

Where Morgan County Business Comes First

# BUSINESS LEADER

MORGAN COUNTY

February 2009



*Water to Wine*  
*turns service to success*



Brad and Ellen Nicholson

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# Starting over again

It is never easy to start, and even harder to start over again. The comfort is instantly gone, the familiarity is missing, and the sure knowledge is elusive and vague. In these times, too often change is thrust upon us, and the comfort, familiarity and knowledge are yanked out from under us. Factory and store closings have left many facing starting over. It is terrible to say, but job loss is one of the leading motivators to the upswing in entrepreneurship.

Planning a new venture, whether by choice or necessity, carries only one sure guarantee: plans change. The best laid and accurate business plan has a life expectancy of about 30 minutes once the doors are opened. Even working in a field for years won't prevent surprises for the new business owner. Market studies, or the lack thereof, have more impact on success than capital funding. Have realistic expectations, based on extensive market research, of how many customers you'll have and how much they'll spend. Quizzing friends and family is not research. Budget for advertising. A hand painted sign is worth less than you paid for it. Your best billboard is your face, out on the street, meeting potential customers.

There are a few simple rules I have found to help avoid the fate of 80% of new businesses:

- 1** Have a genuine passion for what you do. Just because a cousin says he has a great idea, it is not yours unless you become passionate about it.
- 2** A business, no matter the passion level, quickly gets swamped in mundane details

that must be performed to satisfy the need to just keep the doors open. If the job has only enthusiasm, it can quickly be quenched by paper work, and becomes work instead of fun. Budget for administrative help.

**3** Do what you know. A boom in a certain market segment will quickly attract new entrepreneurs who do not know the industry, and most will fail. Passion about making money is not an ingredient in success. Passion and knowledge about your product aces out all other ingredients.

**4** The last piece of furniture you should buy is a comfortable chair. Enter standing, remain standing, and be quick on your feet. Be prepared to change directions, for that is the one guarantee you have, that plans change.

**5** Keep it fun. Otherwise it's called work. Love what you do, and it will reward you.

Now I find myself choosing another start, one I have wanted for a very long time. This one will require considerable time away from Mooresville, but will never take me away from this magnificent county, nor this paper. At least that is the plan.

In April, the Morgan County Economic Development Commission, along with Indiana Small Business Development Center and the Lieutenant Governor's office will host an Entrepreneurship Workshop (details on page 7). You will learn something, and that might just be the difference.



**Dave Stafford**  
Publisher

*“The journey of 1000 miles begins with a single step.”*

*Ancient Chinese proverb.*

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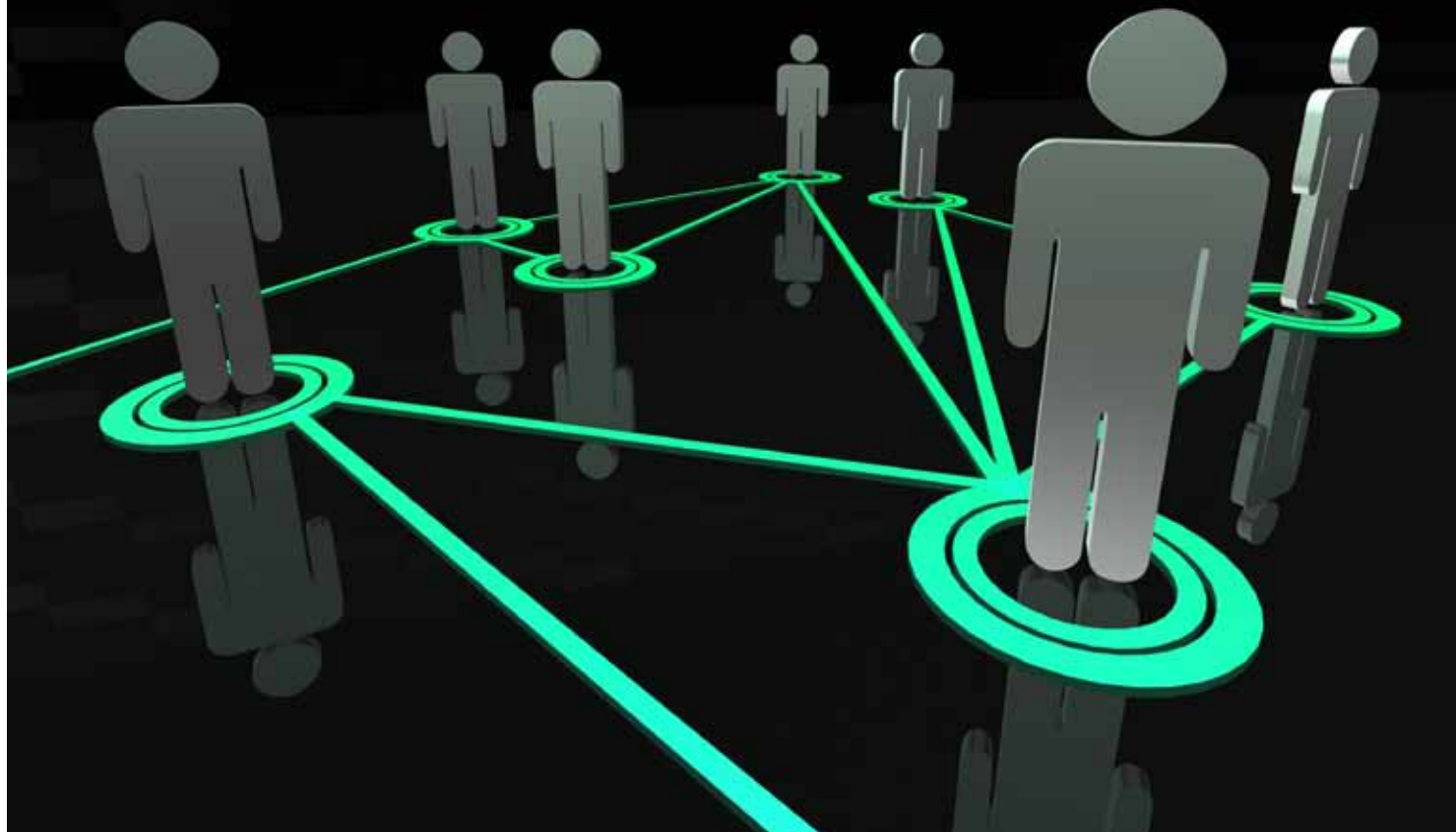
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Edna, 66, living without pain



# Networking groups offer a variety of choices



Why network? The number one reason people cite is that they don't have to make cold calls any more. Other benefits are building relationships, meeting others in your field, finding a mentor and, of course, the social aspect of spending time with others.

There are a variety of networking groups to fit anyone's goals, business preferences and schedules. Some organizations allow only one person from each industry per chapter, are very structured and require attendance. The best in my opinion and most successful with this format is BNI, the largest referral organization in the world. They meet weekly, at the same time and location; membership dues apply to the Chapter in which you belong. Passing good, quality referrals is the top focus.

Other networking organizations have less structure. I am Vice President of Rainmakers, which is a networking/marketing group that allows open membership. This means there are no restrictions to the number of members per industry, and when you become a Rainmaker, you can attend any meeting throughout the state, rather than just one chapter, or hub. Meetings are held early morning, at lunch and after hours to provide a variety of options to meet members' needs. They have a template to provide the Chairman of the hub to follow, but are not a business-meeting format and do not require attendance.

Building strategic relationships to create business success is the primary goal of Rainmakers.

Civic organizations, chambers of commerce, power circles, church groups, industry associations, etc., also provide opportunities to meet others and develop relationships. Though their focus is not specifically to help you grow your business, the result is you now have a team of people who know and trust you. Fellow members will introduce you to their connections because of the relationship you've built over time.

Another networking format is social networking. There are a plethora of online sites – Facebook, LinkedIn, Plaxo, My Space, to name a few – where you find 'friends'. You can post a profile, upload photos, select others to be among your connections, feed your blog to your

home page, ask questions, and even form groups for people to join with like interests.

Twitter is a micro blogging site, and the newest form of online social networking. It serves the same purpose, but with a limited number of characters per conversation. It is amazing how quickly you can meet someone and begin to follow them. Many "tweeple" send links to sites that they feel will benefit others. It's like a moving, virtual library of information!

A more serious, business-focused type of online networking is also available. My favorite is

One Degree Connected (ODC). As the name implies, you are just one degree away from the person you want to meet. You have the option to sort by a specific person or company. Or, if you want to meet a channel market category, or target market, you can search by title. For example, I like to meet insurance agents because they are a perfect channel for me. I enter "insurance agent" in the title box, and all agents who are in the databases of each of the ODC members are found. Then it's as simple as asking the members for an introduction to the agent(s) in their databases. One Degree Connected! It's fast and easy. The huge benefit is that when I make the call, they already know who recommended me, and have had an opportunity to view my profile. Unique to ODC over other business sites is you can request an intro from each of the members who knows your desired connection. You'll create a buzz for yourself and pique the interest of the person you want to meet.

Ask friends and business associates where they network. Visit some of the meetings and check out the online sites. There are so many choices and opportunities; find the format, philosophy and meeting schedules that work best for you.

Cindy Hartman is President of Hartman Inventory LLC ([www.HartmanInventory.com](http://www.HartmanInventory.com)), a provider of business and home inventory services. She and her husband Mike also own Hartman Inventory Systems LLC, a business package for those who want to establish their own inventory company. Cindy is also VP of Rainmakers Marketing Group and enjoys writing and speaking on her industry, entrepreneurship, networking, marketing and small business. Read Cindy's blog, at [www.HartmanInventoryBlog.com](http://www.HartmanInventoryBlog.com).



**Cindy Hartman**

*Unique to ODC over other business sites is you can request an intro from each of the members who knows your desired connection.*

## BUSINESS LEADER<sup>®</sup>

MORGAN COUNTY

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To contact a member of the *Morgan County Business Leader's* editorial board, please e-mail him or her at the address provided:

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**Would you like to be on the Morgan County editorial board e-mail [dave@allabouttown.info](mailto:dave@allabouttown.info)**

**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@bleader.biz](mailto:info@bleader.biz).



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## Five mistakes that can wreck your business communications (And how to fix them before they do)

Presented by Bob Chenoweth

Even the smartest business professionals and most skilled communicators sometimes lose focus. Competing priorities and tight schedules can cause otherwise diligent people to give less than their best effort.

But if you think others won't notice, you're wrong. If you think glaring goofs don't send the wrong message, think again. The truth is that your audience -- from co-workers to clients and prospects -- will judge your professional competence by how well you communicate.

Are you guilty of these goofs? Are you prepared to fix them?

### Not knowing (or respecting) your audience.

Your readers are smarter than you might think and they deserve your best. Show them the ultimate respect -- and optimize understanding and response -- by considering their common traits beforehand. **FAST FIX:** Communicate with your audience in terms of their education and background, as well as their grasp of technology and industry jargon. Do you know how much detail they expect? Are they pressed for time? Do they share any other characteristics that might affect overall perception of your message? From the answers to such questions, try to imagine a "typical" reader and direct your communications to that fictional person.

### Not charting your course.

Got writer's block? It's less likely if you first identify your message goals and determine the content framework. **FAST FIX:** Take notes, outline or "mind map" key content. Visualize your desired results and you'll have a much better chance of achieving them.

### Not using your creativity.

Targeting your audience and charting your course puts your message on the right track. To keep it moving, get creative. Dare to stand out. **FAST FIX:** Think about messages, or even specific words or images, that get your attention. What makes them appealing? Adapt similar cues to your business and marketing communications IF they work within your essential standard of professionalism.

### Not using design elements.

Creative and effective communication isn't just about words; it's also about presentation. Appealing visuals can hook your audience and keep them hooked. **FAST FIX:** Examine your layout. Would extra white space help? Would photos, illustrations, diagrams, symbols or icons enhance readability? If so, use them (in moderation, of course). Think also about typography. As a rule for printed media, use fonts with serifs (character baselines or "feet") for body text, and fonts without serifs for headlines, subheads and call-out lists.



**Bob Chenoweth** is the founder, President and Chief Creative Officer of **TipTopics LLC**. A professional writer, content consultant and graphic designer, Bob also owns

**Chenoweth Content & Design LLC**, which specializes in helping business owners and operators craft messages that communicate, illuminate and resonate.

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Mooresville, IN 46158  
(317) 831-7760 (Office)  
(888) 438-8471 (Toll-Free)

To learn more about showcasing your expertise and business services with TipTopics, call 1-888-438-8471.

### Not sweating the details.

Is your vocabulary anemic? Is poor spelling destroying the power of your communications? If so, it's probably time to dust off that dictionary and crack open that thesaurus. **NOT-SO-FAST FIX:** Take your time navigating the 7 C's of successful communication:

**CORRECTNESS:** Strive for error-free content, spelling, grammar and usage.

**COMPLETENESS:** Finish your thoughts, data or arguments.

**CONCISENESS:** Use fewer but stronger words.

**COHERENCE:** Be consistent in content, format and tone.

**CREDIBILITY:** Exhibit candor, give credit where it's due, exude confidence and strive for balance.

**CREATIVITY:** Take calculated risks in theme and presentation.

**CLARITY:** Be unmistakably clear.

### The Bottom Line:

Ignore these common mistakes and you'll run the risk of a communication breakdown. Master these fundamental fixes, however, and you can send the right message time after time. Want to learn more? Contact me to find out how to make your expertise shine with messages that communicate, illuminate and resonate.

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## Habitat for Humanity of Morgan County – Home Dedications

Habitat for Humanity of Morgan County will be doing 2 Home dedications this month. The first home will be dedicated to Cortney Sparks on Sunday, February 1st, 2009 at 2 pm. The second home will be dedicated to Marty Britt on Sunday, February 8th, 2009 at 2 pm. If you were involved in either build, we would love to see you at the dedications. You know how great it felt to build the homes, now see the homes completed and be-

ing dedicated to their new owners. Many business leaders in our community helped build both homes, Thank You for your hard work and hours you donated to Habitat for Humanity of Morgan County! For more information on how you can help with future builds or to make a donation, contact Habitat for Humanity of Morgan County by visiting <http://www.morgancountyhabitat.org/> or calling our office at 765-349-9003.



# A calling to caring

By Bob Sullivan  
Morgan County Business Leader

Americare was founded in Indianapolis in 1985 by Vijay Gupta. In 1992, Kim Weddle was hired as administrator to open the Franklin, Indiana, branch. In 1993, the founder moved to Florida, expanding the healthcare business into the area, and forming Universal Health Care Services as the umbrella company and corporate headquarters. Weddle led the way for the company's expansion into Hospice care in Franklin in 1995.

Born in Evansville and raised in Tell City, Indiana (near the Ohio River), Weddle received her nursing degree from Western Kentucky University. As a graduate nurse, she worked at Columbus Regional, and as an RN, worked at University Heights (now Community South) and Johnson Memorial Hospital, and from there took a position with a home health care company.

She was contacted by Americare in 1992. "I've always had a heart for hospice care," said Weddle. "It would be frustrating if a patient turned terminal; you surrendered your responsibilities and transferred care over to another agency, and it left everything unfinished." In 1995 she proposed adding Hospice care to their existing services in Franklin. "Vijay trusted me to go forward. I expanded the office, hired additional staff, made the community connections, and it just grew and grew."

Weddle recalled, "Eventually, we were sending a significant number of caregivers this direction. It made sense to open a new branch in Mooresville to better support our staff and patients." The Mooresville branch opened in July 2008.

Weddle oversees the Franklin Branch, the Indianapolis Home Health office, and the Mooresville Hospice location. According to Weddle, Americare's Indiana offices have around 120 staff members, nurses, and volunteers.

Weddle explained the distinctions of Americare's ser-

vices. "Our Home Health nurses go to a patient's home or assisted living facility. Our hospice care nurses, where a patient is classified terminal, see patients at their home or in a facility."

Weddle considers giving back to the communities they serve a high priority. "We've been active in the Relay for Life in Franklin for several years. We do year-round fundraising to benefit the American Cancer Society. We're a sponsor of "Camp Healing Tree," which is a grief support weekend for children. Americare also developed a teen volunteer program at Franklin High School, now in its third year." Weddle looks forward to planning joint events with the Mooresville library and other local organizations. Americare organizes extensive wellness education programs in every community they serve.

Weddle points to the longevity of her support staff and how much business is generated through positive word of mouth. "First and foremost, we make sure our patients receive the care they need. We counsel the family and loved ones during the process and long afterwards. Every one of my nurses is an RN with at least a year of field experience. We take them through extensive training and make sure they know the regulations. But more importantly, they have a heart for hospice care. It's a calling."

Americare's Mooresville staff includes Office manager Hannah Cragen, Nurse Joanne Tooley, and volunteer coordinator Tina Loveday. Their field staff includes two home health aids, a registered nurse, plus two full-time social workers and two local field chaplains on call. Weddle looks forward to growing the Mooresville nursing staff.

Weddle lives in Amity, Indiana, with Doug, her husband of 26 years. Doug owns Deer Valley Golf Course. Their oldest child, Noah, age 21, is a business major at IUPUI. Daughter Lindsey, age 18, attends Georgetown College. Mariah, age 10, attends school at Edinburgh.



## Americare Home Health and Hospice Services

Kim Weddle, R.N. Administrator  
233 E High Street Mooresville, IN 46158  
317-834-8436

### Office Hours:

Mon-Fri 8 a.m. - 5 p.m.  
24-hr, 7dys/wk support  
kweddle@unvhealth.com  
www.americarehome.com

## What's a business writer, and why do you need one?

*(Since you're still reading, you realize I may be able to help you and want to know more.)*

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- Direct Mail
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- Advertorials
- Brochures
- Press Releases
- Business-to-Business correspondence
- Profile pieces for newspapers and magazines
- Morgan County Business Leader News Editor

**But does my writing work? Does my writing grab the reader's attention, and make them want to know more?**

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# 'Liberating' tax services in Mooresville

By Bob Sullivan  
Morgan County Business Leader

Ed Leese opened the Mooresville Liberty Tax Service branch in January 2008, just in time for last year's "tax season." Ed recalls, "In the months prior to opening, I learned a lot about scheduling outside contractors to get the space prepared so we'd be ready to open our doors on time."

"Soon, I'll be ready to retire but not ready to quit working," said Ed. "A couple years ago, I started asking around about opportunities that would allow me to take on the responsibility of business ownership while stepping out of the day-to-day rat-race." A franchise broker pointed him toward Liberty Tax Service.

Ed Leese grew up in Pittsburgh, Pennsylvania, where he pursued a career in banking. His position as product manager with National City Bank brought him to their Indianapolis corporate office in 1996. A lifelong golf fan, Ed recalls, "I wanted a neighborhood with a convenient golf course, so I built a home by Links at Heartland Crossing. The second tee is my front yard; the eighth hole is my backyard," Ed joked.

Ed has found many attractions to becoming a Liberty Tax Service franchisee. "My obligation to the tax service is mostly seasonal, letting me focus on both careers over the next couple years as we establish ourselves. A tax service is also reasonably 'recession-proof'--everyone has to prepare their taxes, regardless of the economy. My banking background brings with me the discipline and understanding of how to run a business and what makes a business profitable."

Ed says Liberty Tax Corporate offers a strong business model template for franchise owners. "They make available to us

a terrific customer service and technology help center, giving us a strong resource for more complex tax situations when we need it."

Ed speaks favorably of Liberty Tax's "guerrilla marketing." "We had a billboard off 67, and Val Pak offers. But our costumed characters--Uncle Sam or the Statue of Liberty--standing on the corner of 67 and Bridge Street brought a lot of new customers to our door."

Ed calls last season's first-year results "average," but hastens to add, "We didn't have the advantage of pre-season marketing. I've had a full time marketing director on board for months now, so we're expecting strong results this year." Ed estimates Liberty Tax's clients are 95% individuals. "Our client is the customer looking to get a filed quickly and correctly. The rest are small business owners. We don't work with corporations."

Ed Leese, Marketing Director Pat Walker, and Office Manager Angela Swopes keep office hours all year

round. "We're available during the off season for customers who filed an extension or who need to make an adjustment. During tax season, we bring on up to 10 additional tax return experts."

Ed emphasized that Liberty Tax Service is as part of the community. "It's important to me that we work alongside the Mooresville Chamber and other local businesses to get as involved with the community as we can."

In his free time, Ed is a golf and Harley Davidson motorcycle enthusiast.

Liberty Tax Service was founded by John T. Huitt in 1997. Liberty Tax's corporate headquarters are in Richmond, VA, with over 1800 branches throughout the United States and Canada.

## Liberty Tax Service Mooresville

Ed Leese Owner

441 Town Center Road

Mooresville, IN 46158

317-834-8449

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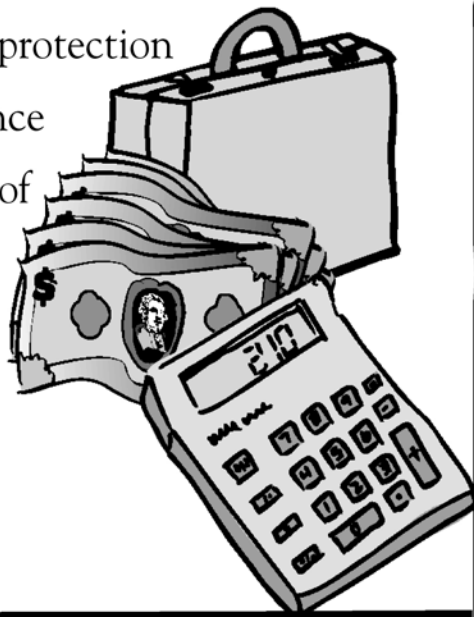
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The Morgan County Economic Development Corporation (MCEDC) along with Indiana Small Business Development Center and the Lieutenant Governor's office will host an Entrepreneurship Workshop in April of this year. The workshop is aimed to address the needs of people that currently own their own businesses or those considering opening a new venture. This will be the first of four workshops sponsored by the MCEDC throughout the year for entrepreneurs. John Taylor, Executive Director of the MCEDC indicated that with many businesses reducing their workforce, a number of people will consider starting their own business. "Although it may seem like the timing may not be right, but, many people will begin to think about using their skills to be their own boss. Through our efforts, we hope to help those considering opening their own shops to avoid the pitfalls that many business owners face."

If you would like to attend this workshop, please contact the MCEDC at 317-831-9544 or email John Taylor at [jtaylor@morgancoed.com](mailto:jtaylor@morgancoed.com).



# Water to Wine turns service

By Bob Sullivan  
Morgan County Business Leader

Water to Wine Catering stands as an inspirational success story in defiance of those who say you shouldn't chase your dreams during an economic upheaval. Brad and Ellen Nicholson started Water to Wine Catering to help with events for their local church. When the floods hit Martinsville, Brad and Ellen rushed to help, with remarkable self-sacrifice.

It would be inappropriate to say any business benefited from the flood. Rather, their acts of service brought them the goodwill of a grateful community, and positioned them to succeed or fail based on how they handled the opportunities that opened up to them.

"I was a corporate chef for Jug's Catering for about 14 years," Brad recalled. "My wife and I worked together much of that time. We left the business about ten years ago, but we always wanted to return to it for ourselves."

In winter 2007, Brad found an old vending trailer for sale on the side of the road. "I figured we could add equipment to do some small catering." The trailer became Brad's winter project. They unveiled their "portable kitchen" for the first time in April at an event for Hoosier Harvest church—their local congregation of over 700 members. "Sometimes our pastor would ask us to cater three events in a couple of days, joking, 'You know you can turn water into wine,' so we embraced the name."

With such a large core congregation, they were inevitably referred to a few outside events. They were asked to cater the Relay for Life Cancer Survivor dinner, which seated 250 people. The event took place the first weekend of June 2008. But, Brad said, "rain started rolling in, and we took home enough food to feed 150 people."

Brad and Ellen woke up the next morning to hear the floods had hit overnight. News went out

## Water to Wine Catering

Brad and Ellen Nicholson  
Owners

110 W Washington Street  
Martinsville, IN 4615

Banquet Hall: 765-349-9072

Mobile Catering: 765-318-7222

Banquet Hall Lunch Served:

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Water-towine@hotmail.com

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# Water to Wine to success

that stranded homeowners had no food or electricity, and the crews were working overtime. Ellen insisted to her husband that they had to go. "We drove off in our portable kitchen to the National Guard station. Soon the radio announced that food had arrived for 150 people."

Water to Wine started serving. For the next day and a half, citizens, the Red Cross, and the National Guard brought food in danger of spoiling to the portable kitchen unit, while Brad and Ellen cooked non-stop to prepare hot, edible meals for the victims and rescue workers. "Bus loads of people showed up. The manager of Marsh announced their freezer was out, and said, 'take anything you want.'"

Brad and Ellen were the only volunteers with a mobile kitchen, which Brad explains as "standard for large caterers, but not common in Indiana." Their mobile kitchen--an 18' trailer--holds a grill, two 70-lb deep fryers, a six-burner stove, oven, refrigerator, and running water. The setup unfolds over 30' of space, powered mainly by propane. "Our mobile kitchen allows us to set up right next to the food hall or residence and prepare hot food guests can enjoy a few minutes later."

Brad says he cooked until he could barely move, but that the event changed everything. "The story made a few local papers and TV stations. Right after, business exploded."

Brad says their combined experience of over 40 years in catering helped them capitalize on opportunities. "Without a doubt, the doors opened for us, but we brought a quality of service and elegance to each event."

By fall, Water to Wine had catering the League of Miracles Fundraiser, the Morgan County Hospital golf outing, and more. "We'd been in business six months, taking on events we expected to work up to after three years."

During the holidays, Water to Wine was booked every evening, with Ellen and Brad putting in over 100 hours a week. Brad and Ellen, as well as their

oldest daughter, quit their jobs.

Water to Wine was asked to cater the Annual Christmas Party hosted by Martinsville Mayor Phil Deckard. Told 75 people usually attended, Brad started planning accordingly. A week later, the mayor's office called back, stating they'd put Water to Wine's name on the invitation, and they'd received over 350 RSVPs.

In October, realizing they needed a base of operations, Water to Wine Catering put together a proposal to the Historical Preservation Society to renovate the old Morgan County Jail into an office and banquet facility. The proposal passed quickly. Brad and Ellen started renovating November 6, opened December 3. Water to Wine currently serves Sunday Brunch, and, starting January 19, will open weekdays to offer full-service lunch. (See sidebar for hours).

Water to Wine Catering has 5 full-time and 20 part-time event staff. "Our office manager, Janene Morris, works behind the scenes," said Brad. "She's a lady with a lot of class, and she handles the finer things with customers so we can focus on the catering."

Water to Wine has a close relationship with the Martinsville Chamber of Commerce, and serves lunch at the monthly meetings. "Morgan County has treated us like family," said Brad. "And we're very appreciative."

Water to Wine works with all party sizes. "I cook a tasty tenderloin sandwich and a terrific prime rib," said Brad. "People think they can't afford catering; we think you can, and you'll be surprised what your money can get you."

Lifelong Hoosiers, Brad grew up in Shelbyville and Ellen grew up north of Indianapolis. Brad learned his craft from Ivy Tech Chef's Academy. Brad and Ellen met as co-workers for Jug's catering. They moved to Martinsville in 2005. Their daughters Emily, age 17, Sarah, age 15, and Hannah, age 10, all help with the business.

*...y can't afford catering; we think you can,  
surprised what your money can get you."*



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# Resolve to support good writing

Over the past year, I've noticed a bothersome shift toward lazy writing from the upcoming internet journalists and pop culture print columnists. Such writing embraces "trendy" slang of the sort acquired by young adults who've grown up flinging text and chat-room messages at each other. As these kids shift into the professional world, bits of lazy clutter are progressively creeping into the prose of writers whose bylines indicate they received a paycheck for their efforts.

I don't follow baseball. So about six months ago, when Yahoo (which often runs Associated Press articles) kept updating me about the latest on Madonna and "A-Rod," I had to do a web-search to identify "A-Rod" as baseball star Anthony Rodriguez. Apparently none of the gossip columnists felt the need to include the simple courtesy parenthetical at the first mention of "A-Rod" in any of their updates--perhaps a consequence of their rush to get to the juicy tidbits.

More and more articles published from professional sources are allowing chatroom terminology into their prose. For now, it's mostly gossip columns on the internet, but even sources such as CNN have let this tendency toward the trendy slip into their prose. These articles spout such hipster nonsense such as LOL, BTW, C U L8r, taking note of someone's "bling", describing how one company's "peeps" are talking to another company's "peeps," and that our site's got the "low-down."

Such lazy shortcuts are perfectly fine--on an 8th-grader's blog site! Here's a pretty good rule of thumb. If you would sound foolish using these words in normal conversation, then you shouldn't use

these terms in your writing. When corporations start paying money for what amounts to content graffiti, they're validating and reinforcing the bad habits of young writers who can now point to evidence that what they do is "okay."

Within the next ten years, a local educator recently told me, people will no longer be required to capitalize the letter "I" when used as a first-person word--essentially making sentences like "i can't believe you're serious." perfectly acceptable grammar.

Apparently, it's so common in texting, blogging and chatting to bypass the shift, kids these days just don't see the need to bother capitalizing the letter in their term papers or articles.

To which I say: So? The standards of craft--whether in writing or in any other field--exist to divide the professional from the amateur. So because the amateur no longer wants to bother to hit the shift key, now the pro is expected to change the acceptable standard to appease them? Do we let the medical students dictate to the surgeons what steps they'd like to skip?


I'm not against wholesale changes in writing standards when there's a clear and legitimate benefit. I recently broke a twenty-plus year habit--typing two spaces after a period. Losing that extra space allows modern graphic layout programs to function far more efficiently than the old method. That's a compelling reason to change the established standard.

But there's no good reason for lazy writing. And as more and more examples are given a pass and make their way into the printed page and professional cyberspace, amateurs will find more and more examples supporting their particular bad habit, and those who stand up for good writing will continue to lose ground.

As we look to the year ahead, let's first resolve to clean up our own lazy writing. Then when the amateur wants you to pay them for their blog rant, tell them it's not acceptable. It's time to stand up for the professional standards of writing, to make sure those standards continue for generations to come.



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Editor

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# New name, larger audience, same community focus

By Bob Sullivan  
Morgan County Business Leader

Ryan Goodwin formed Hometown Publishing to create a high quality publication worthy of focusing on all the great things he saw happening in his home community. Given the huge splash following the release of the first issue of Mooresville Magazine in June 2006, the intensity of feedback and community support indicated he'd succeeded.

Two and a half years later, the cover of the December 2008 issue of Mooresville Magazine indicated 'Big News!' The page referenced announced that the publication was "growing up", clarified in the name change to Morgan County Magazine, which launches in March 2009. "Mooresville is part of a larger community," explained Ryan, "and by encompassing all of Morgan County, we can better discuss the relationships between Mooresville, Martinsville, Monrovia, and surrounding areas in articles that will resonate with people beyond Mooresville's boundaries."

Ryan's family moved to Mooresville when he was seven years old. He attended Mooresville Public School through sixth grade, attended Mooresville Christian Academy, and was homeschooled through high school. Ryan started his first business at the age 15--a mail order service providing medals to branches of the U.S. military--which he sold for a profit to start Hometown Publishing.

In the fall of 2005, 21 years old and just married, Ryan recalled, "I had a clear vision of what I wanted to do with a magazine, but I wasn't sure if we could actually do it. We just committed to giving it a try."

Ryan's vision for Mooresville Magazine was to bring a publication that "would highlight the best events of that quarter, look ahead to what was coming up, and focus on the people who helped make these things happen. It was important that the people reading it knew they were reading about their home, and to showcase what makes this community special."

From the first issue, Ryan committed to a high circulation, high quality magazine-sized publication with full-color glossy pages, available essentially free. In January 2006, Ryan started making community and business connections to prepare for the June 2006 issue. "We needed six months to put everything in place, so that when the issue hit, the result spoke for itself. The magazine demonstrated how a young man within the community was driven enough to make this happen, and that the community would support it with advertising."

Ryan acknowledges the help of Dave Nash, whose invaluable insight from years of experience in the newspaper industry and within the community helped guide Ryan through the startup of the magazine.

According to Ryan, they constantly receive feedback from readers who say Mooresville Magazine is the only thing they read cover to cover. "They recognize their aunt, or their daughter, or their neighbor, so people tend to save the issues to look back through them."

By strict definition, the Morgan County Business Leader is a competitor to Morgan County Magazine. But the spirit of community trumps those considerations. "We're all in this together," Ryan muses. "Dave [Stafford, owner of the MCBL] was one of the first to sign on to advertise in the first issue of Mooresville Magazine. The MCBL addresses a different reader than our magazine, or our local papers. We might compete for some advertising dollars, but more often, what works for them isn't a fit for us. So far, Morgan County is strong and diverse enough that all the publications can serve their readers well and thrive. This magazine will only survive if two



things happen: if a lot of people read it and the businesses continue to support it."

Hometown Publishing direct-mails 60% of each issue to local residents, with the other 40% placed at local businesses where you can take one for free. Drop-off "hot spots" among over 30 area locations include National City Bank branches, Citizens Bank branches, Big-O-Tires, and the Morgan County libraries. If you want to guarantee you won't miss an issue, you can subscribe for home delivery for \$12 a year. Ryan assures avid readers who enjoyed the previous publication that the biggest difference they'll notice come March 1 is the title change.

Hometown Publication has three employees:

office manager Debbie Richardson, graphic artist Steve Helming and himself, and taps a talent pool of around six freelancers.

Ryan and his wife Daphne reside in Mooresville. Daphne teaches at Mooresville High School. His parents, Tom and Anita, still reside in Mooresville. Tom is a captain for American Airlines; Anita is a home healthcare physical therapy assistant.

Last year, Ryan was elected to his first four-year term on the Mooresville Town Council. He also serves as a patrolman for the Mooresville Police Department. In his precious spare time, Ryan likes to read political history and other nonfiction.

## Hometown Publishing LLC

Ryan Goodwin  
Owner

PO Box 895

Mooresville, IN 46158

317-831-1423

[ryan@morgancountymag.com](mailto:ryan@morgancountymag.com)

[www.morgancountymag.com](http://www.morgancountymag.com)



# Continuing 28 years of excellence and service

By Bob Sullivan  
Morgan County Business Leader

Jeff Vaughan purchased Miller & Vaughan Sealcoating from company founder Phil Miller seven years ago. Miller retired, with Vaughan continuing a tradition of quality and excellence established by Miller Sealcoating 28 years ago.

Miller & Vaughan Sealcoating applies a top layer of protection to commercial and residential asphalt lots throughout Indianapolis and surrounding areas, protecting lots from the erosive effects of dirt, salt, dust, rainwater, and snow, minimizing cracks, potholes, and other wear and tear. Most businesses re-apply sealcoating every two or three years to maintain maximum benefits. "We trim the weeds from the perimeter of the lot," explained Vaughan. "Then blow off the dirt and seal any existing cracks with hot rubber. Then we apply the sealcoating."

Vaughan had worked with Phil Miller since 1999. Miller wanted to retire and move to Florida, he offered Vaughan the opportunity to purchase the business. The decision made, Miller and Vaughan partnered from 2001-2003 while Miller guided him through everything he needed to know to take over the business.

Vaughan was raised in Decatur Township. After serving six years in the U. S. Navy, he met his wife Jenny and moved to Mooresville in 1988. He worked as an occupational therapist for 15 years before working with Miller Sealcoating Company. "We went to the same church, Vaughan explained. "I'd been raised on a farm and always enjoyed working outdoors. It was the perfect opportunity to slowly transition ownership."

Vaughan remembers being impressed with Miller's customer loyalty. "The one thing I'd constantly hear during the transition was, 'Miller's been with us for

years and we wouldn't trust anyone else to handle our parking lot.' Miller trusted me to continue delivering excellent service his long-term customers expect. That's something I take very seriously."

Vaughan uses Reece Sealer--the largest coating manufacturer in Indiana. "They don't do small lots or residential lots, but when they get a request for it, Reece refers them to us."

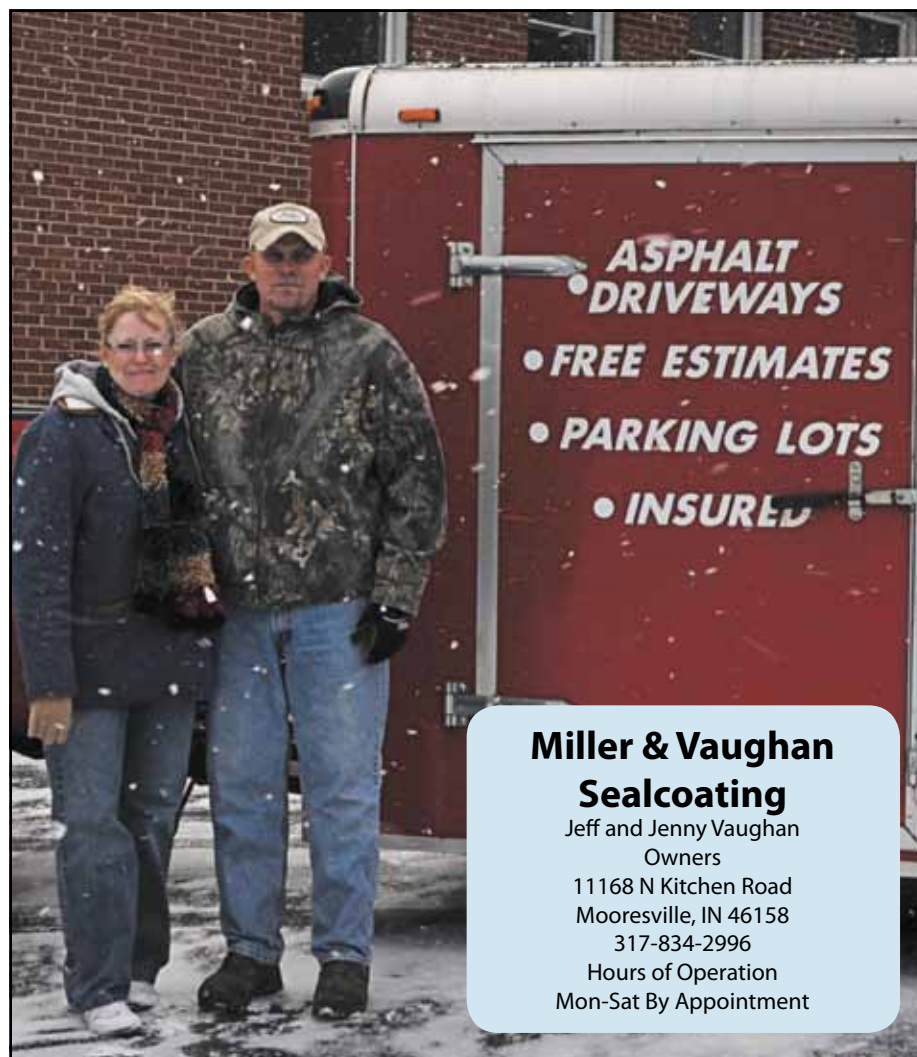
Vaughan feels Miller's legacy is the result of providing the highest quality service at all times. "Some companies water down the sealcoating more than Reece recommends. It's not illegal, but it makes the coating less effective. On the other hand, we mix the lowest percentage of water required, for a thicker, longer lasting coat."

Miller & Vaughan maintains a staff of 2 full-time employees with 2-3 part-time contractors. Sealcoating "season" is dependent on weather, usually beginning in April and continuing until October.

Vaughan admits he's surprised at their success in the current economic environment. "We've hit record business three years in a row," said Vaughan, "in the face of rising gas prices--which affects everything we do--and offering a service that businesses would normally be inclined to postpone during tough times."

Miller and Vaughan's many customers include Big O Tires, N'Ice Pak, and Carlisle and Sons Funeral Chapel. Miller and Vaughan leverages its services to give back to the community. "We'll work with churches; we offer discounts for police and fire departments."

Co-owner and wife of 26 years Jenny Vaughan handles paperwork and PR for the business. Their son Chris, age 21, is a commanding officer in the ROTC program at Purdue University. Son Jeremiah, age 18, is a freshman at Ivy Tech University.



## Miller & Vaughan Sealcoating

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# New resource for Martinsville construction contractors and 'do-it-yourselfers'

By Bob Sullivan  
Morgan County Business Leader

Martinsville now has a new resource for their home, auto, and industry paint needs. Sherwin-Williams opened a brand-new paint store in Martinsville December 5, 2008, to meet the consumer and contractor needs of the community. "It's a terrific location," observed manager Jephry Johnson. "We're an excellent resource for Martinsville's extensive construction and repair service contractors, and a perfect midway point between Bloomington and Indianapolis."

Zephyr Johnson was raised in Pendleton, Indiana (northeast of Indianapolis). He received his degree in business management from Ball State University. In college, he worked for Tractor Supply Company. Zephyr was hired at the Fishers, Indiana Sherwin-Williams store in 2007, and became assistant manager of the Franklin location.

Word went out that Sherwin-Williams planned to build a new store in Martinsville, and the area district manager suggested he apply for the store manager position. "As someone relatively new to the company, I was surprised when I got it," Zephyr admits. "They told me my youth, confidence, and my potential to grow were exactly what they wanted to jump-start the store."

Construction began in October for a brand-new free-standing building. Johnson visited the store for the first time the second week of November to oversee stock and interior construction. Zephyr moved to Martinsville the last week of November. "Everyone's very friendly. There's a lot of potential for growth. The Martinsville Chamber of Commerce has been a great

help. (Chamber Executive Director) Jamie Thompson has been tremendous in providing resources for us."

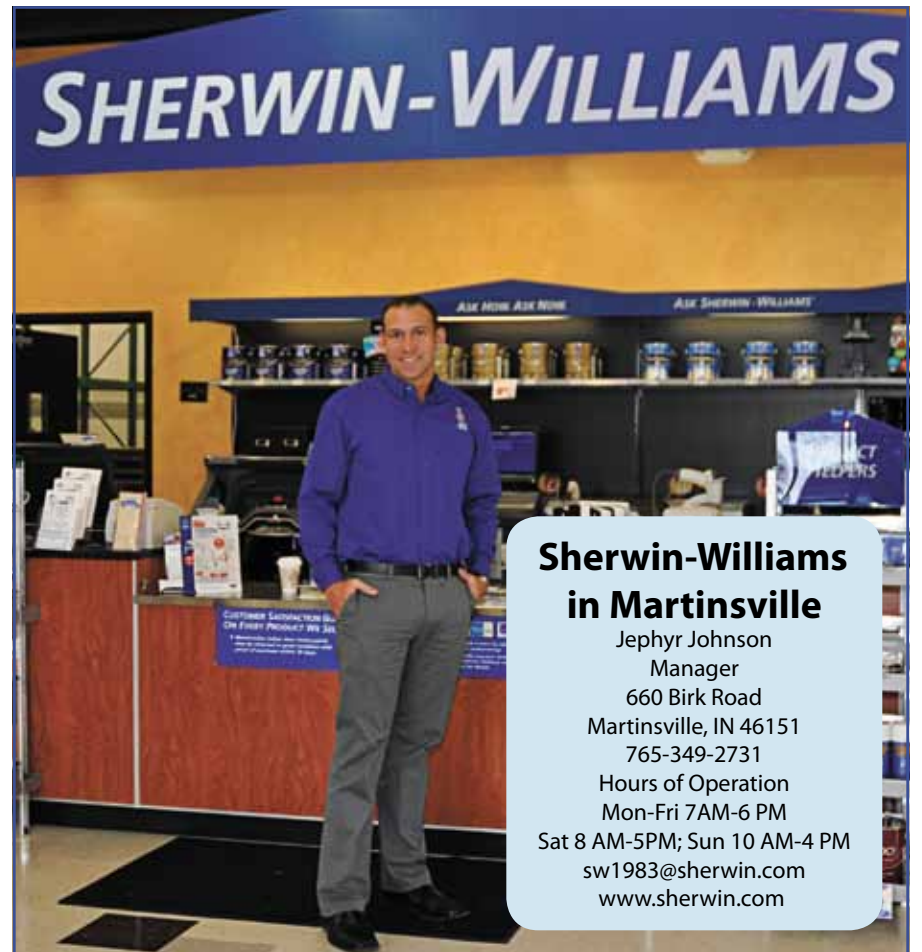
According to Zephyr, his store currently services 80% contractors and 20% consumers. "Home repair consumer business in Indiana is seasonal and lines up with warmer weather, which is why we're not holding a grand opening until probably the end of March. It gives us a chance to establish ourselves in the community."

"Our products are constantly evolving," said Zephyr. "So our education never ends. Our sales managers frequently take refresher tests and are trained on the latest about our products and services."

"Sherwin-Williams offers paint products in three broad areas," said Zephyr. "Home or building interior and exterior, automotive, and industrial and maintenance coatings. We also offer a wide variety of floor and wall coverings."

Currently, Zephyr Johnson and Assistant Manager Anita Schesle work side by side to run the store daily. Zephyr plans to add a couple more sales associates in the near future. In his free time, Zephyr enjoys working out and hiking, camping, and other outdoor activities.

Founded in 1866 by Henry Sherman and Edward Williams, Sherwin-Williams is the largest paint supply company in the United States and one of the largest in the world. The company continues to lead the industry in producing paint products of superior quality and the highest safety standards. They have 40 locations throughout Central Indiana. Their corporate office is in Cleveland, Ohio.



## Sherwin-Williams in Martinsville

Jephry Johnson  
Manager  
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### Martinsville Chamber of Commerce:

The Chamber's meets on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. Lunch is \$5. 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 meets on the third Thursday from 11:30 AM to 1:00 PM. The 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. Current topics include purchasing additional planters for the downtown area and coordinating a new "Planters on Parade" contest for the Spring/Summer. For more information contact Lori Cole, Autumn Whispers Health and Harmony, 317-831-7817, or email to [AutumnWhispers@earthlink.net](mailto:AutumnWhispers@earthlink.net)

### Morgantown Merchants Association:

The Morgantown Merchants Association meets on the second Monday 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).

### Networking Business Women of Morgan County:

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

### Rainmakers Meetings:

On the second Friday at 7:30 AM at Daman's Grill at Kentucky and 465;  
On the second Tuesday at 7:30 AM at Chateau Thomas Winery in Plainfield, at 267 and I-70.  
Rainmakers has 30 meeting per month, including noon and evenings, for more information visit [www.GoRainmakers.com](http://www.GoRainmakers.com).

### Rotary Clubs:

Martinsville meets every Tuesdays at noon at the First Presbyterian Church, 240 East Washington Street, Martinsville.

Mooresville Decatur meets every Wednesday at 7:30 AM at Jones Crossing Banquet Center, SR 67 and Allison Road, Camby.

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## Special exhibit at the Academy Building: "Toys Through the Years"

The Academy of Hoosier Heritage museum is hosting their annual antique toy exhibit through January 30. Seven display cases are full of over 150 toys, antiques and reproductions representing the late 1800's through the 1960's.

There are many unique hand-made toys and rare metal and tin war-time toys, dolls, trains, games, tractors and more. Also continuing on display are early 1900's Christmas and New Year's post cards, along with the permanent local historical exhibits and one-room school room.

The museum is located on the second floor of the historic 1861 Academy Building on the Newby Elementary School campus in Mooresville, at 250 North Monroe Street.

Regular hours are Mondays, Wednesdays and Fridays from 1:00 to 5:00 pm. Visits may be scheduled for other days and times by making appointments in advance. For more information, call (317) 831-9001, email [abmuseum@scican.net](mailto:abmuseum@scican.net) or check our website at [www.academymuseum.org](http://www.academymuseum.org).



### MORGAN COUNTY SHERIFF SALES – JANUARY 26, 2009

**Vanzant**, 5600 Low Gap Rd, Martinsville, IN 46151, \$237,088.93, Feiwell & Hannoy, (317)237-2727  
**Troxal**, 3360 Wilbur Rd, Martinsville, IN 46151, \$102,702.86, Feiwell & Hannoy, (317)237-2727  
**Johnson**, 280 Ferguson Drive, Martinsville, IN 46151, \$170,081, Feiwell & Hannoy  
**Sevume**, 13262 N Badger Grove Dr, Camby, IN 46113, \$149,156.67, Foutty & Foutty, (317)632-9555  
**Stacy**, 6409 N Forrest St, Quincy, IN 47456, \$67,698.57, Feiwell & Hannoy, (317)237-2727  
**Schwartz**, 9435 Huggin Hollow Rd, Martinsville, IN 46151, \$70,211.43, Reisenfeld & Assoc, (513)322-7000  
**Kittlaus**, 11796 N State Rd 39, Monrovia, IN 46157, \$125,661.82, Reisenfeld & Assoc, (513)322-7000

*Note: If you need any further information, please contact the attorney listed per each sale. We do not know what debts are owed on the properties, the condition of the home, and we do not have keys to the residence. All sales are held at 2:00 p.m. at the Morgan County Sheriff's Department. If you are the successful bidder, you will be asked to bring in the full amount of the bid by 4:00 p.m. that same day. Funds must be in the form of a cashiers check. We do not accept letters of intent to purchase from your bank.*

### MOORESVILLE CHAMBER – NEW MEMBERS

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

**Coffin Coffin & Mayfield** - Patricia Coffin, **Servpro** - Neal McNalley, **Mooresville Office Suites** - Tina Ayers, **Olympus Media Outdoor Advertising** - Rick Porten, **Jerry Smith** - Industrial Real Estate, **George S May International Company** - Richard Beach, **Ken Cadwell, Senior Helpers** - L. Dean Jones, **American Family Insurance** - Jonathan Elliott

### GREATER MARTINSVILLE CHAMBER OF COMMERCE – NEW MEMBERS

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

**Papa John's** - Anna Smithson, **Liberty Tax Service** - Pat Walker & Mike Prickett, **Sherwin Williams** - Zephyr Johnson, **H & R Block** - Bryan Collier

### TOWN OF MOORESVILLE – BUILDING PERMITS

**JN Electric**, Steve Saucerman, 13639 N Ferguson Rd, electrical, \$1,000  
**Shae Co. Inc.**, Shae Co. Inc., Lot 27 A/B, residential duplex, \$210,000  
**Courtney Signs**, Karen Rodgers, 1 W Main St, sign



Gray Brothers Cafeteria circa 1970.

Photo courtesy Curtis Tom

**Jeffery Dietrich**, Jeffery Dietrich, 5200 E Landersdale Rd, pole barn, \$4,000

**The Hoosier Company Inc.**, Indiana DOT, 1158 SR 144, school flasher, \$1,183

**Thieremon Construction Inc.**, Town of Mooresville, Mooresville Waste Water Treatment Plant, commercial remodel, \$897,000

**Wesley J Fry**, Wesley J Fry, 13550 N Duncan Dr, electrical upgrade

**Bridgemor Village LLC**, Bridgemor Village LLC, Building 11, new construction, \$160,000

**Bridgemor Village LLC**, Bridgemor Village LLC, 155, 157, 159 & 153 Bridgemor Lane, new construction, \$290,000

**Meade Electric Co Inc**, Rockies Express Pipeline, 986 E Greencastle Rd, \$180,000

**Neal McNalley**, Neal McNalley, 22 W High St, detached garage, \$12,000

### TOWN OF MARTINSVILLE – BUILDING PERMITS

**T&W Corporation**, Turkey Hill, 1860 S Ohio St, wood frame  
**Glenn Musgrave**, 1860 E Morgan St, bus parking lot



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and [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com)



Chamber Member Spotlight:



**Mark Chester**  
President, Mooresville Chamber of Commerce

Mark.Chester@AllOverMedia.com  
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## Together, we help rebuild our community.

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Home Bank<sup>SB</sup> believes that helping our local businesses helps our community to thrive. If local businesses are growing, so is our community. Give us a call today and see how Home Bank<sup>SB</sup> can help you follow your entrepreneurial dreams.

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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**