber. After I encourage them to look up their local branch, the inevitable follow-up question is always "But what are the benefits to joining?" What they really want to know is, "What's in it for me?" This is a normal request.

The answer to that, as anyone who's attended for a period of time can tell you, is, "you'll get back exactly what you put into it."

That's not me being mysterious or confounding.

If you're looking to meet and network with the established business owners of your community, to make lasting contacts that may lead to further work to benefit your business, consistent attendance at your chamber will assure that will happen for you.

But if you're joining a Chamber just to network and find business leads, you're missing the real benefit of membership. As the Annual dinner celebrations make loud and clear, the true benefits of Chamber membership have less to do with what you will get out of it, but more how

much you put into it and how you leverage the Chamber to give back to the community. It is then that you will receive.

Chamber Directors Mindy Taylor and Jamie Thompson (for Mooresville and Martinsville,

respectively) both emphasize that robust commerce cannot exist without a strong community cooperation to build upon. The Chambers exist to offer the business community a chance to collaborate together, both in business and service to the community. Service to the community is vital because the health of the community is the underpinnings of a stronger commerce. In this round robin way, the community is healthy, and commerce is vigorous, and the community is stronger and so on.

That's what the annual dinners emphasize when they acknowledge the businesses and business persons of the year,

The Ruth Rusie Spirit of Service Award, and the Mooresvillian of the Year. These are not just great networkers. These are the businesses and individuals the Chambers single out as their superstars--the ones who step up and step forward in a leadership role, time and time again, to support the circular cause...to encourage business and to give back for something other than themselves. They lead teams; they complete projects; they are a support to their schools, churches, service organizations and communities in measurable ways.

And yes, they're pretty good at networking, too.

Whether you represent a large corporation, or a one man/woman show, if you're asking whether you should join your local chamber, my answer is yes. If you're wondering what's in it for you, my answer is, you're asking the wrong question.



Jim Hess
Owner & Publisher

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Home Bank team at the Martinsville dinner

Morgan County Chambers single out community leaders during annual dinners

By Bob Sullivan

Morgan County Business Leader

March Madness is generally associated with basketball, but in Morgan County, the term aptly describes the schedules of Morgan County business leaders and the local Chambers of Commerce. In March, both Chambers throw their biggest events of the year, held a little over a week apart, to celebrate the companies and individuals that made the biggest impact the previous year. In 2012, the community had much to celebrate.

Martinsville's Mayor Dinner: Tuesday, March 12, 2013

The business community sponsored by the Martinsville Chamber gathered in the Martinsville High School cafeteria to hear Mayor Phil Deckard speak of an eventful 2012, including city annexation and of local initiatives such as the Blue Ribbon Committee and Rediscover Martinsville.

Afterwards, emcee John Taylor of WCBK introduced the recipients of each award.

2012 Outstanding Business Professional: Chris Sheets, Vice President, Apriss. During his introduction, Taylor said, "Born in Martinsville in 1966, [Sheets] began his career with Anderson Consulting, where he developed criminal history software. ... In 2003 he...formed a company based out of Indianapolis... They then partnered with ... a Kentucky company to form Open Portal Solutions. This company does business in over 47 states. They recently moved from Greenwood to Martinsville, where they provide public safety solutions to city, county, and state agencies throughout the Midwest. ... Chris continues to recruit Martinsville graduates and is happy to be involved in any project that helps the local community."

Accepting the award, Sheets, quipped, "I didn't realize I was that busy, I guess I am...I'm very happy to be back in Martinsville."

2012 Outstanding Business: Touchstone Collective South Central REMC. "The company employs more than 130 people," said Taylor. "Last year, [faced with the need for larger facilities] they worked with the city to keep the co-op in Martinsville, and are building a new facility and a community room. They use their outdoor electronic sign as a community billboard. Many of their employees are coaches, church leaders, law enforcement, and firefighters."

SC REMC CEO Greg McKelfresh accepted, saying: "Our business is successful because of the directors and employees we have, many of which live in and support this community."



Home Bank team at the Mooresville dinner

Ruth Rusie Spirit of Service Award 2012: Home Bank. "Home Bank was founded in Morgan County in 1890," noted Taylor, "with three locations in Martinsville and Mooresville. Its community gifting program originated in early 2012 ... with a committee of 15 employees charged with identifying specific needs in the community and directing gifts to purposeful projects, such as \$32,500 to Habitat for Humanity. They have always been supporting of employees who take on a cause, such as Relay for Life and many others."

President and CEO Dan Moore accepted, saying, "Legacy is important, and ... it's better to leave things better than you found them. The cooperative spirit [among community businesses] is something that will catch on and something we can pass on to future generations."

Greater Mooresville Chamber Annual Dinner: Thursday, March 21, 2013.

Business leaders gathered at Jones Crossing Banquet Hall in Mooresville for the presentation of the Mooresville Business of the Year and Mooresvillian of the Year.

2012 Business of the Year: Home Bank. That's not a misprint. In a Morgan County first, the same business was recognized by both Chambers in the same year for its outstanding contributions to the community. In her introduction, Chamber President Angela Kath celebrated Home Bank's sponsorship of community events, commending their 10% profit giveback program which helped fund hundreds of free cancer screenings, through a partnership with IU Health Morgan Hospital, at the County Fair. They also contributed a monetary gift to fund weekday religious education for third graders throughout Morgan County as well as built a Habitat for Humanity home (see page 13) in Martinsville. She also cited their Bridges out of Poverty program. (Also, see their press release on page 13 as they have announced a gift for the ReadUp Program.) Dan Moore again accepted on behalf of the bank.

2012 Mooresvillian of the Year: John Ehrhart. January 2013 marked the retirement of First Merchants Business Banker and a true community servant. In his introduction, Chamber Vice President Jim Hess singled out Ehrhart's service since arriving in Mooresville in 1978, including over 3 decades involvement with both county Chambers and the Mooresville Kiwanis Club. Also



Greg McKelfresh, South Central Indiana REMC; Dan Moore, Home Bank and Chris Sheets, Appriss

highlighted was his service to the Mooresville Planning Commission, the Kendrick Foundation, the Morgan County Economic Development Corporation, Community Concert Board of Directors, and the Mooresville School Corporation Strategic Planning Team. He is a 2007 graduate of the Morgan County Leadership Academy. Hess concluded, "Besides his investment without thought of recognition, John is a great source of encouragement for so many people, including myself."

In his emotional acceptance, joined by his wife Nancy and their family, Ehrhart called his time in the Mooresville "...such a blessing. What a great honor. This is a great community and a privilege to be part of."

The Morgan County Business Leader discussed the Blue Ribbon Committee in the July 2012 issue, annexation in the September 2012 issue, and featured John Ehrhart in the December 2012 issue. You can find PDFs of all these issues at www.morgancountybusinessleader.com.



Jim Hess, John and Nancy Ehrhart, and Angela Kath

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By Elaine Whitesides

Morgan County Business Leader

Some people begin a business based on a hobby or interest and, often, it's not intentional. The hobby just grows and blossoms until one day when a spouse either says something has to go or the hobbyist has to find a way to support it financially. That's when a business is born.

That's not what happened when sisters Susie and Shirley Moore opened Just a Little Bit Moore in 1993. Every step of their retail operation has been deliberate. In fact, the shop wasn't even the beginnings of their small business.

Both sisters worked for major corporations prior to undertaking their own enterprise. Susie worked in the retail industry for Woolworth (Woolco) and Shirley was an underwriter for Safeco Insurance. While they were still employed, Susie floated the idea of building a storage unit facility. "I knew storage was a good investment," Susie said. The idea flew and they built two buildings. After retiring, Susie added a retail craft and country decor consignment shop. "I was going to do something I enjoyed if I was going to be here all the time," she said. The shop was popular and they added another storage building.

A customer suggested they offer some scrapbooking supplies and when Susie did that, her portion of shop space started to expand. It continued to grow until the pair just made a complete transition to strictly offer scrapbook supplies and cropping classes and services. That was about eight years ago. They also added another two storage buildings and can now offer 105 units for rent and 25 outside spots.

Part of the success of the store has been the expansive selection of exclusive supplies and the classes. Another contributing factor is the custom and specialized assistance that is available. Organizations or individuals who want that special one-of-a-kind wedding invitation or souvenir for a school, dance, scout or athletic event can stop by and Susie will help design and even provide space for the bride or organization's volunteers to cut out and put together the pieces. The cost is significantly less than mail order products and the resulting piece becomes a treasured keepsake.

Susie has an artistic eye and talents. She also brings her many years of experience in the retail industry to the store. Shirley said "Susie is the



Susie and Shirley Moore

'Queen of Squeeze.' She always says there will be room for that." The displays and shelves are neat, tidy and nicely laid out and, yes, full.

As one of the last independent scrapbooking stores, their customers come from as far away as Wisconsin, Iowa and Ohio. For several years the shop has held retreats at Camp Camby for scrapbookers (called croppers) in March and October, which have drawn participants from near and far as well. Anyone wanting to participate in these weekend events just needs to call the store.

The shop has three full-time and two part-time employees. Shirley takes care of the computer and the books. Susie says, "I realize she doesn't know retail. We don't even worry about things each other have responsibility for. We play to each other's strengths."

Their biggest challenge is also part of what makes this pair's shop unique selling proposition really powerful. Explaining their biggest challenge, Susie says it is, "trying to compete with the big boys. Our biggest thing is going with a vendor. We are exclusive on some vendors that don't sell to the big chains. Because of that we have specialty items and do special orders like local school logos on papers, stickers and die cuts. If someone from one of the schools comes in, we do special cuts."

Understanding what their customers want helps Susie make decisions about stock, classes and services they offer. Both sisters say that it's



easy to listen to their customers because so many have become friends, some like family. They know what's going on in their customer's lives and offer ways to enrich that special invitation or memory book recounting special family moments.

Family and friends are at the basis of the philosophy Susie says is behind all their operations. She says, "You have to treat people like you want to be treated. Treat them special so they want to come back. To me, that is very important and that's what I try to tell people who work for me. "I want people to find what they're looking

for, be satisfied with what they've gotten and be treated well while they're here. That's not too much to ask."

The ladies are not new to the entrepreneurial mindset. Their parents always operated their own small businesses and the fact they were women made no difference. Susie says, "I just do whatever I want to do. I know I have to do it because that's my job and it just doesn't bother me."

The sisters are successful because they see opportunity, make well-considered decisions and work hard – deliberately and intentionally.

Top 10 tips to the worst salespeople

Have you ever had salespeople who are not successful no matter how hard they try? These salespeople are a primary factor for decline in business. You need good salespeople to succeed in selling your products. To train good salespeople you sometimes need to take a different approach, like correcting problem areas.

Here are the top 10 problem areas for ineffective salespeople:

Not being punctual:

Your salespeople represent the first contact customers have with your company. First impressions are lasting and your salespeople must make a good impression. Being respectful of their time increases the customer's goodwill and confidence in your company.

Poor presentation: Some salespeople are not prepared and do not present the product well. That is the first thing a customer will know about your product and it is critical it be shown correctly in an organized manner.

Bad attitude and personality: Rudeness and unprofessional behavior is not acceptable under any circumstances. This gives the potential buyer a bad impression about not just the salesperson, but your company, too.

Not being articulate: A customer greeted with assurance gives a good start to call that is boosted by a knowledgeable and confident product presentation. The salesperson must be prepared to answer all questions concisely and completely.

Not listening to a customer: It irritates customers to have a question and not be allowed to ask it. Worse is when a question is asked the salesperson does not answer but goes off on a tangent, clearly indicating he was not listening. This makes potential customers angry and they never become customers.

Basing a sale on cost: It is extremely risky for a salesperson to depend on cost to close the sales. The prospective buyer will be quick to take advantage and drive the price as low as possible, cutting your profits for the sake of a sale.

Not knowing when to close a sale: Many sales have been lost because the salesper-

son did not know when to close the sale. A good salesperson is in tune with the prospective buyer and knows when to move to close the sale.

Hard sell: Hard sell is when salespeople try to push the sale on the prospective customer. It is a proven fact that nobody likes to be sold to and this makes the buyer aggressive. He will try to end the sales call as soon as possible.

Inflexibility: A salesperson must be flexible and able to adapt to different personalities and circumstances. The same presentation to every buyer will cost you many sales. Each buyer wants to feel special and expects the salesperson to understand and address his specific circumstances.

Not following up: Follow up is very important. It is courteous and good for business to follow up. Circumstances change and a prospect may be ready to become a customer.

As problem areas, are addressed, even one at a time, the salesperson grows in skills – and in sales, too.



Jack Klemeyer

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

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A move to



o Martinsville saves a legacy

of love

By Bob Sullivan

Morgan County Business Leader

In 1984, Brown County elementary school teacher Sharon Rivenbark started a small business in part to help her son Tim Magnuson. Tim's rare medical condition resulted in progressive deterioration throughout his teenage years until his death in 1987.

Sharon and her daughters continued the business, in part, in homage to Tim. For Bare Feet grew into an international sock company providing footwear for pro sports teams in the NFL, NHL, NBA, MLB, among others. FBF's key product lines include sportswear and a healthy novelty/gift line.

But that legacy was threatened in September 2011 when a devastating fire destroyed the production and corporate campus in Brown County. Fortunately, a fast move to a "perfect building" in Martinsville not only saved the company, but positioned it for even greater success.

Sharon grew up in southern Illinois. "My father was a principal, my mother a teacher. My maiden name was Trainer, which was appropriate because my family and extended family were all trainers of children."

After earning her elementary teaching degree from Southern Illinois University, Sharon taught elementary school for 20 years, ten years in Belleville, IL and ten years in Brown County, IN. "My brother was a salesman, with territory in Indiana. He loved Brown County and talked it up." Convinced, Sharon and her family moved, and Sharon taught at Sprunica Elementary School from 1974-1984.

In the meantime, her son Timothy had been diagnosed with tuberous sclerosis, a rare genetic disease in which prolific non-malignant tumors grow on the organs which, over time, cause long-term problems. "The doctors told me that eventually, he'd become mentally retarded. Since Nashville was a tourist town, I thought I'd open a sock shop where Tim could always work." The arrangement succeeded.

Sharon remembered, "Our original sign said, 'We make socks for bare feet' and we shortened that to 'For Bare Feet.' I wanted make enough to break even after supporting Tim."

The business launched and with surprising speed thrived in its first four months. Multiple partners stepped forward. "I met the IU Bloomington bookstore manager, who set me up to supply socks with the IU logo on them. A fraternity/sorority gift shop in Bloomington asked if we could do Greek letter designs. A shop in Nashville offered to carry them, ordering a minimum of three dozen at a time--a bulk order for a startup business."

Sharon attended trade shows. It was the height of the 80s, so the company's core products were hand-made tube socks woven on an antique banner mini-machine. (The machine is still on display in the company's lobby.) "I started getting requests for women's style socks, and had to find a mill that would produce those. In the meantime, our retail store took off."

Sharon requested a year-long leave-of-absence to get the business under control. "I eventually quit teaching because it never got under control. That was a big decision because I was no longer married and the sole provider."

For Bare Feet helped pioneer logo socks as a gift item. "Other companies ran with the idea, which devastated me at the time, but in the long run, it helped grow the demand."

Tim's condition worsened. In the fall of 87, while attending college at IU, he slipped into a fatal coma. Sharon added, "As a child, he tested at a genius-level IQ, and when he died, he still had normal intelligence. We never lost him or who he was, and for that, I'm grateful."

By the mid-90's For Bare Feet had three of Sharon's four daughters working in the company. "By '95, we'd secured sports licenses, college and pro. That was huge because it meant year-round business, so we were no longer dependent on Christmas sales. We worked hard to get those licenses--this little company from Indiana going to New York to secure that sort of deal. But we knew our product was as good as any others, and the players liked it."

For Bare Feet grew into a three-building warehouse and corporate campus in Nashville, with a fourth building under construction in 2011. Then a terrible mechanical accident on September 10, 2011, resulted in the entire campus burning to the ground. "The fire completely destroyed our manufacturing and knitting machines," Sharon remembered. "Most of our inventory was smoke-damaged." Seen on security camera footage, a malfunctioning compressor ignited a sock. The sock dropped onto a full bin, spreading the flames rapidly. Fortunately, no one was hurt.

With no way to produce product, Sharon turned to a Korean partner to cover production until they could re-open. "We knew we would rebuild, bigger and stronger. Brown County couldn't supply enough water for a sprinkler system, and the area was serviced by a volunteer fire department. We looked into many alternatives, but they all proved impractical. We started looking outside the county for the best fit. We were also looking for a short commute any direction so we could retain as many workers as possible."

Their search soon took them to Martinsville to an empty large production facility on Ohio Street, a building with a long history of production facilities. "Mayor Deckard called and he said he had a building for us. We took one look around and I said, 'Oh, my goodness, it's like this building was created just for us. We're going to make this work.'" The location offered 225K sq. ft., with 20 acres to expand upon.

For Bare Feet made their decision in early October and were moved in for an official ribbon cutting December 7, 2011. "We installed the necessary equipment to restart production. Getting optimal setup is still a work in progress, but we're almost there," ob-

served Sharon. "In spite of that considerable bump in the road, we showed a double-digit increase in business last year, and our international business continues to expand."

For Bare Feet remains a true family business. Daughter Kelly Baugh is V.P. of Sales, daughter Tina Bode is V.P. of Administration, and daughter Mandy Zellmer is President. All four son-in-laws hold positions in the company. Daughter Sheree Mills still teaches in Unionville. Sharon reflected, "This is a legacy to Tim. We'll never sell it, and I expect it to be here for a long time to come."

Looking back, Sharon said, "I used to say I was lucky, but now I realize it was a lot of work. You just have to decide 'this is what I want to have happen and this is what I'm going to do to make it happen.' You also have to be flexible enough to adjust what's not working and find the path that will get you to your goal. We no longer do tube socks. We'd be out of business. It's like Madonna. You have to reinvent yourself all the time."

For Bare Feet retained the majority of their Brown County workers during the move. The company has 160 workers, about 1/3 from Morgan County. For Bare Feet product is available in most sports retail shops under the leagues' licenses, and at larger mall box stores under its own name FBF.

Sharon enjoys boating and "spectator sports," attending the events of her 11 grandchildren, from tennis to ballet to horseback riding. She collects vintage furniture and artwork; many pieces are displayed in the reception and lounge of the headquarters.



For Bare Feet

Sharon Rivenbark, CEO
1201 S. Ohio St., Martinsville, IN 46151
765-349-7474, x 8301
Sharon@fbforiginals.com • www.forbarefeet.com

How skimping on your marketing now can cost you in the future



As a marketing consultant for Indianapolis area small businesses, I recognize the need to “get the most bang for the buck” when it comes to marketing and promoting your company. This is particularly true in the start-up phases of a business, or when sales are slow during today’s tight economic times. But I want to caution all of the business owners who, when striving to cut their marketing budgets, make a fatal error that could cost their business thousands of dollars or more in lost revenue.



Susan Young

Let me explain. So, you’re launching a new business, and you have limited funds to get your business going. You need a new company name, logo, tagline, printed marketing materials and a new website. Instead of taking the time to find an expert in naming/branding/logo development, you use one of those low-cost, online deals that give you a logo for a hundred bucks, along with 500 free business cards. Why do I have a problem with this method? Because your brand is a lasting component of your business. It is the first impression customers see – a reflection of your company and personality – and it should be created for longevity. Skimping in this area can be dangerous because you may be showing your customers that you don’t care enough about your own product or service to showcase it effectively. You may lose customers because they don’t perceive you as professional. And more importantly, you will likely have to re-brand yourself later, and spend funds to re-do your new materials to match. So why not do it right the first time? You don’t need to spend thousands, but plan to spend several hundred or a few thousand dollars on a new brand and materials for a new business brand or re-branding effort. Trust me – it’s well worth the investment.

Another one of the most common errors that I see business owners make is not taking the time to properly prepare their marketing strategy – whether it’s a plan for a startup business or an annual plan for an existing business. It’s easy for business owners to cut corners on this one, because there are so many options out there for marketing and advertising your business. In fact, the options are so limitless that many companies will use an approach that I call shotgun marketing – which is, to just pick and choose which marketing and advertising tactics seem good at the time, without taking into consideration the cost versus target market reach, etc. I have witness companies waste thousands of dollars on the wrong tactics, only to go out of business or get no return on their marketing investment. Don’t be a casualty of shotgun marketing. Take the time to create a marketing strategy that analyzes your industry, competition, advertising options, and budget, and develop the right, integrated mix of strategies that work best for your business. And don’t forget to refine this periodically to adjust for change.

Finally, a third way I’ve seen companies skip these days is on their corporate websites. I’ve seen both startups and existing small businesses commit this grave sin. A company signs up for web hosting and uses the hosting provider’s package deal, which comes with a “customized” web template for only \$20/mo. Or they hire one of their employee’s cousins who is a recent college graduate to develop the website for you for a small fee. The problem with this cost-cutting move is that for a small additional investment, you could have a website professionally designed, written and search-engine optimized, complete with a blog, links to your social media accounts, web sign-up form, e-newsletter, and more. Similar to my point on skimping on your company’s brand, your website has the capability to drive prospective customers to your business, so you don’t want to

give them a bad first impression. In addition, if your website is not properly optimized for search engine visibility (which is more than just submitting it to Google to be “listed”), you risk losing hundreds of potential customers. How much is one customer worth to you in lifetime value? Spending a few thousands of dollars to develop a nice looking, professionally-written website will go a long way in attracting customers and creating a good impression before the sale. This is also true of a company’s social media sites, where I see companies hiring “interns” to manage the company’s social media pages. Again – first impressions count, so beware of who you hire to create that impression.

In this economy of save-more, spend-less attitudes, business owners need to wake up to the fact that cost-cutting your marketing efforts can negatively impact future sales. For greater success, business owners need to spend smarter with a marketing strategy that maximizes results, with a professional brand and Internet presence that outshines the competition.

Susan Young is the owner of AimFire Marketing, a full-service marketing firm specializing in website development, blogging and social media management for small businesses. She lives in Brownsburg, Indiana with her husband, Jason and two young daughters. To reach Susan, visit her website at www.aimfiremarketing.com, call (317) 858.7669, or email syoung@aimfiremarketing.com.

2013 County Health Rankings show Morgan County’s smoking rates drop

A national report was released today that ranks the overall health of every county in all 50 states, including Indiana. The report was issued by The Robert Wood Johnson Foundation and the University of Wisconsin’s Population Health Institute. The online Rankings can be accessed at www.countyhealthrankings.org.

“The 2013 data show that Morgan County’s adult smoking rate has dropped to 22.8%,” said Jennifer Walker, Project Coordinator, Ready Set Quit Tobacco. “This is down from 29.8% when we began our program in 2007.”

All of Indiana’s 92 counties received a ranking in the following categories:

- Health Outcomes (Morbidity and Mortality)
- Health Behaviors (Tobacco use, diet and exercise, unsafe sex, and alcohol use)
- Clinical Care (Access to care and quality of care)
- Social and Economic Factors (Education, employment, income, family & social support, community safety)
- Physical Environment (Environmental quality and built environment)

“These statistics are the benchmark we use to measure how we’re doing. It’s reassuring to know we’re making a difference right here in Morgan County,” said Walker. She said tobacco use and second-hand smoke negatively impact health in many ways, including heart disease, diabetes and many types of cancer. “By reducing our smoking rates, we’re improving the health, as well as the financial health, of our community.”

Hoosiers who live in counties with comprehensive smoke-free air laws have lower smoking rates and less likely to be exposed to toxins found in secondhand smoke. “We can improve our community’s health by more fully utilizing our Ready Set Quit Tobacco programs, including adopting stronger smoke-free air policies,” reported Walker.

For more detail on the measure of tobacco use and the methodology used to calculate the county level prevalence estimates, click here: <http://www.countyhealthrankings.org/our-approach/health-factors/tobacco-use>



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Using social networking to effectively hire

Social Networking sites can be a very effective way to reach the new employee candidates your company needs. You need to work on a social networking strategy which is in concert with your overall company goals and objectives. Social networking allows you to reach some prime candidates that you might otherwise not reach. By having a strong on-line presence you are sending a message to potential employees that your company is connected and savvy in the digital age. This will help make you an employer of choice. Interactions with candidates of choice will spread the message that you are an employer of choice across social networks magnifying your brand and message. So why use social networks to recruit? Because you can



Marti Chestovich

- Impress candidates you are the employer of choice.
- Reach higher quality candidates
- Reduce costs to source candidates as postings can be free
- Reach hard to find talent when competition is fierce

Social recruiting is another valuable tool for your hiring solution toolbox. What should you consider before diving in to social recruiting? There are seven topics to consider according to the Human Capital Institute (HCI).¹

1. What are your company's goals?
2. How does the company workforce currently line up with those goals?
3. Where are your talent gaps?
4. What types of technology are attractive to those types of candidates?
5. What resources are you willing to commit to the process?
6. How can you keep the company content fresh?
7. When will you start?

Establish a Plan. Once you have answered these questions you will have defined your company recruitment needs relative to social networking. Then you can move forward to establish your plan. You will know which sites and tools to use, how much time to spend on social networks, how to keep your content fresh and which team members will be responsible for the process.

Review your current brand image. Search on the internet for your company name and for

open jobs. Who is promoting your jobs? This will let you see who is talking about your company and open positions and whether the speakers are advocates or detractors. You can use this information to control how your company brand is perceived. You need to continually monitor your digital image.

Engage with potential candidates. When you participate in the social networks you can open a dialogue with possible candidates. Keep it real. It is very important to be open and honest in your communications. The individuals who use this technology demand that your company be transparent and approachable.

One potential issue with using social networks to acquire top talent is that they do not reflect the entire available labor pool for instance, according

to Quantcast only 7 % of LinkedIn's members are African American and only 8 percent are Hispanic (versus 78% who are Caucasian).² So it is important to include some other avenues of sourcing candidates to ensure that all eligible candidates have equal opportunity for employment with your company.

Remember, with social media, every bit of content is a part of the relationship you are building with your audience. It is critical to make your job postings friendly and relevant. The easier job information is to consume, the more likely you are to reach applicants who are actually qualified for the job. Use hiring managers or employees to like and share job postings. Add video to your postings whenever possible and at minimum place an image next to each posting. This will create more traffic to your page and increase credibility. This will help your company hire effectively in today's market.

For more detailed information on this topic see the book and white paper articles referenced below or contact the ISBDC.

Face Book Recruiting Basics by HRxAnalysts, John Sumner 2012. Social Recruiting Guide: How to Effectively Use Social Networks and Avoid Legal Risks by Oracle July 2012

¹Human Capital Institute, Dustin Cann "What's Your Social Media Recruitment Strategy?," HCI Blogs March 2010

²Quantcast, quantcast.com/linkedin.com, updated July 2, 2012

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Do trees really grow to the sky?

Did you know there's a tree in Redwood National Park in Northern California that is over 379 feet tall and estimated to be over 1500 years old? Many of these tall redwoods still grow several inches each year. Imagine that. A tree a millennium and a half old and still growing slowly toward the sky. With a track record like that, is it really that hard to imagine that someday, it could indeed grow right out of the earth's atmosphere... i.e. grow to the sky?

It is an interesting moment to be an investor. (Actually, every moment of my 20-year career as an investment advisor has been interesting.) At press time, major stock averages remain on a holy terror setting new record highs and with headlines like, "Dow Jones Index 20000?" now starting to appear.

But can the market or the redwood really grow to the sky?

June 25, 1993 was a beautiful summer day. A little cool for late June but still a glorious day. Why do I remember it? It was the day I passed my General Securities Representative Exam (also known as the Series 7). Many investment professionals remember the day they passed their Series 7. It's kind of like an initiation. A rite of passage that allows them to say, "That whole Wall Street thing? I'm an official part of it now." That day the Dow Jones Industrial Average closed at 3490. That's not a misprint. 3490. What were the headlines then? "Dow Jones Index 5000?" is one I distinctly remember and scoffing at the idea. Dow 5000?! That stratospheric height couldn't be reached for many years yet... maybe not for a decade... or so many thought. February 19, 1997 was a cold miserable day. Why do I remember it? Yep, you guessed it. That day I took and passed the General Securities Sales Supervisor Exam (Se-

ries 8) and I had a temperature of 103 at the time. (Miserable day, but I passed the dang exam.) And the DOW? Forget 5000. Less than four years since hitting that 3490 mark, the index had more than doubled and sat at 7020. 101% in less than four years. And the NASDAQ index had similar performance, at least up to that point. And then what happened? The NASDAQ took off toward the sky rising from 1365 on that cold, fever-filled, but memorable day in February, 1997 to 5132 in March of 2000. It rose over 275% in a little over three years, an average of over 91% each year. That was truly crazy. Crazy indeed and the definition of a bubble. And bubbles eventually burst, in this case on March 10, 2000. The "Internet bubble" burst and the NASDAQ plummeted.

But what about today?

We've seen a great bull market with the Dow rising over 8000 points (125%) from its market low of 6,443.27 on March 6, 2009 to its current 14500ish level at press time.

How long will this bull run? How high will that redwood grow? We don't know. There are a lot of variables. But the investor, who would be successful, like a forest creature who dreams of being pulled to the sky, must grab onto the mighty tree and ride. And as they journey higher, they must ever be watchful for wind, weather, the weak branch or limb, and bungling, greedy men who might start a fire and bring the tree and their dreams to ruin.

Mr. Binkley writes regularly for the online investing websites SeekingAlpha.com and the MotleyFool.com. His articles have been electronically delivered to over 1 million money managers, research analysts, investment bankers, and serious individual investors.



Jeff Binkley

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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

Mooreville Chamber of Commerce:

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

Networking Business Women of Morgan County:

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

Morgan County Toastmasters Club:

The weekly meetings will now be on Thursdays beginning May 5 from 6 to 7 p.m. The club meets at the Academy Building, 250 N. Monroe St. in Mooreville.

Rediscover Martinsville :

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

Morgantown Merchants Association:

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

Rotary Clubs:

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

Business Networking International:

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

Business & Professionals Exchange:

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

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Home Bank selects ReadUp Program as Next Gift recipient

Dan Moore, President and CEO of Home Bank SB, has announced that the ReadUp Program in Morgan County is the recipient of the bank's sixth gift to the community. A contribution of \$11,000 will be presented to United Way of Central Indiana for the program in the MSD of Martinsville. This gift will charter the program in an additional elementary school. The ReadUp Program is directed by the United Way of Central Indiana and was launched at Poston Road Elementary School during the 2012-2013 school years.

In July 2012, the bank released its plan to identify selected non-profit organizations and begin directing a portion of its earnings to projects targeting the most critical needs in the community. The bank has announced five gifts to date, including free cancer screenings at the Morgan County Fair and donations to Morgan County Weekday Religious Education and Habitat for Humanity of Morgan County. As part of its gifting program, the bank has also been involved in an initiative to address the problems of poverty in our community.

"Through our work with *Bridges Out of Poverty*, we have gained an awareness about how exposure to language and reading in the early years is directly linked to cognitive development," stated Moore. "Reading is the absolute foundation of learning, and children who lack these skills, may suffer consequences through their entire lives. The effects of poverty in our community are huge in scope, and we feel that this is one smaller piece that Home Bank can isolate and perhaps help address."

ReadUp trains volunteers from the community to help students with their reading for one hour per week. That hour is divided equally between two students reading to the volunteer, who then leads them through activities to help with skills like reading comprehension and pronunciation.

Moore added, "We also want to bring attention to the fact that ReadUp relies entirely upon the involvement of volunteers from the community to help and mentor these children. We can't solve the problems that we now face without individuals getting involved and sharing their time in service to others."

Diana Roy, Area Director of United Way



There's no place like Home.

in Morgan County, stated, "With this generous donation to ReadUp, United Way in Morgan County will be able to expand the program to another elementary school in the MSD of Martinsville. We will work with the administrative staff and teachers to select the next school where ReadUp will be implemented in the fall. In the meantime, this funding will allow for several additional volunteer trainings, books, supplies, and additional staff. On behalf of United Way in Morgan County, I thank and commend HomeBanksb for investing in this early

childhood education initiative to help our 3rd and 4th grade students read at 'level' by grade 6."

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



Home Bank men volunteer with Habitat for Humanity of Morgan County

A team of men from Home Bank volunteered on March 23 for Habitat for Humanity of Morgan County. This current project located at 390 W. Harrison St. in Martinsville is the build sponsored by Home Bank through its community gift program.

Is technology working for you?

Recently, I paid a visit to one of my favorite office supplies/technology stores. I quickly went in and got what I needed.

As I was checking out, I was asked a question I've never been asked before, "Would you like a printed receipt, or would you like it emailed to you?"

I thought about it for a moment and said, "I would love for you to email it to me!" Personally, I'm horrible with paper; if you give me a piece of a paper I'm likely to lose it. I even take photos of paper so I don't lose the information.

I was so excited to see technology, as simple as that is, in use. Just by using my rewards number they could email me the receipt. Then all I had to do was capture it on my computer and it's filed away for reimbursement. End of story. Whereas if I had to remember to take the receipt, then take the photo, then file it away, there's a good chance I would completely forget and never do it.

It's a funny, silly, little example of technology in use. Some of us would struggle to adopt it and some of us would leap all over.

The bottom line is this: are you making it easy for your customers and clients engage with you and enjoy the experience with you?

Are you making it easy for the people to get a hold of you? Technology allows us to streamline our efforts to get people engaged. Think about it. In my example, the company now has a name in its database, one to follow up with; they've got a person they can be talking to instead of making it so hard they just never get around to it. We've all been there.

How can it be applied to us?

Maybe it's simply putting web forms on your website allowing people to submit questions. Maybe it's building a very simple app for people to integrate with your business. Another straightforward technique, is your phone number prominent on your website? All someone has to do, if on a smartphone, is to touch the number on your site and it will dial the number automatically. These are example of how we can leverage technology in marketing so it actually helps get the job done, which ultimately moves people closer to giving you money. By not using technology, you could potentially be putting a big gap between you and the prospect, therefore, losing out on opportunities to do more business.

Tony Scelzo is the founder of Rainmakers, the fastest growing business networking organization in Indiana and beyond. He is also a noted business coach and consultant.



Tony Scelzo

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Corey Morris, Town Center Road, Commercial Remodel
Ferrill-Fisher, Hancel Circle, Commercial Remodel
Jim Gibson, West South Street, Residential Remodel
Bryant Hopwood, Milkhouse Lane, Residential Accessory

MORGAN COUNTY - BUILDING PERMITS

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William Heacock, Old Morgantown Lane, Pole Barn
Brian Davee, Lake Hart Drive, Residential Addition
Larry Elsner, Leonard Road, Storage Building
Lee Ashton, Observatory Road, Electrical Upgrade
T Mobile LLC, Pennington Road, Cell Tower Renewal Permit
MC Commissioners, Blue Bluff Road, Commercial Addition
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Amy Payton, Old Morgantown Road, Pole Building
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Melba Broadstreet, Horse Barn Road, Electrical Upgrade
Krystal Gerbick, Little Hurricane Road, Mini Barn
Dean Durbin, Paragon Road, Electrical Upgrade
Angela Parsons, Jordan Road, Electrical Upgrade
League of Miracles, Landersdale Road, Commercial Building
Don Holman, Holman Drive, Pole Building
Julie Dickinson, Warwick Road, Single Family Residence
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C & R Concrete Contractors, Old S.R. 37, Commercial Building
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David Titlow
7096 E Candice Dr
Camby
\$182563.17
April 22
Feiwell & Hannoy
317-237-2727

Billy Bunton
3590 Wilbur Rd
Martinsville
April 22
\$233391.62
Bleecker Brody & Andrews
317-574-0700

Aimee Mahan
126 W South St
Mooresville
April 22
\$122849.04
Bleecker Brody & Andrews
317-574-0700

Ethyl Chambers
12885 N Oakhaven Dr
Camby
April 22
\$128593.50
Unterberg & Assoc
219-736-5579

Jacqueline Fink
59 E Blaine St
Martinsville
April 22
\$80565.40
Feiwell & Hannoy
317-237-2727

Floyd Foster
510 S Cherry St
Martinsville
\$57430.59
April 22
Feiwell & Hannoy
317-237-2727

Brian Phelps
229 Bloomington Pike
Morgantown
April 22
\$96340.82
Feiwell & Hannoy
317-237-2727

Robert Rollin
7217 N Stafford Lane
Martinsville
April 22
\$119920.65
Feiwell & Hannoy
317-237-2727

Edwina Williams
1297 Pennington Rd
Martinsville
April 22
\$56479.31
Feiwell & Hannoy
317-237-2727

Troy Flick
6273 E Pembroke St
Camby
\$135196.16
April 22
Unterberg & Assoc
219-736-5579

Carolyn Pettigrew
12925 Meagan Dr N
Camby
April 22
\$91602.85
Unterberg & Assoc
219-736-5579

Joshua Argue
1411 W Antioch lane
Mooresville
\$104859-10
April 29
Doyle
317-264-5000

Jean Coburn
1005 Honeysuckle Dr
Mooresville
May 6
\$124052.87
April 29
Doyle
317-264-5000

Joseph Cope
13324 N Miller Dr
Camby
April 29
\$94142.61
Doyle
317-264-5000

Mark Detraz
3485 Nicholas Ct
Martinsville
\$157174.66
April 29
Feiwell & Hannoy
317-237-2727

Brad Greeson
440-444 S ST Clair
Martinsville
April 29
\$68214.95
Unterberg & Assoc
219-736-5579

Jeremy Hadley
11381 N Creekside Dr
Monrovia
April 29
\$177355.31
Feiwell & Hannoy
317-237-2727

Heirs of Ada Lane
1559 Colt Ct
Martinsville
\$111128.77
April 29
Doyle
317-264-5000

Darrell Lewis
2185 Plantation Lane
Martinsville
April 29
\$202210.90
Johnson
312-541-9710

Ronnie McClure
3560Wilbur Rd
Martinsville
\$115995.33
April 29
Unterberg & Assoc
219-739-5579

Brian Pence
1690 Cessna Blvd
Martinsville
April 29
\$442596.80
Feiwell & Hannoy
317-237-2727

Michael Pierce
8637 W SR 42
Monrovia
April 29
\$125807.80
Johnson
312-541-9710

Robert Farrington
10694 W Hickory Ct
Quincy
\$82472.51
May 6
Feiwell & Hannoy
317-237-2727

Staci Stephens
9528 N Gasburg Rd
Mooresville
May 6
\$98318.25
Reisenfeld & Assoc
317-844-0106

Scott Bowers
2927 W Longbranch Dr
Monrovia
May 6
\$106649.72
Manley Deas Kochalski
614-222-4921

Jeremy Briles
13750 N Ferguson Rd
Camby
May 6
\$130055.37
Feiwell & Hannoy
317-237-2727

Gregg Bryson
6955 N Baltimore

Woodland Lane
Monrovia
May 6
\$332754.64
Manley Deas Kochalski
614-222-4921

Melissa Parsons
812 Trail Ridge Ct
Mooresville
May 6
\$107453.28
Feiwell & Hannoy
317-237-2727

Amber Willis
9980 N Rooker Rd
Mooresville
May 6
\$121321.19
Unterberg & Assoc
219-736-5579

Robert Bayer
130 Circle Dr
Monrovia
May 6
\$175386.11
Feiwell & Hannoy
317-237-2727

Rodney McClusky
1074 Center St
Martinsville
May 6
\$86105.78
Foutty & Foutty
317-632-9555

Robert Milton
37 Stephens St
Mooresville
May 6
\$118840.62
Mercer Belanger
317-636-3551

Brenda Blakely
8182 Beech Grove Rd
Martinsville
May 13
\$55583.96
Feiwell & Hannoy
317-237-2727

Jodie Campbell
425 N Monroe St
Mooresville
May 13
\$117656.78
Feiwell & Hannoy
317-237-2727

Stephanie Cox
623 Peaceful View Dr
Mooresville
May 13
\$130273.15
Feiwell & Hannoy
317-237-2727

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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