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# BUSINESS LEADER<sup>®</sup>

MORGAN COUNTY

December 2008

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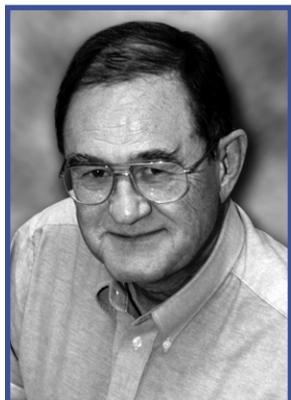
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# Time to build doorways until the walls come down

Morgan County is about to embark, with help from people in surrounding communities, on a truly noble cause. The League of Miracles will be a sports complex designed specifically for



**Dave Stafford**  
Publisher

people with special needs. Those who have been unable to belong to and play on sports teams because of physical limitations will finally have a team of their peers and a place to play a variety of sports. The league is open to all ages and all levels of special need. The Special Olympics serves wonder-

fully, yet this league will be for team sports, offering the camaraderie, spirit and sense of belonging unique to team sports.

That the field is being built in Morgan County is no accident. Morgan County has always been the most giving of communities, and we should be rightly proud that we have again shown our character. The field will be open to all of central Indiana and is well situated half way between Indianapolis and Bloomington on State Road 37. It will attract families from all around for a day of very special fun. Not a venture for Morgan County only, but for everyone who can reach for their dreams. This League of Miracles will also pay back to Morgan County. Increased traffic will bring economic benefits to be sure, but an even greater benefit will be to the image our beautiful county leaves on those who come here; an image of a community full of caring and giving people.

Rivalries born at Friday night football and bas-



ketball games will melt away as all the surrounding communities gather for sporting events where everyone wins. Volunteers from grounds keepers to team coaches to major financial donors will be needed from all over, and we need to welcome them openly. Forget boundaries, political, school and community, this is a chance to open the doors and build new ones, for all of Central Indiana (and beyond) to come together in friendship for a noble cause. This is a chance for Morgan County to show what a good and caring and open community it truly is.

If you wish to become involved, regardless of where you live, you may contact the League of Miracles at these points:

**Office:**

211 East High Street  
Mooresville, IN 46158

or email [admin@LeagueofMiracles.org](mailto:admin@LeagueofMiracles.org).

Founder: Bob Miller at 317.694.7165 or

[BobMiller@LeagueofMiracles.org](mailto:BobMiller@LeagueofMiracles.org).

President: Dave Stafford at 317.697.2893 or

[dave@allabouttown.info](mailto:dave@allabouttown.info).

**To make donations, send to:**

League of Miracles

c/o Community Foundation of Morgan County

250 N. Monroe St.

Mooresville, IN 46158

Eventually there will be fields all around Indiana, and tournaments between fields will be another chance to share the joy. Do not get too caught up in us being the first field, get caught up in how wonderful this opportunity is for all of us.

## *A chance for everyone!*

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# Office Location: Home-based or Off-site?

There are a variety of issues that support both sides of the off-site vs. home-based decision business owners must make. Often it is obvious – a no-brainer, if you will. But just as frequently, a lot of thought, discussion and pencil-to-paper time are devoted to coming to the right conclusion.

## Home-based

There are a variety of easy-to-capture reasons for wanting to work at home:

- **Location, location, location** – the most convenient work address around!
- **Travel time** – a few steps and you're there.
- **Wardrobe** – casual as you please.
- **Expenses** – no gasoline used driving to work, less eating out and no need for an extensive supply of business attire.
- **Flexibility** – most often you choose the hours you work, opportunity to go to the kids' schools programs, babysit the grand-kids periodically, etc.

Though all of this sounds great on the surface, there are also just as many reasons to have an office located elsewhere.

## Off-site

You might consider buying or renting office space because of the following reasons:

- **Location, location, location** – convenience to your customers.
- **Travel time** – sometimes a drive on the way to or home from work is a good time to get your thoughts together to start the day, or to wind down before arriving home.
- **Wardrobe** – many offices are casual, and depending on your customer base, you can be, too.

- **Expenses** – if your office is located near retail shops, the gas you spend running errands most likely will make up for some of the gas spent driving to and from work.
- **Flexibility** – your client base dictates when you work, and unless you have walk-ins, you can easily provide yourself with the flexibility that the home-based business owner enjoys.

Both categories have the same 5 advantages. Often, it's how you look at each, and what you prefer. When you look at overhead, though, you'll find a huge difference.

## Overhead/Maintenance

When working from home, and you're an established business, you can receive tax benefits. These include a portion of your household expenses and utilities

that can be claimed as business expenses. However, there are many restrictions, so it is imperative to consult with your CPA.

The off-site business owner will have rent or mortgage payments to make. And, of course, utilities and upkeep add to your monthly/annual list of expenditures.

Wear and tear on your home is an expense many people don't consider. You'll most likely need to replace carpet more often, repaint or redecorate if you're home-based just because of the additional hours you spend in your office.

Another area to consider is functionality. Do you have a separate entrance for your clients to use? You might even have to add a bathroom for your customers' convenience.

If your lifestyle changes, working out of the home might not be the best solution. Is your house large enough to allow you to consider being a home-based business? Many people have expressed that issue. In one instance, what was a

small 3-bedroom ranch, perfect for downsizing, is too small because two of the three bedrooms are now offices.

## Serving your customer

Service-providers are perfect for home-based businesses, as they usually go to the clients' homes or offices. But if you have a business that requires people to come to you, the questions to answer are:

- Do you want people coming to your house?
- Do you have a separate entrance?
- Do you have restroom facilities convenient to the office?
- Do you have off-street parking?
- Can you put a sign in your front yard to help identify yourself as a business?
- Does your neighborhood association allow it?

Many changes to accommodate on-site office visits might suggest that you rent or purchase office space.

Lastly, but I believe most importantly, is yourself. If you have discipline to keep home and work separate, a home-based business might be right for you. But if you find that you procrastinate, or just can't seem to tear yourself away from the office, having that physical barrier of an off-site office might be the better choice.

These are issues that everyone faces when trying to make a decision whether to be home-based or off-site. Each person is different, and each situation has its own deciding factors. Though the conclusion would appear to be an easy one, a great deal of time and consideration should be given to whether it is right for you.

Cindy Hartman is President of Hartman Inventory LLC, a woman-owned business that provides business and home inventory services. She and her husband Mike also own Hartman Inventory Systems LLC, a complete turnkey inventory business package for those who want to establish their own inventory company. <http://www.HartmanInventory.com>. Read Cindy's blog at <http://www.HartmanInventoryBlog.com>



Cindy Hartman

## READER'S VIEW

# Nobody 'wins' a negotiation

### Editor

The Mooresville Town Council meeting of Nov. 4 was a textbook example of poor management practices. The examples are so numerous and so pronounced that this can serve as a learning tool.

### Rule #1 Know your customer

The Town Council President stated and repeated that he was only interested in the residents of Mooresville, not Brown Township. In reality all of the residents of Mooresville are also residents of Brown Township.

### Rule #2 Listen to your customer

Business leaders, the Chamber of Commerce, other civil servants and many citizens questioned the need for another ambulance service, and the cost associated with it. The Town Council President simply said his "mind was made up"

### Rule #3 Deliniate the need for new products

We learned that the number of ambulance calls has actually gone down since St. Francis has

opened their emergency room. We also learned that Brown Township has ample back-up. The Town Council President said his "mind was made up".

### Rule #4 Listen to the experts

"Brown Township runs an exemplary ambulance service," the Town Council President said. Yet, he refuses to meet with them. The Mooresville FireChief questioned the operating budget. A board member questioned the manpower.

### Rule #5 Have your cost justification ready

There was no cost savings mentioned, only that there was a budget that may or may not be approved.

### Rule #6 Don't surround yourself with yes men

A really good manager is only going to be right about 70% on his own. Surround yourself with smart successful people.

### Rule #7 Nobody 'wins' a negotiation

All good business deals are mutually beneficial. All good business deals should leave the parties equally happy, or equally unhappy, as the case may be.

The decision to merge Brown Townships Fire and Ambulance service with the Mooresville Fire Department needs to be made. There is no good case for additional personnel at this time. The downtown fire station should be sold or leased as a commercial property. I would suggest that the Town Council President and the Brown Township Trustee each create a merger proposal complete with costs and benefits, and present them in a series of public forums. They can be fine-tuned and negotiated into a single document, with public input, over time.

### Rule #8 Haste makes waste

If the Town Council President is successful in this bringing a second ambulance to Mooresville, in two years, the next Town Council President will have to unwind the mess and that will be expensive.

Tim Corman  
Mooresville

# BUSINESS LEADER

MORGAN COUNTY

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## Yes, we want your letters



Readers of the *Morgan County Business Leader* are encouraged to send letters to the editor as often as they wish. The stipulations are that the letter is timely, focused (not more than 200 words) and verifiable. Please make sure to provide your complete name and daytime and evening telephone contact numbers. All letters are subject to editing for brevity, clarity and grammar. Please direct correspondence to [info@businessleader.bz](mailto:info@businessleader.bz).



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DECEMBER 29 Normal Pick-up	DECEMBER 30 Normal Pick-up	DECEMBER 31 Normal Pick-up	JANUARY 1 NO Pick-up	JANUARY 2 Thursday Pick-up	JANUARY 3 Friday Pick-up

Regular pick-up schedule resumes January 5, 2009.

# Ray's

## TRASH SERVICE

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- Research Christmas tree recycling programs in your community, to find out where you can drop them off**
- Use newspaper and old gift bags for wrapping presents**

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## Using new media to effectively market to existing customers and attract new ones

Presented by Dave Anderson

We are living in the "golden age" of new media, an innovative era similar to the early black and white days of television. Many communication forms such as the Internet and blogs are still comparatively young, and a small business owner can creatively use them as marketing tools at relatively low cost. Here are some tips for effectively using new media to market your business:

### Take the time to learn about new media forms.

Rather than jumping in blindly -- "I've got to start blogging! Everyone else is!" -- carefully consider what will work best in your ongoing marketing efforts. Are you personable and comfortable on camera? A video blog might be perfect to promote your business. Would your story be better told with video, audio and text? A multi-media Web site might be your vehicle.

### Provide new, fresh material on a regular basis.

The days of putting a static Web site up and letting it stay there unchanged for months or years are gone. Today people need a reason to connect with your business, and they want to see interactivity and personality in your messages.

### Practice the new media formula:

Transparency + Relevancy = Authenticity. Being honest about what you're doing, even when it's marketing, makes the public feel like they "know" you. This creates trust, which is likely to cause repeat sales and convert prospects to customers.

### Identify your target audience.

Television and radio are called "broadcasting" for a reason: They're aimed at the widest audience possible. Advertising your small business there is like dropping a media bomb: You can only hope your message "hits" the people most likely to want your products or services. By contrast, new media is "narrowcasting" aimed at specific target audiences. You spend less and get better results. If you're a dog groomer whose specialty is French poodles, for example, it makes more sense to email poodle owners about your new wash-and-groom service than buy a 30-second spot on the 5 o'clock news.

### Tailor your message to that target audience.

If your most likely prospects are suburban hockey moms who earn \$35,000 to \$45,000 in white-collar jobs, tailor your message to their needs and concerns, not those of an 18-year-old coed with a fondness for playing Worlds of Warcraft. This sounds obvious, but businesses often buy email lists in hopes of gaining more customers. That's trying to do new media by mass marketing rules, and only a small percentage, if any, of those people will want the company's products and services. The meager results are unlikely to justify the cost.

### Build your database with the help of your existing customers.

We all know word-of-mouth is the most effective sales tool. With new media, you start this ball rolling by asking your existing customers if they know friends or neighbors who might need your services. Could they pass along your email or Web site address? Instead of buying an email list of 5,000 strangers, for example, you might end up with a database of 500. But the difference is: These people want to know more about your



Dave Anderson is the owner of Pinpoint Multimedia, an audio and video consulting company that helps customers find their voice and hone their image.

Pinpoint Multimedia offers a variety of technical services such as equipment installation, maintenance, event support and production services for both audio and video. Whether the solution is a multimedia website, video campaign, facility redesign or a simple blog, Pinpoint Multimedia can help. To learn more about this topic, contact Dave Anderson at: Pinpoint Multimedia 8226 Kentallen Court Indianapolis, IN 46236 (317) 536-8627 (Office) (877) 698-2883 (Toll free)

products or services, so they're more likely to become your customers.

### Get your target audience's permission to market to them.

New media marketing is permission-based marketing. Members of your target audience must indicate they want to receive your information. With email, for instance, give them the chance to opt out of receiving your emails. Ask if you can send them the link to your latest video blog or Web site offering. Otherwise they might ignore you, or worse, consider you a "spammer".

### Be creative with your marketing...

New media allows you to grab attention by being creative and funny at relatively low cost. Online sales of Blendtec blenders increased five-fold after the small Utah-based company began posting silly videos on the Web. The videos feature Blendtec CEO Tom Dickson demonstrating how his blenders can chop up everything from iPhones to hockey pucks to Chuck Norris action figures. According to Information Week, Blendtec has gained "millions of dollars in brand recognition for peanuts."

### ...but choose your methods carefully.

That Web video approach doesn't work for many small businesses. Viewers are often distracted by the links to other unusual videos and leave before any brand recognition can be built.

### The Bottom Line:

Follow these tips, and you can effectively market your business with new media. To learn more or to discuss your specific needs, please contact us at Pinpoint Multimedia. You can also get more information about this topic in my new e-book: Using New Media to Effectively Market to Existing Customers and Attract New Ones. The e-book explores how new media (digital, computerized or networked communication forms) can help small business owners promote their businesses creatively, efficiently and inexpensively. Get your copy today at [www.goodstorymarketing.com](http://www.goodstorymarketing.com).

## Camby girl makes good, owns spa. "Mom always said, 'go for it.'"



By Bob Sullivan  
Morgan County Business Leader

In 1995, a recent graduate of PJ's Beauty College in Plainfield accepted her first job as a hair stylist at a local salon. On that day, Salina Keller told herself, "I want to own my own business in ten years." In 2005, the doors of Salina's Day Spa opened to the public for the first time.

Salina grew up in Camby graduating from Mooresville High School. About Camby at the time, she says, there was "a market and little else."

Salina attended PJ's Beauty College while still attending high school. "I remember working on my mother's hair when I was 14, and I knew this was what I wanted to do." After graduation, Salina accepted a job at a salon in Avon, where she worked for nine years. After management changed, she was no longer happy there. After experiencing similar issues at other salons, she knew she wanted to go into business for herself.

Salina recalls, "We landed this space by accident. I'd had a bad day at work, and my husband Brian and I were driving through Camby. We saw an available site. When we tried to call about the spot, we spoke to someone looking to reserve spaces in this strip, which hadn't even been built yet, but which would open in January 2005. Since I wasn't really ready, it gave me the time I needed."

Salina already had most of her salon equipment

in storage at her mother's house. "I'd found a place on the north side going out of business," she said, "and they sold me their stuff. We'd had it for over a year waiting to find the right place."

Salina's offers haircuts, pedicures, manicures, facials, massage, and other hair and spa services for women, as well as a variety of services for men, including haircuts, beard trims, hair-coloring, and more.

Salina recalls, "Business grew really fast. Word of mouth helped a lot. Being close to the Dollar Tree didn't hurt, either."

Salina requires all of her stylists to be state-certified, and she personally trains her employees on her styles and techniques. "Training is the hardest part," Salina admits. "Stylists have to cover each other's shifts, and I have to trust them to cover me, as well. Once you get a well-trained crew, you do everything you can to keep them happy."

Salina employs 6-8 stylists.

Salina's mother Sheila Keller works at North Madison Elementary School. Salina is grateful to her for always supporting her dreams. "I remember when I was a kid in a soap box derby race, and Mom would say, 'stay down low, Salina. Just go for it.' She's been saying that ever since. Sheila is currently in beauty college and plans to work for Salina in the salon. Of her daughter Sheila says, "She motivates me and I'm very proud of her."

Salina and her husband have a three-year-old daughter, Briana. In her free time, Salina enjoys shooting pool and plays on a league.

### Salina's Day Spa

Salina Keller, Owner  
8411 Windfall Lane #90  
Camby, IN 46113  
317-821-3141

Hours of Operation:  
Mon 9 a.m.-5 p.m.; Tue-Thurs 9  
a.m.-8 p.m.; Fri 9 a.m.-5 p.m.; Sat 9  
a.m.-3 p.m.; Sun Closed  
[www.salinas-dayspa.com](http://www.salinas-dayspa.com)

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# Café owner chases dream, honors fallen son

By Bob Sullivan  
Morgan County Business Leader

John Doyle re-opened Jeremy's 252 Café in Martinsville March 12, 2008, relocating from Morgantown where he originated the restaurant December 2005. "This is actually my third move, both from landlords unable to keep the space available," explained Doyle. A Martinsville resident since 2000, Doyle is pleased to have relocated his restaurant to the same area. "We gained a bit more kitchen and dining space, but the big advantage is the larger population for more opportunity."

Doyle's background is in sales. After years of selling cooking spices to other restaurants, he decided to take the plunge and open his own. "I learned a lot about the restaurant business. The owners I developed relationships with were very open about recipe ideas, advertising strategies, management--it was a learning experience day to day."

Initially, Doyle and his wife Sandy discussed running a concession trailer, setting up in various areas of town from weekend to weekend. "We found it would actually be cheaper to go the restaurant route."

In August 2005, their son, Jeremy Doyle, a US soldier serving his country in Iraq, was killed. "It was a wake-up call," explained Doyle. "If my son could lose his life at age 24, how much time do I have?" The restaurant is named in their son's honor, along with the original Morgantown street address. "We're keeping the numbers in our name, it's now a part of our identity."

The reopening in May progressed smooth-



## Jeremy's 252 Cafe

John Doyle, Co-Owner

11 N Jefferson

Martinsville, IN 46151

765-342-1640

Hours of Operation

10:30 a.m. - 8 p.m. Mon-Sat; Closed Sun.

ly. "Even when we were in Morgantown, our customer base was growing with more and more Martinsville residents," said Doyle. "Before we opened, the newspaper ran an article as a new business on the square. So our established customers as well as the people who never tried us were all informed of where we were going before we opened."

Doyle admits, "Business was picking up until the floods in June. We had our own floodwater issues in our home. That devastated the area, and now I think we're finally normalizing from that. Overall the picture looks good."

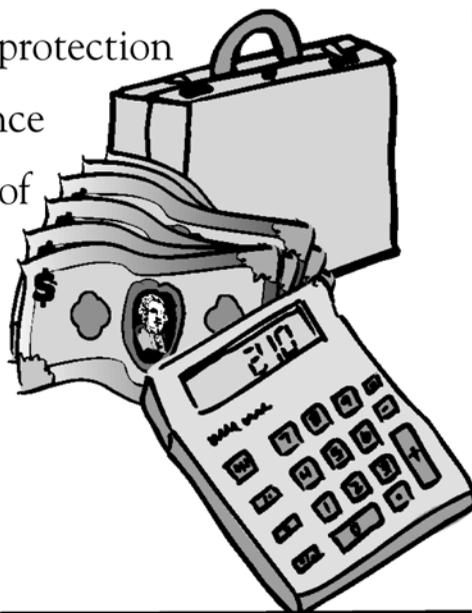
Doyle gets enthusiastic talking about the café's menu. "We offer five salads, including a mixed green salad with mixed fruit and cheeses my wife likes a lot. We prepare three soups a day, plus chicken salad I mix myself. We make a variety of deli sandwiches we can serve hot or cold." They also offer a 'Hot Dog Manhattan': two split hot dogs covered in cheese and chili on grilled Texas Toast.

Doyle's staff includes himself, his wife Sandy (part-time worker and co-owner), and six part-time employees. His plans for the café include establishing their dinner menu, growing their catering, and adding to their seasonal offerings.

On owning his own business, Doyle's perspective is, "I have 100 bosses every day coming through the door, telling me what they want and how they want it. I'm working more hours than ever before, but I'm enjoying it a lot more."

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31155/DCL

# High Tech Tradition in Mooreville

By Bob Sullivan  
Morgan County Business Leader

When Tim Coon purchased Indiana Machine Works (IMW) manufacturing company had a reputation for excellence spanning over 50 years as a subsidiary of LABECO (Laboratory Equipment Corp) for the production of testing machines. Their single-cylinder engine test remains to this day as a quality ally for spark plug innovation and quality control.

In 2000, LABECO segmented the Mooreville manufacturing operation forming IMW. Though it maintains a warm partnership with LABECO for contracting products and services to other local, national, and international markets, IMW builds equipment for quality control testing of the gears of turbines. The company also specializes in the machining of parts for a wide variety of industries including medical, construction, and food service industries. "You come to us for what you need it for you," explained Tim Coon, president of IMW. "We can design and manufacture components for the finished machine."

Raised in Jamestown, New York, Tim Coon pursued a career in aviation for over 20 years in the aviation business, and was COO of a US Airline in Jamestown to Indianapolis in 1994. He left in 1998, ran an airline in Mooreville in 2000, Coon spoke with Ted Engelhart, then-president of IMW. "I had an interest in aviation. He'd come out of retirement to run the company in Mooreville, he told me to come in." Coon purchased the company in 2000.

"After over 20 years with the airlines, I wanted a change, to settle down," said Coon. "I saw a company that had a fairly recession-proof niche market that could develop while getting my family involved."

Coon's initial goal was to diversify the company's client base beyond the aviation industry. "We now have a broad base of customers in several industries," said Coon. "We don't rely on one other's pick up, so we don't rely on one."

Coon brought his son Jamie onboard as purchasing agent and IT manager. His wife, Kathy, is a reading tutor for the Mooreville School District and the account manager.

IMW employs about 25 people, including machinists, welders, fabricators, and inspectors. "For most businesses are the same, but I put in a lot of time to learn from the people to help get me up to speed," said Coon.

Coon compares his style of management to that of a family business. "I rather solve the problems and get people back to work and contribute to the company, on time, and have a good name, and take pride in what we do."

According to Coon, IMW does over 60% of its business within the state of Indiana. "We get great satisfaction seeing finished products for our customers."

Coon is a big sports fan, particularly drag racing. They sponsor and coach for youth sports.



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in 2005, the Mooresville-established manu-  
 sixty years. The company was created in 1943  
 their production of automotive and aerospace  
 day a valuable component used internation-

g and assembly plant into its own business,  
 ABECO, IMW is an independent company  
 national corporations. One notable example:  
 the Apache Helicopter for Boeing. The com-  
 of customers in the automotive, aerospace,  
 s with what you want to build. We can build  
 gn it for you, or tweak your design, and build

finance and accounting for airlines. He spent  
 rways Express carrier, which relocated from  
 ne in Jamaica for two years, and returned to  
 ent of IMW. "We hit it off because he also  
 company, and when he discovered I lived in  
 y in February 2005.

down with my family and grow some roots,"  
 ne in about ten industries. I saw something I

ond the cyclical business of their former par-  
 industries. When some industries are down,

T specialist to upgrade their computer equip-  
 ol District, and works part-time for IMW as

abricators, and programmers. "The principals  
 arn about the industry, and I had very good

usiness. "I look for reasons to keep people. I'd  
 istributing. We want to get a good product out  
 lo. I see us all in this together."

the state. "After years in service industries, I

several local school teams. His son Jamie is a



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Timothy L. Coon, President

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# Customer-turned-Marketer promotes wellness, healthy living

By Bob Sullivan  
Morgan County Business Leader

Georgena Skwarczynski grew up in Indianapolis, IN, and graduated from Ben Davis High School. Upon graduating, she immediately took a position as a dental assistant. After five years, she moved to California where she met her husband, Jim. She returned to Danville in 1989, then moved to Mooresville in 1999.

In 1994, after several instances of imbalance, Skwarczynski soon found herself numb from the shoulders down, and diagnosed with Multiple Sclerosis. At age 38, she faced a grim future: little chance to walk again, and a regiment of drugs whose long-term effects were unclear. "After three days on the drugs, I'd become a zombie, so I threw them away, and with my husband and sister's help, we looked at other options."

A sister-in-law suggested trying the Melaleuca Wellness products. "By this time, I'd tried a lot of things; people with promises that just didn't happen. The Melaleuca rep suggested I use their multi-vitamins for 90 days. If we weren't seeing positive results, we'd receive a full refund. They also talked extensively about how to remove toxins from my environment." She consulted with a naturopathic specialist, and after a series of tests, he concluded her MS was the result of toxic levels of formaldehyde, phenol, and mercury, which had broken down her immune and central nervous system.

After eight weeks on her new regiment, she could feel her toes. In a year, she'd regained normal mobility. "Let me be clear: Melaleuca is not a cure for MS or any other disease," Skwarczynski emphasized. "It allowed

my body to heal itself to the best of its ability."

As Skwarczynski continued to be a happy customer, her friends started asking her about the products. "I helped my friends set up their accounts. As interest continued to grow, and in 2003, she decided to represent Melaleuca part-time. "Business has grown through word-of-mouth to almost 200 customers. According to Skwarczynski, friends from 1999 continue to place monthly reorders to this day."

**Georgena Skwarczynski**  
Independent Marketing Executive  
317-716-7571  
Hours by Appt  
georgena@saferforyourhome.com

"I don't live in a bubble," said Skwarczynski, "but I can choose to buy laundry detergent or toothpaste at the same price, that's just as effective, without the toxins or chemicals that might harm my family. The choice is a no-brainer."

Skwarczynski introduced Melaleuca cleaning products to a major commercial cleaning services company, but she emphasizes, "Most of my customers are in southern Indiana, in my back yard."

Skwarczynski puts up to 20 hours a week toward her Melaleuca business, which she sees as supplemental income. She's on the board of directors of the Mooresville Chamber of Commerce and is a VP of the Networking Business Women of Morgan County. "The Chamber is a wealth of information and opportunities to get involved in the community." She donates Melaleuca products to both Mooresville and Martinsville Boy's and Girl's Club, and has successfully assisted local daycare centers eliminate toxic chemicals. "My satisfaction comes from helping others control their asthma, fatigue, and other disorders aggravated by their environment."

Skwarczynski and Jim, her husband of 25 years, are raising one daughter, Nicole, age 19, who attends the University of Indianapolis.



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There's no place like Home.

# Inspirational story kicks off fundraising efforts

By Bob Sullivan  
Morgan County Business Leader

On Saturday, November 8, 2008, a gathering took place at the Glenn Curtis Gym in Martinsville for the League of Miracles. Featured speakers were Jason "J-Mac" McElwain and his coach Jim Johnson, who spoke about the day that changed their lives and earned them national notoriety.

A "high functioning" autistic teenager in his senior year, J-Mac served as the team manager for the varsity basketball team of the Greece Athena High School in Rochester, New York. Coach Johnson admired J-Mac's hard work, but deemed his playing skills didn't quite earn him a spot on the junior varsity team. The manager spot allowed the popular student to interact with the team.

In the final three minutes of the last regular home game of their winning 2006 season, with Athena up by 20 points, Coach Johnson told J-Mac to get in the game. Johnson recalled, "I just wanted to give him a chance to make one basket." Finally given a chance, J-Mac took his shot. In fact, he took seven shots, hitting six three-pointers and a two-pointer, to the cheers of an ecstatic hometown crowd. J-Mac ended the night a local hero and holding a team record. By the end of the week, having caught the attention of ESPN and several other national networks, J-Mac's story inspired the nation.

The fundraiser dinner for the League of Miracles drew over 200 guests from Mooresville, Martinsville, and surrounding communities. The purpose of the League is to create a park to host sporting events for autistic and other special needs children, with baseball, soccer, basketball and other sports leagues meeting regularly in the spirit of competition while giving all kids a the chance to take their shot.

Dave Stafford, president of the League of Miracles, said many goals were set in motion that night:

- **Fundraising.** The dinner event brought in over \$73,000 for the League, plus a \$5,000 donation from the Mooresville Kiwanis Club and \$5,000 from the Martinsville Wal-Mart.
- **Raising awareness.** "This is a great group of kids," said Stafford, "and little has been done to help them."
- **Igniting community spirit.** The League of Miracles fundraising event, sponsored by the Mooresville-Decatur Rotary Club, also included tables sponsored by Big O Tires of Mooresville, Camby USA, Citizens Bank, Home Bank, Mardon Equipment Corp., Martinsville Rotary Club, Mooresville Optimist Club, Overton Industries, Q95, SCIREMC, WCBK, and the Morgan County Business Leader.
- **Callout for a Board of Directors.** Current board members include attorney Andrew Greenwood and Bill Boyd of Lincoln Bank as well as Miller and Stafford. Anyone interested in joining the Board should contact the League of Miracles by phone or email.

According to Stafford, the League of Miracles is the dream of the organization's founder, Bob Miller, of Ray's Trash (Bob also M.C.'ed the fundraising event). "I first heard about the idea when Bob originally presented it at a Mooresville Decatur Rotary Club meeting last winter. I became involved because it's such a terrific project."

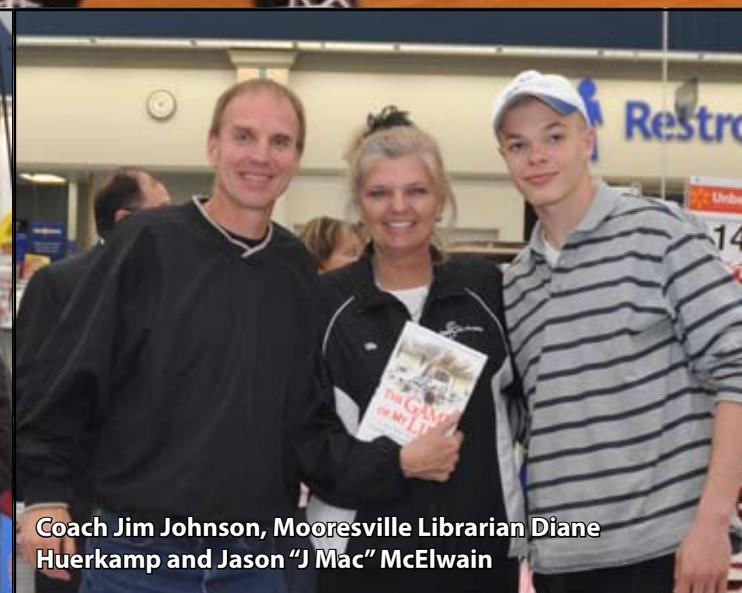
The League of Miracles is a 501c3 nonprofit organization. The League plans to lease land at



Jason "J Mac" McElwain showing his style at a shoot around at Barbara B. Jordan YMCA in Martinsville.



Linda Moore, Jason "J Mac" McElwain and Mooresville Chamber Executive Director Mindy Taylor



Coach Jim Johnson, Mooresville Librarian Diane Huerkamp and Jason "J Mac" McElwain

the corner of State Roads 37 and 44 on Faith Church property in Martinsville. Stafford believes if they can break ground in the spring, they can begin hosting leagues later that summer 2009.

The next fundraising event is a live online auction taking place Saturday, November 29th through the Mooresville-Decatur Rotary club. Log on to [www.m-drotary.org](http://www.m-drotary.org) now to read all the

details about the many terrific auction items up for grabs as well as register for the event.

## Long-time friends draw community to Martinsville with relaxing atmosphere, sweet options

By Bob Sullivan  
Morgan County Business Leader

Jill Bayh and Kim Pierson opened JK's Cheesecake Café and Coffee October 11<sup>th</sup>. Bayh brings several years of successful catering experience and baking expertise to the café with her. And though Pierson never previously owned a business, her dream to open a restaurant drove the venture forward, including the specific decision to open a cheesecake café. Pierson was raised in Martinsville, while Bayh's family ties with the town go back four generations.

Pierson began discussing her restaurant idea with Bayh five years ago. Pierson explains, "I always wanted to host a restaurant and tackle the business decisions, but I didn't have the cooking skills. Jill always wanted to oversee the kitchen of her own restaurant, but was daunted by the business aspects. So together we compliment our strengths and cover our weaknesses."

Talks started and stopped for over four years, until one day in June, Bayh noticed the "for lease" sign at 110 E Morgan Street. "We went to see it," recalled Pierson, "and we fell in love with the potential to create exactly what we wanted."

According to Pierson, "as Christians, events fell into place in ways that made everything clear that the timing was right." Events that caught their attention include: the speed and ease with which their initial business loan cleared; discovering, after naming their business, a brick imbedded in the property engraved with the letters "JK"; and finding out stain-glass windows donated to the café

originated from Daystar Christian Ministries, where Pierson's parents once worked as counselors.

Pierson recalls, "Last July, when Jill told their business plan writers she wanted to be open summer or fall 2009, I panicked. I couldn't see how we could make it happen that fast. But in fact, we opened way ahead of that goal."

Every morning, Bayh prepares several varieties of cheesecake from scratch. Bayh calls the almond their "\$25,000 cheesecake" because it's the recipe she prepared as part of their presentation for the bank loan. The almond variety has since become their "signature" recipe, with it and a New York recipe prepared every day, plus rotating flavors prepared daily. Other menu staples include chicken and pasta salad.

"We wanted to do something unique that people would like. So far, I've not found anyone who hates cheesecake," said Pierson. Bayh adds, "We both remember as kids, everyone went downtown. We want to do our part to see it grow again."

JK's Cheesecake offers a quiet, relaxed atmosphere with on-site wireless available to business customers. The café hosts on-site catering parties by reservation, which they hope to expand further next year. Pierson calls the initial response "shockingly good, given we haven't advertised. Customers are increasing strictly through positive word-of-mouth."

Pierson's husband Danny, their 18 year old son Jake and 14 year old daughter Michaela, and Bayh's daughter MacKenzie and son-in-law Toby, all help with the café part-time.



### JK's Cheesecake Café and Coffee

Jill Bayh and Kim Pierson, Co-Owners  
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# The game of the name

I earned my business name honestly.

Several years ago, working as a retail copywriter, I was unavoidably detained just prior to a production meeting between the advertising staff and product buyers. The production manager knew my situation, and nonchalantly announced, "We'll start as soon as Bob gets here." Over the next couple minutes (so I'm told), the poor buyer grew noticeably more agitated.

A certain manager within the company had earned a reputation for abrasiveness, particular toward presenters if he didn't like what he heard. And sadly, this person and I shared the same first name, and the poor buyer misunderstood which "Bob" was coming to the meeting. So when I finally arrived (within five minutes), the buyer covered her face in her hands, exclaiming, "oh, *that* Bob."

The production manager decided I needed a nickname so this wouldn't happen again. Before the meeting ended, I was christened "Copybob." In less than a day, the nickname traveled like lightning and stuck like superglue. Within a day and for over a year in the office, I never heard my name without the word "copy" preceding it.

The name has since traveled with me to many projects and environments. People use the name with affection and respect, particularly in bullpen-styled environments. Years later, determining my freelance business name proved the biggest no-brainer of all my decisions.

Not everyone is lucky enough to be handed a versatile business name for instant application. Some-

thing so vital to your identity should be chosen with great care and consideration, keeping several factors in mind.

Be memorable. You want prospective clients to recall you easily.

Keep it simple.

When possible, tie your name to your profession. I write copy and my name is Bob. It's not always that easy, but don't make it any more difficult than it should be. Which brings me to...

Don't be too clever. Complicated acronyms, plays on words, jokes that require leaps in logic--are probably not the best choices.

Don't be derivative. It's never good to bring your competition to your customer's mind, so why help them along? Every time I see an Idiot's Guide, I end up buying another Dummies book.

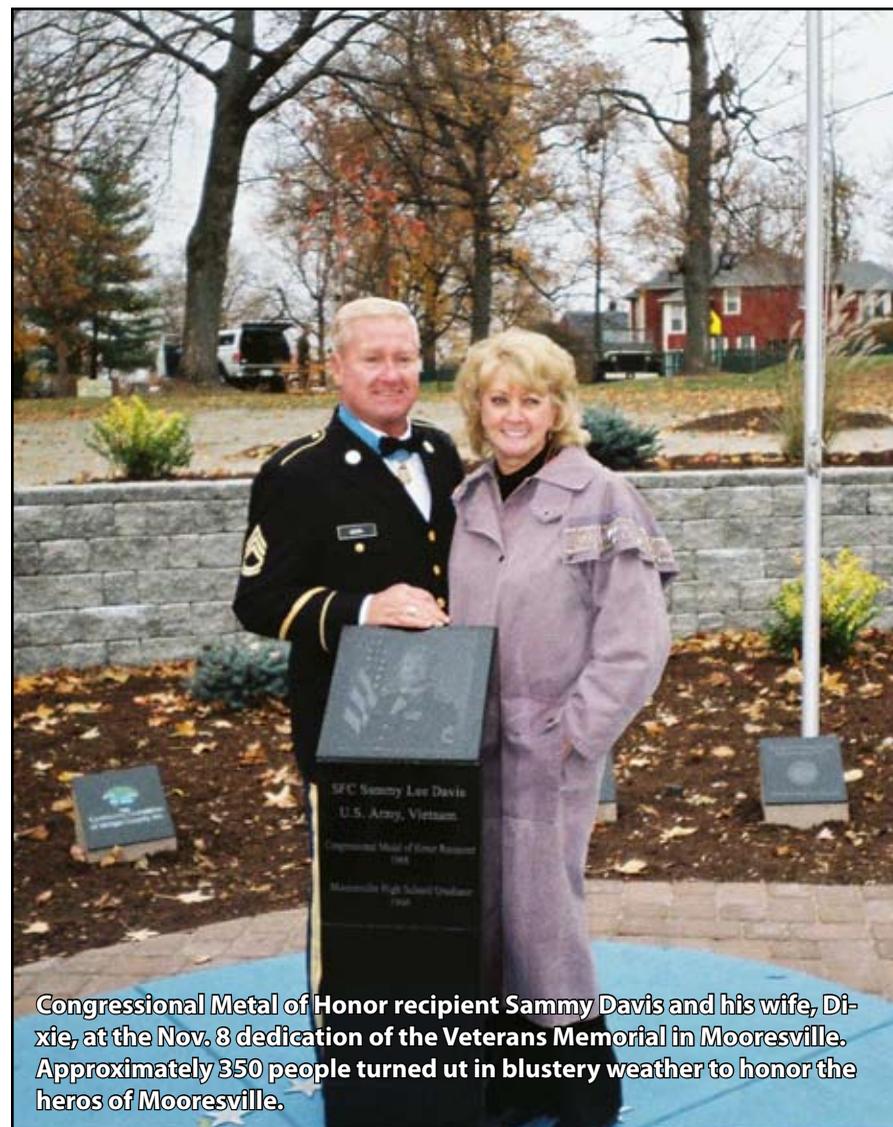
Check the marketability. Is the url [www.\[your-name\].com](http://www.[your-name].com) available? (I was truly lucky there). Can a variation of 1-800-yur-name play a part?

Be cautious about alpha phone numbers. Personally, I like an easy-to-remember alpha phone number. Someday, I need to look into 800-copy-bob. But if it's not available, I probably won't check out 800-wrt-stuph. Cute wordplay goes against the very reason for having such a number--to be more memorable.

Your business name weighs in heavily in the formation of your brand, your identity, and the impression of your business. Don't drag around a poorly constructed, overly clever name that ultimately works against you.



**Bob Sullivan**  
Editor



Congressional Metal of Honor recipient Sammy Davis and his wife, Dixie, at the Nov. 8 dedication of the Veterans Memorial in Mooresville. Approximately 350 people turned out in blustery weather to honor the heroes of Mooresville.

## Martinsville Chamber of Commerce:

The Chamber's May meeting is Friday, December 19th, 11:30 AM at the Morgan County Administration Building, 180 South Main Street. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: [www.MartinsvilleChamber.com](http://www.MartinsvilleChamber.com)

## Martinsville Downtown Merchants Association:

For information contact Pam Badger, The Candy Kitchen, 765-342-6390

## Mooresville Chamber of Commerce:

The regular monthly meeting is Thursday, December 18th from 11:30 AM to 1:00 PM. The new meeting location is Jones Crossing Banquet Center at the corner of SR 67 and Allison Road. Lunch is \$5, and is sponsored by Dave Doyle of Big-O-Tires. For more information call the Chamber office at 317/831-6509 or visit its website: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com).

## Mooresville Revitalization Group:

The Mooresville Revitalization Group meets the fourth Tuesday of the month at Zydeco's on E. Main St. from 6:45-8:00 PM. For more information contact Lori Cole, Autumn Whispers Health and Harmony, 317-831-7817, or email to [AutumnWhispers@earthlink.net](mailto:AutumnWhispers@earthlink.net)

## Morgantown Merchants Association:

Morgantown is having Snowflake days Dec. 5th and 6th with special sales, gift items and refreshments. Hours are 10 to 7 Friday, 10 to 6 on Saturday.

The Morgantown Merchants Association meets Monday, December 8th at 7 PM at the Fire Station. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997. More information on Morgantown is available at [www.MorgantownIndiana.com](http://www.MorgantownIndiana.com).

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## Beyond the mortgage crisis: Local companies share their thoughts

The mortgage crisis has been a serious concern recently. The media, citizens, and politicians all talk about it with worry and appear desperate for a solution, but how are local businesses really taking to this "crisis"?

Nationally the market began to fall in January 2003 but locally the effects weren't registered until January 2007. Even then it showed promise when it peaked in October 2007 but since then it has been on a steady decline. After spending time with local owners and managers it became clear that most businesses have not felt the effects of this so called crisis. Most companies feel the mortgage crisis does need a solution but they are confident in their company standings. They aren't feeling the kind of pressure that so many are disturbed by.

Of the people I spoke with only one seemed to reflect the deep concern portrayed by the media, a mortgage broker. According to the Branch Manager, Frank Rowe, of Allied Home Mortgage Capital Corporation, there has been a significant decrease in home ownership, and the qualifications for home ownership have become much more stringent. He said that from his standpoint, "...the American Dream will be on hold for one to three years...Pray for this country." His concern was obvious not just for the mortgage market but for his company and his job.

This, however, conflicts with Home Bank Vice President, Scott Granger, who is also responsible for mortgage loans. He says that loan volume is steady and the bank has no concern about the mortgage crisis affect-

ing their business or his job as they have ample reserves to make it through any down periods. Vice President Granger was very relaxed and confident as he explained that this crisis has simply returned common sense to the mortgage industry. He also stated that thanks to this change people will be able to not only afford their homes but be able to keep their homes from foreclosure.



**Koren Tramm**

Though this is a crisis and does need a solution desperately there appears to be no cause for concern unless you are directly involved with real estate. Most companies have said that business has not changed and that they are more concerned about gas prices than the mortgage market. According to those people I spoke with, the attitudes of their patrons haven't reflected excess stress or genuine concern. They come in for regular appointments, eat out as often

as before, oddly enough there haven't been any obvious habit changes to reflect this apparently terrible economic crisis. It is unclear whether this is because the mortgage decline hasn't been steady up until recently or if perhaps an entire population is in denial. Regardless, as Dale Coffey of the firm Boren, Oliver, & Coffey put it, "Be cautious...(but) don't do anything drastic and don't panic." The majority of the owners and managers I spoke with were confident in their patronage. The Mortgage Crisis is an issue but optimism was reflected in nearly everyone's voice. Though the mortgage broker was worried, the other companies appeared confident in the economy and the stability of their individual businesses.

## Riley Safety Store opens at Morgan Hospital & Medical Center, to serve all children

Keeping your child or grandchild safe is not always an easy task. Although most childhood injuries can be prevented through education and the proper use of child safety products, unintentional injuries are the leading cause of death for children ages 1 to 14.

That's why the Riley Safety Store at Morgan Hospital & Medical Center (MHMC) has opened where local residents may purchase low-cost child safety products and learn how to keep even the youngest family members safe.

The store, located in MHMC's main lobby, carries an array of safety items that range from door latches to outlet protectors, baby safety gates, smoke detectors, gun locks and bike helmets. Just as important, educators from the Family OB/GYN Unit are available to answer questions about child safety. The staff is trained to teach you and your family how

to properly use and maintain safety products and practice child safety.

"It's our hope that by providing these items at low cost to family members, we will help guard the safety of all children, including those with disabilities" said Vicky Reed, CNE and COO for Patient Care.

Reed also noted that a large number of childhood injuries seen each year in the MHMC Emergency Room are preventable. "If we are fortunate to help just one child remain safe either through offering a product or education, we will obtain our goal. If safety items become more prevalent, the number of injuries should decrease, as a direct result of our efforts." Tom Laux, President/CEO for MHMC added, "We are fortunate to be able to partner with Riley Hospital for Children to provide this service for residents of Morgan County and south central Indiana.

*By popular demand, next month we are resuming the Planner of Note column. Our apologies to those who missed it*



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Chamber Member Spotlight

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HILLIARD LYONS





The **League of Miracles** is building a sports complex for children and adults with special needs. Our vision for the **League of Miracles** is to provide a place for special needs persons of all ages to play a number of sports with complete accessibility.

**There are opportunities for volunteers!**

Want to become involved?

Visit **[www.LeagueofMiracles.org](http://www.LeagueofMiracles.org)**

or email **[info@LeagueofMiracles.org](mailto:info@LeagueofMiracles.org)**

**There are opportunities for donors!**

The League of Miracles is a 501c3 charitable organization. Donations may be sent to:

**League of Miracles**

c/o Community Foundation of Morgan County

250 N. Monroe Street

Mooresville, IN 46158

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Everyone wins!***

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# It's time for the blueprints to come down.



## Our newly expanded campus is ready for you.

Our new facilities are open and waiting to care for your family. We're now a full-service hospital, featuring both exceptional patient amenities and the most advanced technological capabilities. Offering everything from private rooms to state-of-the-art surgery suites, we've worked hard to ensure every aspect of our campus delivers the personalized, quality care you deserve, right in your backyard.

For more information, visit [StFrancisHospitals.org](http://StFrancisHospitals.org)  
or call (317) 834-9539.

**Olaf Johansen, M.D.**

Surgeon, Kendrick Regional Center For Colon & Rectal Care

 ST. FRANCIS MOORESVILLE