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BUSINESS LEADER

MORGAN COUNTY

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FROM THE PUBLISHER

Treasures of Morgan County

One of the viewpoints that I focus on here at the Morgan County Business Leader is to find positive stories to tell that serve in turn as an encouragement to others and to inform of the great things happening in our community.

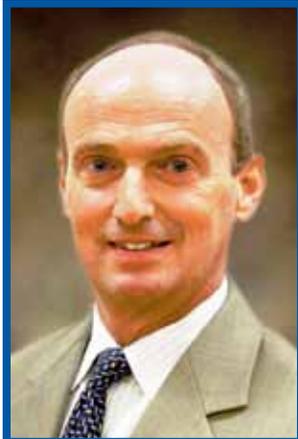
Some may not be aware of a treasure we have in Morgan County. The League of Miracles is a sports facility specifically for children and young adults with physical, mental or emotional disabilities. Until the League opened, these young people were content to be a spectator at the activities of their friends and relatives. This facility is just for them. The smiles on the children's faces when they are playing on this field must be seen to be believed. Words have little capacity to describe the joy that this park brings to these boys and girls. This is made possible by support of time and money from people in our community. Early this spring the new concession and restroom facility was vandalized. Once again the community rallied and the damage was repaired just in time for the spring baseball season.

Another jewel is The Boys and Girls Club of Morgan County who opened up their Summer Program on June 8, 2015 for the

youth of Morgan County. With the help of the 21st Century Community Learning Grant, obtained last summer, every youth in the program was able to attend the weekly field trips to the Zoo, Children's Museum, and the Pool throughout the whole summer. The organization's daily attendance marked at 35-40 kids/day that were able to eat for free through the Summer Lunch Program. Morgan County Master Gardeners and the Mooresville Public Library were involved in a weekly program to educate on gardens and literacy for the youth. The Boys & Girls Club also hosted a very successful golf outing on July 10th. Thank you to all who have helped and volunteered to make this summer successful.

While I cannot numerate every organization, these are but 2 of countless organizations that are impacting the community in ways that are not seen by many but whose influence is still profound. Many others are cause for celebration too. Have you volunteered lately?

For more information and to volunteer at these organizations, see www.leagueofmiracles.org or www.facebook.com/.../Boys-Girls-Club-of-Morgan-County



Jim Hess
Owner & Publisher

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

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It's a great time to be outdoors at the Mooresville Park!

Mooresville Park and Recreation District

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www.facebook.com/mooresvillefamilyaquaticcenter

By Nicole Kendall

Morgan County Business Leader

Haven't had many chances to take advantage of the great Park District we have in Mooresville this summer? Many opportunities await in the approaching months to get outdoors and enjoy what the Park has to offer! Brent Callahan, Superintendent of Parks & Recreation and Kris Wilson, Assistant Superintendent, took some time out of their busy day recently to share with us the popular attractions and upcoming happenings around the Park District. If you have not already heard, the Soaring Eagle Zip Line is a great experience and after 3 years in operation, the word is getting around! The only Zip Line you ride both ways and with a friend, the Zip Line at Pioneer Park is an amazing ride that provides beautiful views of the park and beyond. From 85' in the air, it is a unique, fun experience! The Soaring Eagle may also be rented for private group outings. The Zip Line will be open on weekends only starting Aug 4 through Oct 18. While you're visiting the Zip Line, be sure to explore the 3.5 miles of trails that are maintained year round and if you visit soon, even though the Aquatic Center closed on August 4, the Splash Pad is open daily and is free to the public until Labor Day. Now is a great time to take advantage of all of these fun activities while the weather is still warm!

Coming up soon, the Old Settlers Festival, which has taken place for over 100 years, will be held again this year August 9-11 at Pioneer Park. Organized by the Mooresville Lions Club, the festival will have games, rides, merchant tent and a parade to enjoy. Soon after, August 15, the Park will host the Mooresville Motor Sports Day, featuring the Indy Karting Classic Go Kart race, the Pioneer Park Control Line Flyers demonstration, a car show and a Touch a Truck event for truck lovers young and old to get up close to a wide variety of construction and public safety vehicles.



Kris Wilson and Brent Callahan

With children back to school this time of year, don't forget the Mooresville Park and Recreation District offers before and after school programs for children in grades K-6 in conjunction with the Mooresville Consolidated School Corporation. Enrollment is open throughout the year and the children take part in science experiments, homework help, sports, games, computer lab, reading and they participate in at least 1 service project during the year.

As we approach the fall, you can enjoy a night under the stars at the Family Camp Out event on September 18/19. It is the only time you can camp out in the park! That night, you can enjoy moonlight rides on the Zip Line and an outdoor movie while relaxing at your camp site! The registration deadline for this event is September 11. Later in the fall, The Halloween Hike will take place again this year on October 31 from 6:30-8PM. This event is free to attend and it is primarily designed for preschool and elementary aged children. There are approximately 25 stops for the children along the 1 mile road. This hike is supported by local businesses and it is already time to sign up as a sponsor if you are a business who may be interested in volunteering, having a stop on the trail, or make a donation for this fun event. Later in the year, plans will be finalized for the popular parent (guardian)/child dances that the district hosts.

While sharing the great events the Park District is working on, Brent, in his 29th year with the park district, shared how much he truly enjoys his career. "We couldn't do all that we do without the support of our community. It really takes a community to organize our events. We've been fortunate to have generous businesses and community members whom have volunteered, donated items or allowed us to borrow equipment for many events that we host and that has been appreciated." When asked why he's stayed the course in his career, he shared, "I enjoy my interactions with the people in our community and we have a park board and town council that care about park growth. To add to the county and community is rewarding." Kris, in her 10th year with the park district, keeps incredibly busy and enjoys that every day is different. In our job, things are always changing and we are always looking for ways to improve our Parks for the community." The Mooresville Park and Recreation District employs 5 full time and 20 part time year round employees and a peak of 80-100 part time employees in the summer. You can register online for any programs offered through the Park District. If you'd like to volunteer or sponsor any event, you can reach Kris in the park office for more information! Now...It's time to get outside and explore!



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Is a perfect marker storm brewing?

Most people like to complain about the weather. It's either too hot or too cold. Too wet or too dry. This summer has been no exception. When I ask you about the weather this summer,



Jeff Binkley

Timothy Hall and Kelly Hereid NASA Goddard Institute for Space Studies, New York, New York, USA,)

There's been somewhat of a "drought" in the investment world as well. By drought, I mean an extended period since a correction of 10 percent or more has occurred. It's been over 3 1/2

years since the last 10 percent drop in the market. Could we be shaping up for some kind of "storm" in the markets before this hurricane season ends in November?

Let's consider some potential red flags:

1. The Fed continues to signal a rate hike is coming, and likely in September. When interest rates rise, expect volatility in both the bond and equity markets.

Revenues reported by many companies have shown flat to declining numbers for the first two quarters of 2015.

2. Earnings reports are starting to show some fatigue in the ability of companies to meet or exceed analysts' estimates. Revenues reported by many companies have shown flat to declining numbers for the first two quarters of 2015. If that trend continues in the third quarter, and those reports begin to come out in late September and early October, equity markets could become troubled.
3. There remains significant potential for oil prices to repeat last year's downward slide due to global economies continuing to lose steam... especially in China.

4. Concerns about the strengthening US Dollar continue to grow.

As I write this, (mid-July) the financial troubles of Greece, and to a lesser extent China, have sucked up most of the financial news oxygen so far this summer. As those situations resolve, or blow up spectacularly, the investor who would be successful should also keep a watchful eye out for these other storm warning flags as we head deeper into the summer and early fall. My advice? Don your rain gear and gird your portfolios accordingly.

None of what I have written above should be construed as buy or sell recommendations for any investor without thoroughly discussing your specific situation with a professional advisor. The Binkley Wealth Management Group LLC is a fee-only Indiana Registered Investment Adviser located in Avon. Mr. Binkley can be contacted via email at Jeff@thebinkleygroup.com or phone 317.697.1618

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Discovering Morgan County: The many reasons to stay, play, and explore

Visit Morgan County

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By Rebecca Todd

Morgan County Business Leader

From farms to festivals to fine dining and family leisure, there's a lot going on in Morgan County, and Visit Hendricks County Executive Director Tosha Daugherty wants you to know about it.

The Morgan County Commissioners adopted an ordinance forming the Morgan County Convention and Visitors Bureau in October, 2010. They then worked with a consultant for a couple of years to get everything set in motion. By 2014 the board decided it was time to bring in an experienced tourism professional to serve as director.

The timing was perfect for Daugherty, who was working for the Bloomington Convention and Visitors Bureau and had previously worked in many aspects of the tourist industry, including stints at the French Lick Hotel and the Eiteljorg Museum. She hails from Southern Indiana and is a graduate of the University of Indianapolis.

Daugherty and her husband both come from "farm families" but tried the apartment life in Indianapolis for a while when they were first married. It wasn't long before their longing for the rural life led them to Morgan County. They have lived in Morgantown since 2001, and Daugherty is excited to have the opportunity to share her knowledge of Morgan County with both visitors and residents.

The goal of the Morgan County Convention and Visitors Bureau is "to unify and lead the area's travel and tourism industry in marketing Morgan County as a visitor destination, thus enriching the community's overall quality of life through direct visitor spending and related

economic development." Tourism is, in fact, on the rise in Morgan County with the latest numbers from 2013 showing visitor spending of \$22 million, up 2% from the previous year. "We are just at the beginning of building it," says Daugherty, "But we do have a number of really great attractions to work with."

Morgan County is especially big on agritourism, with a number of family farms that are open to the public, including Hunter's Honey Farm, Willowfield Lavender Farm, Grandpa Jeff's Trailrides and Zink Berry Farm. Anderson Orchard and Cedar Creek Winery and Brew Co. also fall into the category.

Throughout the year, Morgan County communities host numerous festivals and celebrations that attract visitors. From GardenFest in March through Victorian Christmas and the Cookie Stroll in December, each season offers inviting activities in Morgan County. "We're so lucky that each of our communities in Morgan County has a big community festival," says Daugherty. "So we have a lot of really nice events to invite people to."

The County also boasts many unique restaurants, parks and cultural arts venues. Visit Morgan County works closely with Visit Hendricks County to promote these venues. The two organizations have partnered on the Cultural Trail: Rural Routes to Main Street (ruralroutestomainstreet.com) to promote over 30 destinations in the two counties. "We compliment one another well," says Daugherty. "So we work together to keep visitors in the area."

There's so much to do in Morgan County, the past year has been a whirlwind for Daugherty as she strove to visit each event and destination and connect with local organizers and business owners who are the foundation on which the Morgan County Convention and Visitor's Bureau can build their tourism industry. Now Daugherty faces her real challenge:



Tosha Daugherty

getting the word out.

"Our biggest challenge is lack of awareness," says Daugherty. "And the thing that surprises me the most is that it is not always just lack of awareness from people who are visiting. It's also people who are from here. They have lived here all their lives and they don't realize how many wonderful things there are to do."

Though the main mission of Visit Morgan County is to speak to visitors, Daugherty knows it is also really important to speak to locals and make sure that they are educated about what Morgan County has to offer. "The percentage of travel because people are visiting friends and relatives is astronomical," she says. "We'd like to educate people who live here, so they can tell their visiting friends and family about things that are really cool to do [in the area]."

That's where Daugherty's tech savvy comes in handy. You can find Morgan County tourism information in every corner of the Internet. Besides the informative website at www.visitmorgancountyin.com, Visit Morgan County is on Facebook, Twitter, Instagram and Pinterest. Daugherty is diligent about updates so residents of, and visitors to Morgan County can always be aware of the latest events and venues. "Our story changes by the season," says Daugherty. "Give us a follow to keep current. Find out why you should be hanging out in Morgan County."



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Say anything to anyone with this 3-step process

It won't help your profitability if you can't speak candidly with your employees.

You aren't being nice when your conversations lack candor—it isn't caring to string your employees along with indirect words and mixed messages that leave them guessing at what you really want.

Misconceptions about candor

Candor isn't lobbing uncaring one-liners containing unsubstantiated conclusions. Nor is candor not being nice. On the contrary, candor is very nice; it comes from a place of caring. It's not about your fear of the other person's anger or perception; it's about caring enough to give them the input they need to be successful – or to avoid further or future pain. We don't stand by silently while someone walks into the path of an oncoming car... so why would we stand by and watch them fail on the job?

NICE means Nothing Inside me Cares Enough (to give you feedback)

If I care enough about others, I'll share the open and honest truth with them to help them improve. If I'm selfish, and care more about how they perceive me, then I won't confront them.

Not only does it take guts to practice candor, it takes skill

And it takes practice, but in the end, as Jack Welch says, candor "always works and it always makes work better." Welch advises to start slow and use humor sometimes.

It's not what you say; it's how you say it

You can tell anyone anything if you say it with respect and come from a place of caring. Here's a fail-proof, easy-to-remember 3-step

formula:

1. Start with your observations: "Linda, in that meeting we just left, I noticed that you interrupted Bob four times." State the facts in specific terms, using numbers when possible. The key is to NOT start with your feeling or your conclusion: "Linda, you treated Bob pretty rudely in that meeting." That puts your listener on the defense and they won't hear much of what you have to say.

2. State what effect the behavior likely had. "I think (or I'm wondering if) Bob got all his thoughts out (or if he felt talked over)."

3. You can either stop here or wait for your listener to respond (silence is SO effective) or you can finish with a 3rd step—Invite your listener's thoughts: "What do you think?" "Thoughts?" or "Did you get a similar sense?"

The key is to start with the pure facts of the situation—it keeps it from sounding critical, evaluative, or judgmental.

The next time you want to give someone feedback, if you do nothing else, start by saying what you observed. You'll get a receptive, solution-focused response that moves your business forward.

Roger Engelau is central Indiana's sought-after advisor to business owners in every industry. He applies his significant business expertise to help business owners improve their business, income, and lifestyle and his clients enjoy record profits. Go here to book a free exploratory meeting <http://bit.ly/timewithRoger>, call 317-908-5809, or email Roger@InspireResults.com. Roger is Head Business Coach and Owner of Inspire Results Advising based in Mooresville.



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Long-term, SUSTAINABLE BUS and car

By Elaine Whitesides

Morgan County Business Leader

Aspirations are powerful, especially when they are long-term and sustainable. A prime example is Home Bank, headquartered in Martinsville. The original business was called the Martinsville Building Loan Fund & Savings Association, which opened its doors on July 2, 1885. The mission of the company was to provide a place for people to save their money, then pool it together to make loans to people and businesses to fulfill their dreams. All of the money stayed within the community. While the mission remained steadfast, the business grew rapidly, evolved and was reorganized. On February 21, 1890, the doors opened as Home Building Association. The bank later changed its name in 1990 to Home Bank, just in time to celebrate its 100-year anniversary.

This year Home Bank celebrates 125 years in operation – not with another name change, but with a continued commitment to the original mission ... with a bit of a twist.

Dan Moore is president and CEO of Home Bank. His professional path has echoed the power of aspirations through his own long and productive career in banking. When Moore graduated from Indiana State University as a young groom, he needed a job – any job. Times were tough in the employment market, and he felt good snagging a loan officer's position at Railroadmen's Federal Savings and Loan Association of Indianapolis. "I was just looking for a job," Moore says. "I was intrigued by the commercials on TV, but didn't know what it was."

He continues: "It was a natural fit, a great combination of using people skills and a quantitative, analytical numbers piece." He aspired to higher positions and, in the setting of a community banking environment, he became involved in every aspect as a manager. With that experience, coupled with family aspirations of raising his baby daughter Amber in a small town, he and his wife Judy made the decision to move to Martinsville, with Moore accepting a position at Home Bank. That was 38 years ago, and both Martinsville and Home Bank have been Moore's home ever since.

"I just love every minute of it," Moore says about banking. He admits that he did aspire to the position of president/CEO. "I didn't know what it was, but I always wanted to go to the next level. In community banking, if you work hard, there are opportunities that open up."

Professional advancement was one target, but there was something else that he discovered. "A community bank focuses on not just the day-to-day operations of the bank," Moore explains, "but on how it can provide leadership to the community."

Home Bank

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Community bankers have a role in setting the tone, the vision and the leadership of communities. They have a seat at the table."

That leadership role and "seat at the table" has taken form for Home Bank – and for Moore.

The Fire Inside

At the age of 50, Moore made a decision: "I went back and got my master's degree. I embraced servant leadership and became more serious about my own self-development. If I was in a position to make a difference, I wanted to be prepared to do that. I wanted to make sure I had the right foundation to do that."

"It's being of the right mindset that you really can effect positive change, a legacy. At 50, I felt that my peers and I in my age group were not leaving things better than we had found them. I have a fire to correct that."

For the Community

In 2007-08, Martinsville was devastated by a major flood. "We lost our largest employer, Harman-Becker, and the global Lehman Brothers banking meltdown was happening. Everyone experienced the global issue, and it decimated our community," Moore recalls. "As a community bank, we needed to reassess our role and become more active in providing leadership and support, both financially and in our efforts. The community was adversely affected by events, and the results were things like poverty."

It was decided the bank would give 10 percent of profits to worthwhile endeavors in the community. A committee composed of tellers, branch managers and loan officers was formed to determine how to allocate the 10 percent to the community. There was no senior management on the committee.

After about two years, members of the committee came to management saying they were proud of what had been accomplished, but they wanted to extend the reach into the community to help more people. They adopted the Bridges Out of Poverty model from the book of the same name by Ruby K. Payne. Since that time, the Home Bank committee has hosted two community forums, brought together community leaders, developed a formal executive board, and had several people certified in the Getting Ahead™ program.

"Bridges Out of Poverty gives skill sets to get out of poverty," Moore says. "It's an active process, and we are the first community to ever birth the process out of the private sector. Home Bank is the first bank to birth this kind of thing." Moore has been asked to attend the Bridges Out of Poverty annual convention to speak about the bank's participation.

"Community banks can be the platform for Indiana and throughout the Midwest, because we see the early signs: delinquent loans, bouncing checks," observes Moore. We can be looking for signs of poverty. We are partnering with the Indiana Bankers Association to bring the concept statewide through community banks, taking what we have learned and passing it on."

Home Bank is not running the program; however, because bankers have a set of skills that are useful to build the program, they can begin the process. Moore says, "We create structure, set goals, build strategy, and then allow the community to fill in and join. The executive committee is community-wide."

What is exciting is the impact on the community because of the role Home Bank has taken with Bridges Out of Poverty. Not only is the bank building a common language and purpose in the community, it is a part of the fundraising event to happen in Morgan County on September 17, when Ruby Payne herself will be attending.

The Future for Home Bank

Likewise Home Bank as a business is preparing for the future, building infrastructure and training employees. Moore says, "The bank of the future may be more focused on technology,

A man with short grey hair, wearing a dark blue suit, a white shirt, and a red tie with white polka dots, stands in front of a wall of metal mailboxes. He has his hands clasped in front of him and is smiling slightly. The mailboxes are arranged in a grid and have various numbers on them.

BUSINESS

Leader

rather than brick-and-mortar, and Home Bank is poised to accommodate that. We can't force the market, we have to follow the market. We cannot drive behavior, we have to monitor the market and respond to it. We are embracing the new. You take something that's good and try to make it better.

"You listen to the customer and what they want," Moore notes. "We deliver on that, keep our promises, but never lose sight of that same mission that was started in 1890."

The aspirations of a small group in 1885 began a long-term and sustainable mission for saving and lending in Morgan County through what is now Home Bank.

The goals of Dan Moore led him from a beginner loan officer to president and CEO of the Home Bank community bank.

The wishes of caring and empathetic employees and community servants is beginning a process to improve the lives of all residents in Morgan County, especially those living in poverty, through Bridges Out of Poverty.

Aspirations are powerful, especially when they are long-term and sustainable.

Know your 'why'

Sometimes being a small business owner is like being bitten by a million fleas. There are so many people and tasks pulling at you that you might just, well, feel like Sisyphus, pushing that boulder up the mountain.

It's on those days that you have to have a very clear, compelling reason to keep going. If you do not, you might just roll over and tuck your forehead under the blankets and stay there. Knowing your "why" does many things:

- It defines success.
- It creates decision-making criteria.
- It aligns resources.
- It motivates.
- It clarifies focus.
- It expands options.

In other words, it gives you the impetus and the structure for your business. Knowing "why" goes for your business and everything you do to run your business. It sounds like common sense, but as the joke weaving its way through Facebook says, "Common sense ain't all that common."

Not to say you do not have common sense, but sometimes concepts like knowing "why" just sound so simple and obvious that we do not take the time to clearly define it and use it. The problem is that when we do not take the time and state the supposed obvious intention, people's interpretations can differ. Your obvi-

ous purpose may not be the same as the person across the table. In addition, we can get caught

up in the form of what we are creating and let our connection with the real and primary intention slip.

For example, every meeting, task and piece of marketing you undertake should have a clearly defined "why." If there is not a purpose set forth in the beginning, how do you know if you have achieved success or met the need? That marketing brochure might be beautiful, but does it fulfill the need and purpose of creating it?

Scrutiny at the top level enhances and galvanizes the interactions and focus. It makes everything more purposeful and that can save

time, aggravation and a lot of misdirected floundering. Stay on task, get the plan made and get the job done.

As David Allen said in *Getting Things Done*, "People love to win. If you're not totally clear about the purpose of what you're doing, you have no chance of winning."

If you want to win in your business, get clear about your "why."

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



Jack Klemeyer

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2015 CFMC grant cycle opens August 3

The Community Foundation of Morgan County Arts & Matching Grant application period for 2015 will begin on Monday, August 3, with applications due by 4 p.m. on Friday, August 28.

Nonprofit organizations and groups interested in completing projects to benefit Morgan County are encouraged to apply for a Community Foundation of Morgan County Arts or Matching Grant. Projects must be completed during the grant period of November 1, 2015 to June 15, 2016.

Applications will be available online at the CFMC website at CFMOnline.org. The online application platform through Smarter Select offers an easy-to-use system that will allow applicants to choose between a CFMC Arts or Matching Grant.

Printed applications will not be available or accepted this year. Applicants can save their applications as they compile needed information on the online application platform.

Application Criteria

The Matching Grants program requires that the grant applicant must raise an amount at

least equal to what they ask for on their application. The Arts Grants program requires no matching funds.

In the past, the foundation has awarded grants as small as a few hundred dollars to as much as \$15,000. Applicants should note that most grants awarded will be between \$500 and \$2,000. Approximately \$30,000 was awarded last year in arts and matching grants to twenty-four community based non-profit organizations. These grants are made available thanks to generous donations to the CFMC's Commonwealth Endowment Fund.

Selection criteria include, but are not limited to: innovative solutions to a significant community issue, impact on the community, ability to carry out the project, and how the project will increase community awareness of the identified funding priority and the CFMC.

More information on the CFMC Arts and Matching Grants is available on the foundation's website at CFMOnline.org. Individuals may contact Corey Howard, CFMC Program Officer, with questions at choward@CFMOnline.org.

Kendrick Foundation awards more than \$1 million in local grants

In June, the Kendrick Foundation Board of Directors awarded 32 health-related grants to 25 non-profit organizations to benefit Morgan County residents in the amount of \$1,114,825.40.

Projects range in size from approximately \$2,000 to ensure the continuation of CPR training to the more than 6,000 students and employees of MSD of Martinsville, to more than \$100,000 for Morgan County diabetes prevention programs for both teens and adults through the Franciscan St. Francis Foundation. Projects will be completed between July 15, 2015 and April 15, 2016.

For the second year, the Kendrick Foundation announced a focus on three key areas: suicide prevention, substance abuse, and the care and management of diabetes. Shelley D. Voelz, Kendrick Foundation President and Chairperson stated, "How we look at the health of our community is important. Creative programs addressing mental health, nutrition, and access to health care need to be implemented and furthered for our community to successfully move forward."

All applicants were strongly encouraged to include specific outcome measurement tools and collaborative approaches among multiple not-for-profit organizations to show that groups are working together with a strong vi-

KE Kendrick Foundation, Inc.

sion in mind for defined success. To further this goal, throughout the year all grantees will meet with Zac Kester of Charitable Allies, a non-profit organization that partners with other non-profit organizations to help establish effective and efficient compliance, stewardship, risk management, and financial transparency.

The next grant cycle for the Kendrick Foundation will be in 2016. Please visit the Kendrick Foundation's website for further information, and follow the organization on social media to stay up to date on grant and scholarship deadlines.

Formed with the proceeds of the sale of Kendrick Memorial Hospital in 2001, the Kendrick Foundation was created to support health-related programs in Morgan County. Support includes providing scholarships and making grants for healthcare-related projects in Morgan County, which may include community health care programs, hospice programs, health care education and training, and tax-exempt medical and health programs.

More information on the Kendrick Foundation is available online at kendrickfoundation.org. Individuals may also call Corey Howard, CFMC Program Officer, at (855) 280-3095.

Thank you

Why are some blessed with good health while others have frailties? Why do some have gifts or talents while some seem to be lacking?



Jod Woods

A few of us are fortunate to have our good health, family and friends and we are given the opportunity to help those who are lacking some of these basic abilities. What are you doing to help others? God has a plan and purpose for everyone. Few people are in a position to devote all of their time

or large sums of money to help, but there are worthy local establishments in place to utilize individuals' time and finances to do a greater collective good. Together we can do more than we can individually.

One organization that is close to my heart is the League of Miracles, a sports facility for handicapped children. Until now, these precious children have patiently sat on the sidelines watching their siblings play various sports. Due to the generosity of others, this



organization provides a facility where they are able to safely enjoy what was not previously possible. More information is available online at www.leagueofmiracles.org. You can see updates from the League on my Facebook page at www.facebook.com/EconomyHeatingAndAirConditioningServiceInc. Remember those in our community who can use our assistance and be an encouragement to them.

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



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Kendrick Foundation and CFMC move Mooresville Office

The Kendrick Foundation and Community Foundation of Morgan County (CFMC) will soon have a new home in Mooresville. On July 1st, the organizations moved from the historic Academy Building on the Newby Campus after more than a decade. "We are grateful for the partnership we have had with the Mooresville Consolidated Schools Corporation. The Academy Building was the original home of the Community Foundation of Morgan County and the Kendrick Foundation, but as both organizations have evolved we have found a need for a larger and more visible office setting," said Chris Branson, CFMC Board Presi-

dent. The partnership between the Mooresville community and school system have allowed for numerous structural and façade improvements to the historical building through the Academy Building Endowment Fund, as well as the establishment of the Emily Carolyn Mills Community Room Endowment Fund, which funds improvements and supplies for the room. Improvements on the building began in 1999 after a community-wide fundraising campaign. In 2000 the Academy Building officially became the home of the newly created Community Foundation of Morgan County, which

resulted from the merging of the Mooresville Community Foundation and the Morgan County Community Foundation.

In 2001, the Kendrick Foundation began as a supporting organization of the CFMC, and quickly became its own 501(c)3, with the CFMC operating as the organization's administrative staff. While the CFMC moved their primary office to the Martinsville Square in 2011, the Kendrick Foundation's primary office has remained in Mooresville. As such, with the growth the Kendrick Foundation's programming has seen in the past few years, awarding approximately \$2 million a year in grants and scholarships, an office with a more visible storefront will better benefit the organization and those they serve.

"The new office represents our commitment to serving Morgan County residents as we move into the future. The space and location this office provides for the Kendrick Foundation will be necessary for the continued growth of the organization in the years to come," said Shelley D. Voelz, Kendrick Foundation President and Chairperson. "We have had tremendously successful healthcare related grants since the creation of the Kendrick Foundation and the scholarship we offer has allowed hundreds of individuals to further their education in the healthcare field. This is a tradition and commitment to the residents of Morgan County that

KF Kendrick Foundation, Inc.



Community Foundation of Morgan County, Inc.

we not only want to see continue, but grow stronger in the years to come."

The CFMC opened a second location in Martinsville in 2011, which has become the main office for the organization. Similarly, the new location in Mooresville, at 11 West Main St. will serve as the primary location for the Kendrick Foundation. Hours at this location will be 9-4pm, Monday-Friday, and by appointment, after upgrades, networking, and furnishings have been completed in July.

Open House

An open house will be announced in the near future so both foundations may welcome the community to the new office, located in downtown Mooresville at 11 West Main Street. More details will be announced once they become available.

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—June Doty
Pictured with June Doty is daughter Belinda Doty

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By Nicole Kendall

Morgan County Business Leader

There's something about picking fresh apples from a tree. Kids love to do it and adults love it because they did it as kids. The cycle repeats itself. The Anderson family realizes that fact. Luckily for all of us, they've kept it this way since 1969. Paul Anderson had his eye on this orchard back in the mid 1960's. As a field sales representative with a chemical company, Paul once worked with this orchard as his client. Paul and his wife, Carolyn, had owned a strawberry patch and Paul was already well versed in the orchard industry but they wanted something for themselves, outside of the corporate world. They decided on this land because they knew this area had a good layout and location with its hilled terrain, offering the best potential to bear plentiful fruit.

What once started as a wholesale orchard before it was Anderson's, has now turned into one of Morgan County's enjoyable family hotspots for fall fun. Today, Anderson Orchard is one of the few orchards in Indiana where you can pick your own produce.

Upon ownership, the orchard was a 'pick and sell daily' business, but has now grown to have multiple buildings, concessions and a country store. They offer much more than just apples. Even with apples alone, however, they have over 30 varieties. Peaches, plums, pears, red raspberries, pumpkins and chestnuts are also popular produce items that are currently sought after.

Traditionally, visitors come in for apple picking but The Anderson family also hosts special events in the fall that they are currently preparing for. September 19 they will host the Orchard Dash, a 5K run and special kids' dash event. The last weekend in September (26 and 27 this year) they organize their Craft Fair and Apple Festival that has been a tradition since the 1980's. They have over 75 craft vendors and concessions, rain or shine, normally from 8AM-8PM, and the Monrovia football team serves the meal for their annual fundraiser. Hayrides will begin the first weekend in October and will be operate all October weekends and every day during the school fall break. October 3 and 4, Octoberfest will be an enjoyable festival for visitors of the orchard, including kid-friendly activities such as a bounce house, face paint and train rides and Edwards Drive-In organizes the meal.

There's so much to do at the orchard

throughout the late summer and fall as children come in for field trips and apple lovers young and old visit to pick produce. Fresh apple cider slushies and caramel apples can be enjoyed at the concession area or one can pick up produce and gifts to take home from the country store. While driving through the orchard, set on 170 acres, you can enjoy views from one of the highest points in Morgan County.

The Andersons, originally from Southern Illinois, have enjoyed calling Mooresville home and spending time as a family here. Carolyn shared, "the orchard is a good business to raise a family in and be able to all work together. We enjoy the loyal customers in our community. It's a good life. We have people that come in to visit now who bring in their children or their grandchildren or even their great grandchildren and tell us how they enjoy doing what they did here as a child themselves." Erin Sterling, who with her husband and brother all work full time with Paul and Carolyn at the orchard, is humbled by the people who travel far to visit their orchard. "We have people who drive in from hours away. Today it was from a few hours away in Illinois". There are many places to buy produce, even "local" produce, but there's not many like Anderson's and we're glad to have them here in Morgan County.

When the Anderson family has some hard to find downtime, they enjoy traveling, enjoying a meal out, vacation in the off-season, golf and play bridge. The family attends church at Mt. Olive Lutheran Church in Center Grove. Paul and Carolyn have raised 3 children, two of whom work full time with them at the orchard. Robin (son) and Carol Anderson have 3 adult children: Tanner, Kasey and Samantha. Erin and Iran have 3 children: Owen (8), Alli (4) and Drew (2). Even though there are 5 family members that work full time at the orchard, they shared that they are grateful to have a helpful family of siblings, spouses and children who pitch in on the weekends to help with the business in the fall.

To keep up with the happenings of the Anderson Orchard and check on produce availability, be sure to check their website often throughout the season.



Seated: Erin Sterling and Carolyn Anderson
Standing: Robin Anderson, Iran Sterling, and Paul Anderson



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Five tips to boost your website traffic

Often, my Indianapolis small business customers come to me asking how they can increase web traffic for their company's website. Are you a small business trying to get noticed online in a sea of other competitors? Perhaps you don't want to spend a fortune, or to do a complete overhaul of your existing website. In these cases, here are five tips you can try which may give your website an instant boost:

1. Include your web link everywhere:

If people aren't reminded of your website address, they won't visit. So put your web link everywhere. It should be on every employee's email signature, business card and brochure. You should also include it in email or print newsletters, advertisements, invoices, company letterhead, banners and vehicle signs. Encourage customers to use the website to find information, such as how to schedule an appointment or to learn more about your offering.



Susan Young

- 2. Refresh your content:** Has your web content been changed since you launched your website? It doesn't take much to make a difference, but editing and refreshing stale web copy can help reinvigorate your website and attract new searches via Google and other search engines. Not sure how to enhance your web content? Think about how your business, customers or products/services have changed over the years. Do you need to add additional information or pare down extraneous information? Could your customers use the website to find additional information? How could your website help drive or pre-qualify leads for your salespeople?
- 3. Do keyword research:** If you want people to find your website, you'll need to know what topics or keyword phrases your customers are using to search for information. Use Google's free keyword tool to search on terms for your industry. Then look at ways you can alter your website to incorporate those phrases into your content – from the title tag to the photo captions and content on each page. Give this information to your marketing team or agency to implement for best results.
- 4. Get active on social media:** Social media provides an instant opportunity to drive new people to visit your website. It's time to start using social media regularly if you haven't already. Create a business account and make sure to update the profile with your company logo, company description and of course a link to your website. You can use social media to share content and engage with

customers and prospects, driving them to check out your website for more information. Using social media daily, not sporadically, will help increase your website traffic through links and mentions.

- 5. Start blogging:** Blogging is my #1 tip to my customers who are looking to increase their website traffic. Blogging creates ongoing, indexed content for your website that you can optimize (see tip #3) for greater search engine visibility. It's relatively easy to set up a blog section to your existing website, and it's even free to host your blog, since you are already paying for website hosting services. Blogging has evolved to become a legitimate content marketing strategy, enabling companies to share helpful tips and information about their industry, and a way to showcase their expertise. Your company leader or internal expert should be the main "voice" of your blog, but your entire company can get involved in brainstorming ideas for content. If you don't have the writing knack, an outsourced specialist can help you transform your team's ideas onto timely blog posts.

I hope you'll consider implementing at least one, if not all of the five tips above to give your website a competitive edge and start driving additional traffic through your greatest marketing tool – your website.

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



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From left, Brigitte Gurden, Bill Meredith, Jerry Engle, Joe Park, John Ditmars, Brenda Rose, Robert Young, Chris Oganowski, Jamie Meredith and Pat Sherman.

First Merchants Charitable Foundation, Inc. awards grants to Morgan County charities

First Merchants Charitable Foundation, Inc. has awarded its annual grants to local charitable organizations in Morgan County and 5 other counties across Indiana. The foundation awarded the grants for Morgan County totaling \$6,630 at a presentation at the First Merchants Morgantown Banking Center on Monday June 25th at 10:30 a.m. Grants were awarded to Morgan County Community Foundation, Mooresville Boys & Girls Club, Mooresville Senior Citizens Center, Morgantown Senior Center, State FFA Leadership Center and Morgantown Community Center.

First Merchants Charitable Foundation, Inc.



will award a total of \$70,000 in grants this year to various community organizations in Hendricks, Montgomery, Clinton, Johnson, Morgan and Brown counties. The foundation was established in 1998.

"First Merchants understands and lives its mission as a community bank," said Mike Rechin, President and CEO of

First Merchants Corporation. "We specialize in servicing the communities that comprise our initiatives and needs of all the markets which we serve. The Foundation exemplifies our brand with 'The Strength of Big, The Service of Small.'"



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