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BUSINESS MORGAN COUNTY LEADER

February 2010

Soft Touch Auto Wash celebrates fourth anniversary



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If wishes were horses...

Recently I started reading *The Secret* by Rhonda Byrne. It is of the genre of *The Power of Positive Thinking* by Norman Vincent Peale, a book from the 50's. Both extol the virtues of optimism, an attitude that positive thoughts beget positive events, negative thoughts beget bad things. Byrne goes a little farther, claiming pseudo scientific evidence that the entire universe is controlled by your individual thoughts. I say "pseudo scientific" because within the realm of quantum mechanics there is a sort of randomness beyond the comprehension of mortal man. That randomness can lead non-critical thinkers to believe that events at the quantum level are controlled by human decisions. People don't like the belief that the universe doesn't follow their own sense of order. Her "scientific" evidence is no more valid than that used in voodoo. A cheerful smile will not make it stop being a cold and dreary day.

Such faith in hedonistic beliefs is pure insanity. Please note that I fully endorse the benefits of a positive attitude, yet that I also fully endorse accepting the universe as it is presented. I could not finish *The Secret*, it was too boring and stupid.

Lest you think that such irrational faith is limited to a fringe subculture, please take a critical look at our own national government's supporters. "Sure, we can take care of everyone's health care needs if we are only compassionate enough. Some group of evil fat cats have all the resources to pay for it, those rich bankers and brokers, we'll tax them for their evil ways, and all people will be treated like kings in the doctor's office." Sure. "It's too important an issue for us to have negative attitudes or critical review." What insanity led anyone to believe that positive attitudes can override the power of simple mathematics? Please note that I referred to the government's supporters. I see no such altruistic motives by the elected

officials at all. All I see is the continued attempt to seize full control of the American economy. I judge them not by their words, but by the results of their actions. Special favors for the benefit of Louisiana, Nebraska and union members, unequal treatment, to win the critical votes needed to pass

this bill is the complete obverse of the oath to defend the Constitution. The nefarious deeds done to get this bill passed are all the more telling because they are done in the open, for all the people to see. They have said to the American people, "You are too stupid to understand what we are doing and too greedy to object. We'll give you a new entitlement, and you'll not care that we are taking your future." *Don't Worry Be Happy* by Bobby McFerrin said it well, "Landlord says the rent is late, he may have to litigate, don't worry, be happy."

Now is the time for one very powerful positive thought: We can defeat this government, and take back our country! We can change this travesty, and restore our Constitution! If you are a small business executive, shut down for a week, beginning April 16. If you are an employee, petition your boss to join in. Don't buy anything, stay home with your family and your God. Don't incur taxes of any type. This will hurt local governments more than Washington, but then they may join their voices against the subversion in Washington. This will not be easy. Easy is how we have lost grip on our Constitution. Hurt them where they will feel it, in their pocket books! If this is too hard for you, then don't worry, be happy!

As for me, the prayer from the 1930's by the theologian Reinhold Niebuhr says it best:

God, grant me the serenity
To accept the things I cannot change;
The courage to change the things that I can;
And the wisdom to know the difference.

...then beggars would ride.

Contents

From the publisher

If wishes were horses... 2

Columns

Geo-political events 3

Technology: Time saver or time waster 3

Expose yourself: The bottom line on 'Top of mind' 4

Stories

Mother/daughter team creates candles in Martinsville 5

Soft Touch Auto Wash celebrates fourth anniversary 6

The Quality of Life Foundation: A lifeline of hope and help 8

Transitions: Your guide to healthier habits 9

Planner of note 10

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Hi Dave!

I just read your article "Rules for the 16%". I like it! I'll be looking for the web site you mentioned in it.

As you know, many groups are springing up and growing fast as Americans across the US are waking up to the reality of what's happening in Washington DC. A voice is finding itself through many. They see legislation done in secret behind closed doors, attempts to take votes on Bills with pages numbering in the thousands and no time allowed to have read it before a vote. The prosecution of one politician in Illinois for "selling" of and appointment to replace Obama while this Congress buys a Nebraska Senator's vote to be able to force passage of the Health Care Bill. We see the corruption and how it is ignoring the US Constitution. We see Obama sign an executive order on December 17th to provide free access to America and it's citizens without having to answer to INTERPOL - we have no recourse, we have no laws protecting us in our homes from search and

seizure as a result and it is believed this is to facilitate the arrest of our soldiers and people in the Bush Admin for war crimes - Obama wants to win the world popularity spotlight at any cost - redistribution of the wealth is just part of it.

OathKeepers is a national group with a group / chapter in each state. It's purpose is to reach all retired and active duty military, police, law enforcement agency and fire fighters in America and encourage them to support and defend the US Constitution and has a list of ten orders they will refuse to obey. I am a member and I'm finding ways to support and defend the US Constitution as a part in fighting back against what the Liberals used to call "the tyranny of the majority". I've traveled to Washington DC to protest the Health Care legislation in November and expect I will do more in 2010 than I have ever imagined doing or having to do in my own country!

Thanks and keep up the good work!!

Bill Lasko

LETTER TO THE EDITOR

Editor's notes:

The nature of these statements requires verification before being published here. The research shows all the information to be accurate, but judge for yourself. The most reliable sources as to the executive orders are the White House documents themselves. Here are the links:

<http://www.whitehouse.gov/the-press-office/executive-order-amending-executive-order-12425>

http://en.wikisource.org/wiki/Executive_Order_12425

http://en.wikisource.org/wiki/Executive_Order_13524

http://en.wikisource.org/wiki/International_Organizations_Immunities_Act#Title_I

<http://oathkeepers.org>

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Geo-political events

Last year about this time I was telling my clients I expected about a 20% rise in the Dow over the next twelve months. I always tried to qualify that statement with "barring any unforeseen geo-political events." The economists, market strategists, and money managers I listen to are expecting another 20% or better rise in the Dow this year. The geo-political events aren't unforeseen this year. We have two revolutions taking place in the world.

The revolt in Iran is very real and Ayatollah Ali Khamenei's reaction has been violent and deadly to the opposition. We can only hope there is a peaceful change of power. The Ayatollah's popularity is waning even among the other ruling clerics. But he has an affliction common among world leaders. He is so arrogant and narcissistic he is not listening to the people.¹ Unfortunately, if the Iranians do not compromise on their nuclear threat, the price of oil and all commodities will spike, but I would think that would be a temporary risk premium.

The revolution that will really affect our stock market is taking place right here in the good old U.S. of A.

There are some who call it the Tea Party Movement; others just call it common sense. Whatever you might call it there is a palpable change in the air regarding our government. President Obama's popularity has fallen faster in his first term than any President ever. His disapproval rating is 53% compared to a 46% approval overall.² The Rasmussen Approval Index is a minus 13. Fifty-Five percent of all Americans think Congress is doing

a "poor" job, while 43% believe most members of Congress are corrupt.³

I wrote last year about the "Obama" effect. The less popular he becomes the better the stock market performs. The more business owners believe that his policies and abrogation of the Constitution will not take effect, the more confident they are. That is evidenced by the rise in the Dow Jones Index from 6660 last March to over 10,600 as I write this. It is also apparent in the Consumer Confidence polls which rose to 52.6 in December from 50.6 in November, and CEO Confidence is more than double that of a year ago.⁴

The business owners I talk to on a daily basis are still cautious. But with every small victory, they become a little more confident. The changes in Virginia and then New Jersey were huge. The in-fighting over the healthcare bill is a positive. The possibility of a loss of the

super majority in Massachusetts makes most of them downright giddy. This isn't about Republicans and Democrats anymore. This is about, to coin a phrase, Hope and Change.



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Financial Advisor

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¹The Economist

²Rasmussen Reports

³Rasmussen Reports

⁴The Conference Board

"I don't make jokes; I just watch the government and report the facts."

- Will Rogers

Technology: Time Savers or Time Wasters?

You're answering a voice mail message when you get a notice that a text message has arrived. Sitting in front of your computer, your mail icon indicates receipt of a new email while your IM screen pops open. What to respond to first? Is this a typical day? Unfortunately, most likely it is.

As we struggle to stay up with the various communication options available, many people feel they are wasting more time than they are saving, due to constant interruptions. Technology creates immediacy. Before we decide to stomp on our cell phone or smash the computer, let's look at some ways to incorporate a little structure, letting the technology work for us instead of against us.

VOICE MAIL

Be sure that your voice mail message asks for the caller to leave a detailed message. That should be a given, but how often do you get a message that says, "Hi. Give me a call; I have a question."? So you call back, and they aren't available. You can't leave a response because you don't know why you're calling. So the phone tag begins. If they had stated what they needed up front, you could have called back with the answer and most likely the process would have ended at that point.

When you are leaving a message, give enough detail that the person can properly respond. If information must be researched first, they will complete that task before responding, again saving both of you a lot of call-backs and getting nothing accomplished.

Make it a habit to return calls on the same business day if at all possible. If someone is waiting for your answer, it is courteous and professional to get back with them as soon as possible. If you have a policy of response time, state it in our voice mail message so the caller will know when to expect to hear from you...within 24 hours, the next business day, etc.

E-MAIL

Here is a scenario that happens consistently with most everyone I know: You are working at your desk and the little envelope appears, or your computer 'dings' (or both). Mail has arrived. Hurry up and check it! This interruption can take just a minute, or enough of them can consume your day. If you just can't ignore these notifications, turn off the audio and the envelope icon.

I've heard from business associates that they read their emails only 2 or 3 times a day. Some choose first thing in the morning and after lunch. Others check their mail mid-morning, after lunch and mid-afternoon. Their theory is that waiting until mid-morning rather than reading emails right away allows them to address immediate needs before attending to the emails, plus they'll still have time to answer correspondence before lunch, providing a timely response.

Try a few different times and see what works best for you. Reading and responding to emails in blocks rather than continually throughout the day will prevent a lot of interruptions and provide for a more focused work day. I heard at a seminar years ago that each interruption causes a loss of 15-30 minutes before you're back functioning at the level

you had achieved prior to the break in concentration. Think of how many times your email causes this!

NEWSLETTERS

Email newsletters arrive daily. Some are extremely educational, others informational, and still others just a nuisance. You have total control over this, and it's as easy as clicking "Unsubscribe" to the email newsletters you have no interest in receiving.

I receive a lot of electronic newsletters and find them to serve a couple purposes. First, they are a quick, monthly reminder to refer business to them. They also help me stay up on the changes in their businesses, new employees, additional products and services they are providing, etc. I will scan the headlines, and if nothing draws my interest, I delete it, at a cost of less than a minute of my time. If there is an item of interest, I choose to take the time to review the article.

These suggestions will help you have a more focused, productive and time-efficient day.



Cindy Hartman

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 turnkey inventory business package for those who want to establish their own inventory company. <http://www.HartmanInventory.com>

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Expose yourself: The bottom line on 'Top of mind'

Presented by Bob Chenoweth

In a 1997 episode of the Seinfeld sitcom, Jerry and the gang wrestled with the notion of "good naked" vs. "bad naked". What on earth does that have to do with business? Well, it occurred to me that the same critical eye might be applied to marketing exposure, specifically to the concept of "top of mind" awareness. What is good "top of mind" to one might be bad (i.e., overexposure) to another. Eye of the beholder, you know.

If you're the marketer, of course, being "top of mind" is typically a good thing (if it holds that "there's no such thing as bad press," how can there be bad top-of-mind awareness?). If you're the marketer's target, however, too much information is, well, TMI.

Where's the middle ground? How can a marketer – and that should include all business professionals – create awareness that's generally respected and positions the sender as a trusted authority? Read on:

Provide inherently valuable content.

Content is king. In fact, in today's barrage of information, the thoughtful crafting of content (determining the right message time after time) is more vital than ever. Think of it this way: with so many information channels -- from print to electronic media, from visual to auditory, from experiential to subliminal -- each of us must turn on filters. We must weed out anything that doesn't seem important, relevant and timely. From the marketer's viewpoint, we'd love for every email to be opened, for every direct mail piece to generate a response, for every ad to be viewed and every word of every article to be read. Reality demands more reasonable expectations. Industry standards for email "opens" are generally between 15 and 20 percent. Successful direct mail response rates typically run in the one to two percent range. Your ad's success depends on many factors: design, placement, frequency, etc. And readers are likely to reward -- with their attention -- only those articles that deliver perceived value (still with me? he wrote, ever hopeful).

But you can craft content that engages reader interest and fosters "good" top-of-mind awareness if you write to be helpful, relevant, timely and interesting. It's okay, in context, to remind people of the business you're in, but more often than not, what works better than the hard sell is giving away information, tips, and general guidance based on your experience and expertise. Remember, you're asking your audience to grant you little corners of their lives, if even for just a minute or two with each message. Make sure your content rewards them for that privilege.

Know your audience(s).

Of course, crafting successful messages demands first understanding your targets. By segmenting your overall contact list of friends, family, acquaintances and associates into meaningful sub-groups, you can enhance relevance via different messages per segment. I've taken my list of hundreds of contacts and designated each individual as a Suspect, Prospect, Key Prospect, Ally, or Client. I consider a "Suspect" to be someone who could benefit from, but has not demonstrated a near-term interest in my services; a "Prospect" is someone who has either expressed some interest, or whom I perceive as potentially needing my services in the not-too-distant future. A "Key Prospect", on the other hand, is someone



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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I believe has both a near-term need for my services and has expressed interest. "Allies" are those persons who could influence others to utilize my services (Allies can, naturally, also be called "Influencers"). Clients, of course, are just that, but fall into one of two camps: current and former. Obviously, as interactions, interest and relationships change, your targets can and should move into different segments over time.

Choose your media. In general, how do you communicate? In person? By phone? Via email? Texting? Tweeting? On the printed page? All of the above? Knowing your audience and understanding their preferences as well as the relationship between message and media should give you a sense of which platform is appropriate at any given time. All media have their place: even though TipTopics is in the e-marketing business, we encourage clients to utilize a balanced mix that empowers them to be as professional as possible while also reaching (and respecting) their audiences.

Bottom Line:

A ten-step action plan. Okay, in the context of the information above, here's how you can expose yourself (think good "top of mind") as a go-to expert/trusted advisor in your area of expertise:

1. Know thyself (what you're good at and why targets should contact you when they need your services)
2. Determine your key branding messages
3. Identify and regularly update your targets by segment
4. Determine frequency of contact by segment
5. Determine your best communications vehicles
6. Plan and carefully craft your messages
7. Work your plan
8. Get help if needed; it can save you time and money
9. Follow through
10. Believe in yourself

Now go conquer the world. (Need help? I've got you covered. Call me.)

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Mother/daughter team creates candles in Martinsville

By Bob Sullivan

Morgan County Business Leader

You can find Lighthouse Creations Candles and Gifts on Morgan Street, just east of downtown Martinsville. Judith Strode and her daughter Ronna Keane redesigned the front room of their home to serve as an attractive display area for customers, complete with a clear glass countertop and cash register.

"Back in the 70s, I used to make candles and go to trade shows to sell them," recalled Judith, owner of Lighthouse Creations Candles and Gifts. "I pursued a career as a real estate agent, so it was put to the side for a long time. In 2006, I decided I wanted to go back to it."

Judith was born in Bedford and grew up in Brown County. "My husband was from Morgantown, so we lived there. Then, we lived in Martinsville for six years." They traveled to Arizona and California, but returned to Martinsville in 1992. "We have family here, and when we returned, it felt like coming home." Judith's husband Ronnie and his father worked as Strode and Son Builders, then in its fourth generation. Judith assisted in their office. "I started selling new homes and realized a real estate agent could help sell our customer's old homes; so, I received my license, and it grew into my own business."

In 2004, Ronnie became ill, and Ronna, Judith's daughter, recalled, "It was a hard time for us. Dad was sick, Mom had survived cancer, and I said, 'let's start something we both enjoy, something we can escape to while we deal with the rest.'" Judith and Ronna created the candle shop in fall 2006. Ronnie passed away August 2009.

Besides redesigning the living room into a customer

shopping space, Judith and Ronna set up candle-making equipment in the garage. They can create up to 200 candles at a time and can mix over 300 aromas for candles, lip butter, and variety of bath and body products. "We can offer an array of creations you won't find in chain shops, and because we make them ourselves, we also create unique shapes and scents—and can even customize creations specific to a customer's request." According to Ronna, "Most national brands only mix the aroma into the top layer of wax. Once it burns a few inches, the scent vanishes. We mix the scent through each layer, so the aroma is released even when there's very little candle left to burn. We use all-natural ingredients in everything we make; so, in the case of the candles, they burn cleaner."

Judith and Ronna also create unique seasonal floral arrangements and lighthouse designs. "I always loved lighthouses, and I get a terrific response from customers. So, lighthouses become part of our theme," notes Judith.

Besides assisting with product creation, Ronna taught herself graphic arts. She designed and maintains their Web site, and creates their labels, brochures and business cards. "Even though we haven't been to a craft show in a while, our Web orders continue to increase. In 2010, we plan to get more involved in networking, such as Rainmakers and the Chamber of Commerce, and attend more craft shows to get the word out there."

Judith maintains her real estate license, though she is not active in the field. She also serves on the board for Habitat for Humanity. Judith and Ronna are both active at Hoosier Harvest Church.

Lighthouse Creations Candles and Gifts

Owner: Judith Strode | Assistant: Ronna Keane
1190 East Morgan St. Martinsville, IN 4615
Call for hours: 765-342-6008 and 877-704-2779
Judith@thelighthousecandles.com | www.thelighthousecandles.com



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Soft Touch Auto Wash celebrates fourth anniversary

Soft Touch Auto Wash

Owner: Mike Harrell

10301 Prosperity Circle Camby, IN 46113

317-856-6767 | STAW@sbcglobal.net

Hours of Operation

Monday through Saturday: 8 a.m. to 7 p.m.

Sunday: 9 a.m. to 6 p.m.

(Remains open one hour later during the summer)

Rates

Basic wash: \$8

Deluxe wash: \$11

Premium wash: \$14

Premium +Rain-X®: \$16

Ask about saving with wash books!



By Bob Sullivan
Morgan County Business Leader

February 13 marks four years since Soft Touch Auto Wash opened for business. "My brother-in-law, Jeff Smith, owned his own car wash in Bloomington, and I learned about the business when I'd go visit and help him," recalled owner Mike Harrell.

Mike grew up in Bedford, graduated from Bedford High School, and attended IU for three years. "My sister and I owned a plumbing-heating-cooling wholesale business from 1990 to 2002," Mike remembered. "We sold it, and I bought an RV and moved to Florida. I got a job at the boat marina, which was next to a golf course. By taking the job, I could golf for free!"

Pro golfer and friend Craig Bowden called Mike and asked if he'd like to caddy for Craig while he prepared for the PGA tour. "I started helping him for a couple weeks, and it turned into two years," Mike laughed. Mike traveled all over, including Hawaii and Canada. "It was a great time, but I couldn't make a career of it, so I came back to Bloomington, and because of my brother-in-law, I decided I'd find a place to build a car wash."

In spring 2005, Mike contacted a car wash equipment installer, who discovered the Camby property off State Road 67 was available. "The zoning was a fit, and the realtor was in favor of our



business, which is a big part of the battle," noted Mike. Soft Touch Auto Wash opened February 13, 2006.

"We generated a lot of excitement prior to opening with a sign along the highway by our construction site, direct mail and newspaper ads.

I also joined the Mooresville Chamber prior to opening, which was important to me."

Mike says his biggest challenge is being at the mercy of the weather. "Weather patterns affect all car washes. For example, we see fewer customers when it rains over the weekend. In the last couple

of years, we've seen a high number of weekends where it's rained."

Soft Touch is a fully attended location, offering a soft cloth wash, which Mike calls "the only way in the Midwest to thoroughly remove dirt from the cars. From day 1, I decided my guys would spend extra time prepping each car for a better result, and our customers appreciate that." Since installing the equipment, Mike has added upgrades. "Just last month we added a wheel-cleaning applicator to more thoroughly clean and polish the wheel covers on modern cars."

Soft Touch also offers a Rain-X® wash. "Rain-X is a wash developed in the last couple years," said Mike. "[It] moisturizes the paint of the car, bringing out the true color and shine."

Soft Touch employs four full-time staff plus some part-time workers. "I decided early on to keep extended hours to make sure we serve our customer, and we're going to remain committed to that philosophy."

Mike is pleased to be embraced by Heartland Crossing, Decatur and Mooresville as the community car wash. "I appreciate that trust. My neighbors are my customers, and I take that seriously."

Mike lives in Heartland Crossing. Perhaps not surprisingly, he says, "I'm near the golf course, right by the eighth hole."





Quality of Life Foundation

Registered Nurse: Kathy Fetherolf
 2209 John R. Wooden Drive Martinsville, IN 46158
 765-349-6500, ext. 1039 | www.qualityoflife.net
 Hours of Operation
 Monday, Wednesday, Thursday, and Friday: 8 a.m. to 5 p.m.

From left: Vicki Elliff-Marsh, Executive Director, Regional Cancer Center; Kathy Fetherolf.

The Quality of Life Foundation: A lifeline of hope and help

By Tonya Todd
Morgan County Business Leader

As a registered nurse with the Morgan Hospital & Medical Center Regional Cancer Center for over 17 years, Kathy Fetherolf understands the importance of offering cancer patients a meaningful quality of life. Approximately 12 years ago, Fetherolf was approached by an elderly patient who received daily chemotherapy treatments for almost a month. Because of the cost of fuel, he explained that he would not be able to afford to continue necessary treatment. Fetherolf and some coworkers took up a collection of their own money to help. The need was recognized, and a local chapter of The Quality of Life Foundation (QOL) was created.

The QOL (formerly known as the Indiana Community Cancer Care Foundation) is a statewide not-for-profit organization established in 1994 by Dr. William Dugan and Sara Edgerton. Dugan and Edgerton recognized the need for research, education and efforts toward improving the quality of life of those living with cancer and other chronic diseases.

Last year, the local chapter provided approximately \$10,000 to help patients and their families. The QOL provides for expenses that health insurance does not normally cover—for example, the medication to relieve nausea caused by chemotherapy treatments—that costs \$20.00 per pill.

Other expenses that QOL helps with are gas, food, and some entertainment expenses, such as movies or dining to provide psychological relief for the patient and his or her family. QOL will also help arrange for relief of a caregiver and membership to a fitness organization, such as the YMCA, so patients can complete their required exercise regiment as well.

Julie Jennings, a volunteer with the local QOL and Realtor with Gateway Real Estate in Martinsville, can attest to the fears of cancer—not just for the person receiving the diagnosis, but also for the loved ones. Jennings' father died shortly after being diagnosed with cancer, and though her family did not experience the struggle with day-to-day expenses associated with an extended battle, Jennings realizes the importance of a support system and keeping a clear head. She says, "Sometimes you just don't know which way to turn. You're desperate to help those you love."

QOL is one of five organizations to which Jennings will donate a portion of her fee at a closing. All donations are tax deductible and are used locally. She continues, "A small thing can be gigantic. . . . This is my part."

QOL approaches cancer on human terms. It is the lifeline of hope and help for patients enduring and those loved ones who are trying to help, trying to understand, and trying to cope.

Mark your Calendar:

Quality of Life Tea Party

Tea for You and Me Against Cancer

April 24, 11:00 a.m.

Community Room of the First United Methodist Church, Martinsville

Sponsorships and ticket information are available on the foundation's Web site at www.qualityoflife.net or by contacting Kathy Fetherolf at 765-349-6500, ext. 1039 or Julie Jennings at 317-691-2900.



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Transitions: Your guide to healthier habits

By Bob Sullivan

Morgan County Business Leader

"Transitions Lifestyle System has existed for about six years, but it's fairly new to this area," explained Irene Greiner. As a certified lifestyle coach, Irene offers weight loss and lifestyle change programs through Morgan Hospital & Medical Center. She hopes to expand the program with offerings throughout the county and beyond. "Our classes meet weekly and run 12 weeks." Irene created interest in the program at the hospital in January 2009, and started instructing courses in March.

Irene describes Transitions as a health and weight management program that focuses on incorporating diet and exercise into a person's life, "transitioning" them during the 12 weeks to develop a healthier lifestyle. The goal is for clients to move forward from the class with the tools they need to maintain their habits on their own.

"Transitions incorporates three components. First, we instill healthy eating habits by breaking bad habits regarding junk food. We start off with a seven day 'detox' of fruits and vegetables and also purge caffeine and sugar from the system. It helps to cleanse the palate. Then we learn how to meet those cravings with healthy, delicious choices." Irene emphasized, "The idea is not to go on a diet, but to create options equally satisfying to instill permanent behavior. In a diet, mentality, you lose weight as long as you stay on it, and then gain it all back when the old habits reestablish themselves."

The second step is journaling to assist in behavior modification. "Journaling helps to track cravings. What happened that day to cause it? By finding the cause, I give students the tools to better attack the craving in a more positive way."

The final step focuses on exercising. "I help find something they enjoy

Transitions Lifestyle System

Certified Transitions Lifestyle Coach: Irene Greiner

35 Schnaiter Lane Martinsville, IN 46151

317-979-7057

girene@sbcglobal.net | www.transitionslifestyle.com

doing, rather than something they're going to abandon after a few weeks."

Following the 12-week course, Irene offers one-on-one coaching to her students to address points where they might still struggle. "People think after 12 weeks they're on their own, but we continue to work together."

Irene treats clients in a variety of circumstances—diabetics, obese, disabled—and the system allows her to tailor the program to their specific needs. "I also have a dietician among my coaches to advise me."

Irene grew up in Fort Wayne. She attended IU and received a degree in social work. She served as the Director of the Pregnancy Center of Martinsville for 12 years. "I always had a passion for health and wellness; so, two years ago I decided to get my life coach certification to find something in that area. Transitions is a small group session program, which fit into what I wanted to do."

Irene consulted with Dr. Lynn Reynolds, OBGYN at Morgan County Hospital. According to Irene, Dr. Reynolds recognized the benefits of the program and helped her acquire classroom space to host the program on hospital grounds. Irene started her first classes March 2009.

Irene works with a staff of coaches and is expanding into Greenwood, Plainfield, and beyond. Lee Pharmacy in Martinsville offers Transitions supplements to go with the program.

Irene and John, her husband of 21 years, have two children, Scott (20) and Benaes (15).



New 12-week class starts Monday, February 1 at 7 p.m. (overview)

Class begins February 8 at 7:00 p.m. Morgan County Hospital Call 317-979-7057 for details



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Brooke Morphis, 12885 N.
Oakhaven Dr., Camby, pole barn
Jacksons Realty & Bldrs., 904 N. Old SR
67, new commercial bldg, \$36,500
Leif Teegen, 13341 N. White
Cloud Ct., new construction-
residential, \$121,500
William Sweet, 5486 E.
Hadley Rd., pole barn
El Camino Real, 330
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Mooresville, IN 46158, \$165,548.99,
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*Marshall, 5280 Wilbur
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*Morgan-Garcia, 9440 Port
Royal Drive, Martinsville, IN
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*May, 6250 E. Abington Ct, Camby
In 46113, \$99,135.72, Unterberg
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*Knuckles, 1142 Roscoe Lane,
Paragon, IN 46166, \$115,328.50,
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*Foust, 1409 Sydney Lane,

February 8, 2010
 *Inabnitz, 2275 Voyles Rd, Martinsville,
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 & Hannoy, (317)237-2727
 *Conrad, 239 E. South Street,
 Mooresville, IN 46158, \$131,589.59,
 Phillip Norman, (219)462-5104
 *Tackett, 539 W. Morgan, Martinsville,
 IN 46151, \$66,738.11, Reisenfeld
 & Assoc, (513)322-7000
 *Ballard, 461 Maple Lane, Mooresville,
 IN 46158, \$104,443.89, Reisenfeld
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 *Walton, 4258 N South Drive, Quincy,
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 *Riley, 9475 Wellington Drive,
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 *Jones, 3070 N Wilson Rd, Cloverdale,
 IN 46120, \$89,389.74, Unterberg
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*Hankins, 655 Deerfield Ct,
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Doyle Legal, (317)264-5000
*Harper, 10259 N Bailey Marie Ct,
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Note: If you need any further information, please contact the attorney listed per each sale. We do not know what debts are owed on the properties, the condition of the home, and we do not have keys to the residence. All sales are held at 2:00 p.m. at the Morgan County Sheriff's Department. If you are the successful bidder, you will be asked to bring in the full amount of the bid by 4:00 p.m. that same day. Funds must be in the form of a cashier's check. We do not accept letters of intent to purchase from your bank. Not responsible for typographical errors.

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

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

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. For more information call the Chamber office at 317/831-6509 or visit its website: www.MooresvilleChamber.com.

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

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.

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.

On the first Friday each month at 7:30 AM at the Holiday Inn Express in Martinsville at Burton Lane and SR 37.
On the second Tuesday at 7:30 AM at The Coachman in Plainfield, at 267 and I-70 (East side of 267).
Rainmakers has 50+ meeting per month, including noon and evenings, for more information visit www.GoRainmakers.com.

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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