

Where Morgan County Business Comes First

BUSINESS LEADER

MORGAN COUNTY

February 2016



Brian and Matt DeFelice.

Running Like a Well-Oiled Machine

Making the transition of ownership of
DeFelice Engineering, Inc. from father to son

PRE-SORT
STANDARD
U.S. POSTAGE
PAID
INDIANAPOLIS, IN
PERMIT NO. 1122

**TOP 2%: NATIONALLY
FOR OVERALL HEART CARE**

 **Franciscan ST. FRANCIS HEALTH
HEART CENTER**
FranciscanStFrancis.org/valve



THE STRENGTH IT TAKES

Trust in our strength and make your business stronger.

Indiana University Health now offers area employers convenient and easily assessable Occupational Health services right here in Morgan County. We work with employers of all types and sizes to develop cost-efficient and effective work-related medical care: From pre-employment physicals to injury care to back-to-work solutions. Quality care is located right where your employees work and live. Call us today to learn how we can help you make a difference in the lives of your employees – and the health of your organization.

Contact 765.349.6777 to schedule a consultation.



Indiana University Health

IU Health Occupational Health | 789 E Morgan Street | Martinsville, IN 46151

Pre-employment

- Drug & Alcohol Testing
- Physicals and Immunizations
- DOT/CDL Exams
- Vision/Hearing Screenings

On-the-Job

- Injury Prevention
- Injury Treatment/ Worker's Comp
- Independent Medical Evaluations
- Job Specific Ergonomic Evaluations

Return to Work

- Physical and Occupational Therapy & Rehabilitation
- Fitness for Duty Testing

Wellness Programs

On-Site Mobile Health Coach

FROM THE PUBLISHER

Quality of Place is Evident in Morgan County

There is always talk of building communities where people and businesses want to live and thrive. However in Morgan County, there is more than talk. There is action. The Morgan County Business Leader always seeks to share the good news and initiatives that are taking root here. We also like to share evidence of results of the dedicated work of community leaders and residents. The good news keeps rolling in for Morgan County.

Education is a foundation on which we build at Mooresville High School

The faces of young people are shining a little brighter these days. Their faces reflect futures based on their hopes and dreams. The difference for many is the acquisition of a high school diploma. The Indiana Department of Education ranked Mooresville High School seventh in highest graduation rates in the state. At 97.2 percent, 274 of 282 students in the reporting period graduated on time.

Under the leadership of Principal, Dr. Brian Disney and Superintendent, Dr. David Marcotte, graduation rates have increased as parents, teachers and guidance counselors have worked with students to realize the importance

of a diploma and higher education. Students are being held accountable and those at risk of failing are provided services and oversight to ensure achievement. A philosophy is being ingrained that completing work is required and failing classes is unacceptable.

Mooresville Gateway Project: Keeping the flame alive

Now Morgan County residents can point to a 60-foot tall illuminated torch at the intersection of Route 67 and Indiana Street in Mooresville as a unique memorial in the area. The Mooresville Redevelopment Commission lead by Harold Gutzwiller oversee the Mooresville Gateway and Corridor Plan, the Bicentennial Torch is not only an officially endorsed Bicentennial Legacy Project, but is also one of the tallest torches in

the United States.

In addition, two monuments have been constructed on the north and south ends of Mooresville on Route 67. Sourced from local materials, the limestone maps illustrate the topography of the state and include 25-foot tall lighted torches similar to the Bicentennial Torch.

We applaud these examples of the ever-improving quality of life in Morgan County.



Jim Hess
Owner & Publisher

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

Contents

Quality of Place is Evident in Morgan County	3	for Literacy.....	11
Real Estate a la Smalling: Blessings, integrity, passion, and growth	4	Mooresville's McAdams Named Indiana PLTW Teacher of the Year.....	11
Is it time to get boring with your portfolio?.....	5	The secret approach for marketing success	12
American dream realized	6	Healthier workforce = Healthier bottom line	13
3 things we can learn from Donald Trump.....	7	Celebrating 40 years of HVAC.....	13
Running Like a Well-Oiled Machine.....	8	Resolution Passed by House and Senate to Recognize Home Bank for 125 Years of Service.....	14
Morgan County Leadership Academy Kicks Off 2016.....	10	Morgan County Tourism Office releases 2016 grant information	15
Annual Meeting of the Morgan County Coalition			

BUSINESS LEADER
MORGAN COUNTY

ESTABLISHED 2006

Vol. 10, No. 9

Phone: (317) 418-7925

E-mail:

jim@morgancountybusinessleader.com

Publisher Jim Hess

Business Development Director Nicole Kendall

Copy Editor Sherry Smith

Writer Elaine Whitesides

Writer Ariane Cagle

Design/Production Zachary Ross

Finally, Results You Can See At A Price You Can Afford!

Stem Cell Therapy for Arthritis

Helps animals suffering from:

- Osteoarthritis
- Hip Dysplasia
- Ligament & Cartilage Injuries
- Many Other Degenerative Diseases



Free Consultation by mentioning this Business Leader ad

St. Francis Pet Hospital

Dr. Thomas Parell

Camby & Centerton • 317-831-3271 & 317-831-8231

RECYCLE
with
Ray's
TRASH SERVICE

317.539.2024 • 800.531.6752
www.raystrash.com

Real Estate a la Smalling: Blessings, integrity, passion, and growth

FC Tucker The Smalling Group

Lindsey Smalling, Team Leader
136 Meadow Lakes Drive, Ste. D
Mooresville, IN 46158
Cell phone: 317-435-5914
Email: lsmalling@talktotucker.com
Web: TheSmallingGroup.com

By Elaine Whitesides

Morgan County Business Leader

Like many people, Lindsey Smalling had a plan. The former volleyball player and cheerleader was pursuing a career in radiology or nursing and then it happened. Two shoulder replacements and several other surgeries; and the news that she would not be able to perform the duties and meet the demands of her chosen field.

Her plan A was completely derailed and she didn't have a plan B. "I was very discouraged. I continued to volunteer at St. Francis, worked as a teller at a bank and began stuffing envelopes for a Realtor at \$10 per hour."

Stuffing envelopes in the real estate office opened her eyes to what real estate was all about and suddenly, Smalling says she thought, "This is something I could do with my life."

Smalling got her real estate license in 2009. Paxton, now four years old, was born and shortly after that, she got a broker's license. "I could see the potential in real estate," says Smalling. "I could make a living and make my own schedule." That is especially important for Smalling, who also has a two-year-old daughter, Paislyn.

Smalling established the Smalling Group. "I wanted to be a mentor and help guide new agents to be producing agents." Recently the Group joined FC Tucker and in mid-February a new office on Meadow Lakes Dr. in Mooresville will be opening.

Outgoing, eager and determined, Smalling has found success, increasing her sales year over year. One reason for this success, she believes, is her priority to give back. Not only to her



church, but to the community and the organizations she can assist. "I really believe that's why I have been blessed. I ask for more blessings so I can give more."

"My goal is to get the best deal for everyone," she said. "That's one of the reasons I participate in the Homes for Heroes program, make sure anyone who might qualify for the USDA loan program is aware of the option, and share other programs that

might help home buyers or sellers."

The Homes for Heroes program in which the real estate agent returns 25 percent of the sales commission back to the seller or buyer who is a community servant such as teachers, healthcare workers, fire fighters, police officers, and veterans. Another five percent is given to the Homes for Heroes Foundation to assist heroes in need with housing resources or financial

Homes for Heroes® support. All-

though the program reduces the commission Smalling receives, she says, "We appreciate them and we should honor them."

For Smalling, every deal is personal. "If I get that listing, my job is to sell that house. Every day I get up and think about what I can do to get more listings and get homes for buyers who are looking. I don't list houses for fun. This is my job. I'm doing it for a purpose; to get it sold and move on to the next one."

Real estate "is not all fun and games," says Smalling. "I'm in the office every day and putting in more than 40 hours a week. There is lots of liability and responsibility."

Real estate is a demanding field. There is a lot of competition and Smalling says that is why it is so important to be responsive to potential customers. "If I am not answering my phone, they are talking to someone else."

But all the effort it takes is worth it for Smalling. She puts everything into her job because when she closes a deal, she says, "Someone is buying something more than property, they are getting a place they can call home and where they can raise a family."

Standards are set high for Smalling and her team. "Honesty is integral to our business and client confidentiality is crucial. I play by the rules and I don't ever try to walk on the other side."

Besides sales goals, Smalling sets personal development goals. "I want to grow as an agent and a professional so I can be a better team leader and a leader in the market. You have to continually grow. You have to stay with the times and market."

Her team is active on social media and is comfortable with using technology in their fast-paced dealings. "I did a deal for a lady in Texas and never met her face-to-face," says Smalling. "Everything was handled electronically."

"Real estate is my heart and passion; finding people a home. We're there, ready, and willing to serve. I love the idea of spicing up the community with a new office, too. It's all about people. As long as we can do what they want, and it's ethical, we do it."

Proud to be 100% Employee Owned

Miller's
Senior Living Community

225 W. Harrison, Mooresville
317-834-6892

FITE LLC
PLUMBING
#CO19499924

10% OFF YOUR NEXT SERVICE — JUST MENTION "BIZLEAD"

CELEBRATING 25 YEARS OF PROVIDING
24 HOURS SERVICE TO MORGAN COUNTY

www.fiteplumbing.com 317-996-6100 service@fitellc.com

Is it time to get boring with your portfolio?

It's only a few days into the New Year and the market seems to be doing just about what it did last year... i.e. cause a lot of emotional grief from time to time while providing very little total return. If the market isn't going to get boring, maybe it's time we do. Cash is safe and boring, but until interest rates do come back, it remains a crap shoot whether returns on cash will beat even our currently low rate of inflation. Consider discussing with your investment advisor an alternative for some of your cash or where to diversify some of your gains.

The consumer staples sector is composed of companies whose primary lines of business are food, beverages, tobacco and other household items. In other words, pretty boring stuff. Yet that boring stuff's performance beat or tied 9 out of 10 other investment sectors in 2015, including beating the overall total return of the S&P 500 by almost 500%. (Total return includes dividends. 2015 total return of XLP was 6.6% vs SPX total return of 1.38%. Research is from Morningstar.com and us.spindices.com as of 1/5/2016). Companies in the consumer staples sector include stalwarts like Procter & Gamble, Coca-Cola, Kroger, CVS, Colgate Palmolive, and dozens of other companies that make or sell the stuff we buy then consume on a daily basis. In other words, stuff that regardless of what the economy is doing or whether our pocket books are flush or not, we still gotta buy. Stuff like toilet paper

and toothpaste, dish detergent and deodorant. Oh yeah, and groceries too.

But Bink, that's SO BORING! I want to buy sexy, exciting companies that deliver high-tech gadgetry by drone? Okay, I'll agree that those companies are indeed sexy. But if this "recovery" stalls further and our pocketbooks get tight, are the masses still going to be willing to pay the extra premium price for that sexiness? Or are they gonna just run down to the corner drugstore or big box or grocer and buy the stuff that they really need?

I know that some of you loyal dear readers believe I have tempered my optimism these last few months. To be frank, nothing could be further from the truth. I still know in my heart of hearts that America's greatest successes (and American capitalism's greatest successes) still lay ahead. But I also know in my heart of hearts that trees don't grow to the sky. Maybe diversifying into some evergreen shrubbery makes sense in case a storm comes along and batters and breaks the lofty pines soaring above.

None of what I have written above should be construed as buy or sell recommendations for any investor without thoroughly discussing your specific situation with a professional advisor. The Binkley Wealth Management Group LLC is a FEE-ONLY Independent Indiana Registered Investment Advisory Firm and is not compensated by commissions in any way. Mr. Binkley can be contacted via email at Jeff@thebinkleygroup.com or phone 317.697.1618



Jeff Binkley

Business owners in any industry....

Has Your Business Hit a Revenue Ceiling?

7 Reasons You Should Hire Business Coach & Expert Roger Engelau

- Get More Customers
- Increase Your Profits
- Create Positive Cash Flow
- Navigate Changes in the Economy & Your Market
- Transform Your Team
- Systemize Your Processes
- Create a Vision for the Lifestyle You Know Your Business Can Support!

Roger@InspireResults.com



Roger Engelau

Call or email NOW for a **FREE** Coaching Session with Roger (317) 908-5809

"Roger helped us put money in the bank!"

THIS IS THE
ONE TIME
YOU'LL SEE OUR
BANKERS
STANDING
STILL.



Melissa Duke
317.548.4646

Steve Kaiser
317.204.7066

If our business bankers look a little out of their element, it's probably because they're much more comfortable on the go. After all, they prefer to spend their time hustling for their customers—not posing for pictures. Take a moment to speak with one of them, and you'll see exactly what we mean.



MEMBER FDIC EQUAL HOUSING LENDER

CitizensBankWeb.com

American dream realized

Dong's China Buffet

Scott Dong, Manager
398 S. Indiana St.
Mooresville, IN 46158
317-831-9883

By Ariane Cagle

Morgan County Business Leader

Since 1999, when Dong's China Buffet opened, Scott Dong has always worked at his family's Mooresville restaurant. As an adolescent, he and his sister would help with the front-end operations of business, handling any English language needs that arose – especially when it came to advertising and customer relations – since their parents did not speak English very well. As the years have passed, Dong has learned more aspects of running the business. Today, he manages the restaurant that he will someday take charge of when his father retires.

About 30 years ago, Dong's parents moved to the United States from the Fujian province in China. His father became a head chef, working in multiple restaurants for about 20 years. In 1996, Dong and his sister moved from China to join their parents.

"I think my dad thought about how everyone comes to America to live the American Dream," Dong said. "My dad saw an opportunity for me and my sister to have a better life in this country."

In 1999, Dong's father visited an existing Chinese restaurant in Mooresville. "He saw there were a lot of things he could change to turn this business around based upon his experience," said Dong. "He saw a great opportunity, so he bought it."

Dong's China Buffet serves Szechuan, Hunan and Mandarin cuisine. The two biggest selling dishes are General Tso's chicken and crab Rangoon. Customers can dine in the restaurant or carry out food. Last year, Dong also began offering delivery service through MooresvilleMenu.com, an online and mobile food ordering and delivery service provider.

"People come to our restaurant for our great quality at a reasonable price," said Dong. "We use top quality, fresh ingredients that have a better flavor. Our food quality is what keeps our customers coming back. It's affordable for a lot of people. It's one price, and you get to eat all you want."

"Most of our customers, we get through word of mouth," he said. "People tell other people about us." This is why the restaurant attracts customers from all over Central Indiana. They even have former customers, who have moved away, drive an hour-and-a-half to two hours to come to the restaurant to dine occasionally.

Dong's customers are what he enjoys most about the business. "Every day, when I come to work, I know I'm going to see a lot of happy



Scott Dong

customers," he said. "And a lot of repeat customers. There's not a time when I walk in the restaurant that I don't know any of the customers. A lot of people have been coming here for a long time. It's kind of like coming here to see family."

In fact, as the business saw more clientele, the decision was made to expand the dining room in 2004. "In order to serve this town and provide more variety than what we had before, we expanded," Dong said. Today, the dining room can serve up to 220 customers.

Throughout the years, one of the biggest challenges Dong's parents have faced in running the business has been language issues. Since Dong's parents do not speak English well, they have had to rely on their children and other relatives to help them overcome any language concerns. Even when Dong first arrived in this country in 1996, he didn't speak any English either. But, eventually, he learned English while attending Mooresville schools. And in 2006, Dong graduated from Mooresville High School.

Since graduation, Dong has taken over much of the restaurant's business operations, opting not to pursue a college degree at this time. Therefore, he received the majority of his restaurant management training through hands-on experience. He considers his dad to be his role model when it comes to his decisions in life and for the business.

"My dad has worked really hard. He put in over 70 hours a week," Dong said. "The way he worked and how hard he worked has influenced me. It has prompted me to work even harder. I saw the way my dad was successful,

and I feel like I want to be even more successful than him."

And it appears Dong is well on his way to achieving that success.



THE Smalling Group

BUYING • SELLING • INVESTMENT PROPERTY • PROPERTY MANAGEMENT

www.TheSmallingGroup.com

LINDSEY SMALLING

317-435-5914

Lsmalling@talktotucker.com

Talk to
Tucker

REALTORS



3 things we can learn from Donald Trump

He might not be your preferred candidate in the upcoming election but we need to pay attention to Donald Trump for three reasons. This is not a campaign promotion nor an endorsement but more of an observation and something we can all learn from him.

1 He stands for something, "Make America Great Again." Much like Barack Obama's "Hope and Change" in the 2008 and 2012 elections, it is a statement of what his "if elected" would look like. Trump pushes the envelope with his "Make America Great." He is standing for something and if it offends some, that's OK with him. The ones he offended most likely wouldn't vote for him anyway.

2 He's using the power of publicity to increase his reach. Trump is a master at using publicity to expand his reach. Sometimes provocative and outlandish state-

ments get plenty of play in the media, which gets Mr. Trump name recognition. Then many media sources reach out to him to get their own sound bite and the Donald knows how to use those media opportunities to spread a more demure message.



Jack Klemeyer

3 Name calling is a turnoff. This may be a personal bias on my part but the name calling makes Trump less than he could be otherwise. It might also fit into number two above but I've seen this kind of banter in local politics, too. When a person makes the conscious choice to slip into the arena of name calling their stature falls

off significantly.

This campaign season begin to notice how each candidate moves you. Not based on their political affiliation or position but on their ability to get publicity and press. Notice their communication style and skill and how it moves you and others. Make a list of the things you could implement in the strategy for your business. Be sure to make a list, too, of those things you don't like to make sure don't slip somehow in your own message.

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. As a John Maxwell Certified coach, speaker, trainer and facilitator of Mastermind groups for business owners and professionals, his results-driven philosophy calls for action and accountability. He and his Grow Your Business™ team are dedicated to taking businesses and their owners to the next level. Jack can be reached at Jack@GYBCoaching.com or at 317-755-6963. Learn more at GYBCoaching.com.

Notice their communication style and skill and how it moves you and others.

HEARTLAND CROSSING
GOLF LINKS

6701 E. Heartland Blvd. Camby, IN 46113



Heartland Crossing Golf Links announces a new Sand Trap/Bunker renovation. The goal is to improve the playability of each bunker for a more enjoyable golf. Competitive daily rates and outstanding Corporate, Individual, and Family Membership options.

For more information please call General Manager Jake Dickerson or Head Golf Professional Lucas Banks at (317) 630-1785 or email at golf@heartlandcrossinggolf.com. [heartlandcrossinggolf.com!](http://heartlandcrossinggolf.com)



317-831-5279

www.EconomyHeatingAndAir.com

Running Like a Well-



Brian and Matt DeFelice

By Elaine Whitesides

Morgan County Business Leader

“It tickles me to death that he’s got the fire, enthusiasm, and ability to keep it going,” said Brian DeFelice about his son, Matt, taking over the helm at DeFelice Engineering, Inc.

Those might not be the words you would expect to hear from a burly man who built a business designing and building metal products in a shop as big as some houses, but you can tell those are words from the heart. As of January 1, 2016, son Matt took the reins of the business started in 1983 by Brian.

From a young age, Brian had an interest in anything mechanical. By age 14 he took over his father’s garage and filled it with machines he’d built and motor scooters. He entered the field professionally as an adult and worked in job shops and at an aerospace company. But there was a nagging desire, his dream to build something – a product – of his own design. So he did.

In 1981 he designed and starting building a recumbent bicycle in his off time. By 1983 he had shop space in New Palestine and he built and sold more than 650 bikes over five years. Along with his product, his business acumen was developing. “It’s hard to build a product from the ground up, manufacture it, sell it and make a profit,” Brian said. He started taking on other tooling work, “to support my bicycle habit,” he quipped. “I found I could do a job shop and it was fun. So I scaled the bikes back to about 10 percent of the business and started doing more tool work.”

The advantage of combining old and new

Although computerization has infiltrated the industry, Brian and Matt, too, have taken what they believe is the best of traditional metal working and combined it with the new to create something that is really unique – and makes DeFelice Engineering, Inc. stand out from the competition.

DeFelice Engineering, Inc.

7451 N. Ridgeway Lane
Mooreville, IN 46158
Phone: 317-834-2832
Email: matt@defeliceenginc.com
Web: defeliceenginc.com

“We can take a sketch and turn it into a part in five hours,” Brian said. “You don’t do that at big companies. We specialize in maintenance work and one-off pieces. We can make replacement parts that are no longer available in the market. We keep machines running for our customers.”

There is a drawing completed for every job since 1983 in the files at DeFelice Engineering and that serves the company and its customers well. Many of the drawings are made by hand, but now CAD systems are utilized as well because of the number of complex design projects they have taken on. On a big screen monitor, customers can see 3D rotating images of a product before production begins.

“We call ourselves problem solvers,” Brian said. “Customers have told us, ‘you aren’t the cheapest on the project, but it’s the best work’ and that’s the right way to do it.

“Our customers tell us that they need a machine or piece to do something in particular. We have to come up with a

Oiled Machine

Making the transition of ownership of DeFelice Engineering, Inc. from father to son



Colty Snoddy

machine that will work from the ground up. We design, build, debug, rework, debug, debug, debug and when it is done, it is the best it can be. It works without issues.”

The company has filled the needs of businesses large and small in a wide number of ways. They can make parts that are no longer available, they can prepare tools, dies and jigs to specification and they can build machines that will achieve a given task. Repair and maintenance, consulting or servicing in either a regular schedule or emergency situation is also part of their repertoire of skills and services.

That, in a nutshell, is one of the keys to the success of the business for both father and son. Every piece that is built in this shop has a drawing in a file and pride built into it; as well as the name of the company and the phone number.

Staffing with skills, talent and passion and lots of hard work

Brian and Matt agree when they say they want everyone in the shop to be able to do everything. That takes training and real effort on the part of the owner and the employees. The company has eight full-time and three part-time employees and a low turnover rate. Several years ago they went to four 10-hour days with Friday optional and say that has worked

very well. If there is work to be done, employees are given the opportunity to work Friday or over a weekend.

Brian and Matt agree that “the limit for talented, good people is only set by their enthusiasm, willingness to achieve, and work hard.” That includes all the employees and they believe they offer a talented person with a sound work ethic great potential. “If you like it, you could be making a good life.”

“We try to pay more than the job shop industry, not because we are generous, but because it pays off. We have talented, skilled people. We believe that if you treat them right, they will work hard for you.”

“We expose new people to more and more and build on with complex manual machines,” said Brian. “If everyone does their job right, we can hand a drawing to anybody and it will be perfect.”



Hendryx

Another key to success is simple, hard work. When times get tough, “you just stop sleeping and get to work.” Brian said.

The business is a family business. Brian and Matt manage the operations and production and Brian’s wife,

Jody Hendryx, keeps track of the bookkeeping and advises the company. As both an accountant and an attorney, Jody has her own company, Hendryx CPA, and is hired by DeFelice Engineering, Inc. in a professional capacity. She looks at the overall picture, keeps cash flow in control and is an integral part of the decision making and money spending process.

“We have an in-house CPA and no one cares more,” Brian says. “I trust her and take it for granted. She keeps us all in line and we’ve been a good team.” It is evident that when they say they live and work by putting their skills and talents to life, they mean it.

Brian’s nephew and Matt’s cousin, John DeFelice, is an integral cog in the gears of the company machine. His expertise in not just the engineering and machining aspect of the work, but also the technological piece working with the CAD system has added another valuable element to the company.

“Work is fun,” Brian says while Matt nods his head in agreement. “Some days it requires a lot of hours and stress. If it wasn’t enjoyable, you wouldn’t do it. But mostly you get to be your own boss and spend your time doing what you love to do.”

“Our family is made up of the hardest working people I have ever met,” Matt said. “We all like being here.”

The plan of succession

As the son of the owner, Matt worked in the shop since he was eight years old. After high school, he went to work in other job shops around the area but was always in touch with his dad and his dad knew the people he worked for over the years.

“I always wanted him to work in the shop, but only if he wanted to,” Brian said. “Eventually he had his own business.”

“I like the trade,” said Matt. “And I was done doing what I was doing. I decided I wasn’t going back to make money for someone else, I’d make it for my dad.” The time was right. Matt told his father he’d like to come back and work for him.

Thinking of all the stories he’d heard, Brian said, “I was afraid we’d butt heads and prevent it from working.” But that didn’t happen. “I respect his input and vice versa.”

“It means a lot that they trust me to buy the business,” said Matt. “I’ve proven that the shop is running the same and there is still that respect and trust from the customer.”

They worked out the numbers and set it up on a contract so, true to their belief that you can measure success by no debt and a lot of fun, there is no debt or bank looking over Matt’s shoulder as he takes the reins.

“My goal is to not change a thing,” said Matt. “It works too well. When we all three (Brian, Matt and John) collaborate, it’s never off.”

Jody will continue to work closely with Matt in the business. Retirement for Brian is somewhat fuzzy, if there is a plan at all.

Matt said, “It won’t happen. Dad will always be in the shop at some time and we will give him as much as he wants. We will pay him for his time no matter how much or little he works.”

Customers want the job done correctly and within budget and that’s what DeFelice Engineering has always tried to achieve. According to Matt, that policy will continue into the future, no matter what the job.

The business will continue from father to son without skipping a beat and neither father nor son could be happier.

“If I get run over by a beer truck,” Brian said, “I’m going to be happy because I have been doing what I love to do my whole life.”

Noting that Matt and wife Jennifer have two boys, Ronan, who is four and Everett who is one, Brian quickly added with a big smile, “I might even see my dream of three generations working in the business.”



Meadow Lakes

FULL CONTIUM OF CARE

It is our pleasure to serve area seniors with a variety of housing and healthcare options!

- Garden Homes
- Assisted Living Apartments
- New Energy Wellness
- Moving Forward Rehabilitation
- Auguste's Cottage Memory Care
- Skilled Nursing Services
- Long-Term Care
- Hospice Care
- Respite Care

Meadow Lakes

GARDEN HOMES, ASSISTED LIVING APARTMENTS,
NEW ENERGY WELLNESS, MOVING FORWARD
REHABILITATION, AUGUSTE'S COTTAGE
MEMORY CARE, SKILLED NURSING SERVICES,
LONG TERM CARE, HOSPICE, RESPITE

200 Meadow Lakes Dr.
Mooreville, IN 46158
317-834-1791



*Ask about a FREE
move to our Assisted
Living & Garden Homes!*

ASCSeniorCare.com



Morgan County Leadership Academy Kicks Off 2016

The Morgan County Leadership Academy (MCLA) began its 21st year with the largest class in its history. The Opening Retreat was held on January 14 at Hoosier Harvest Church in Martinsville with 27 participants from various businesses and organizations from around the county.

MCLA class members come from backgrounds in corporate business, charitable organizations, church leadership, and private business. The class meets once a month for a themed day to learn more about Morgan County. Sessions include government, economy, history, social services, and education.

At the Opening Retreat, participants are introduced to an evaluation of themselves via

an in-depth Personality Profile study. They are challenged to "stretch their box" of leadership by recognizing the value of making an impact at work, home, and in the community.

"The Opening Retreat is always exciting because, not only do we know the class will have a unique experience, but we are throwing 27 people together who have never met. It's always a highlight to see the dynamic of people interacting in a new setting. By the time the program ends in September, these folks will have lifelong friends," said MCLA President Chris Page.

February's theme is how Social Services work to help the disadvantaged in Morgan County highlighted by participants maneuvering a simulated Poverty Experience.



JOSH SMALLING
Roofing and Restoration Co.

Fire restoration
specialists



317.650.7145 | www.jdsbuilds.com
Insurance agents: Ask about our referral program!



McAdams (right, in green) teaching in his classroom. Glenda Ritz, Indiana Superintendent of Schools (back, second from left, standing in blue) observing.

Mooresville's McAdams Named Indiana PLTW Teacher of the Year

Mooresville High School's A.J. McAdams has been named Indiana's Project Lead the Way (PLTW) Biomedical Sciences Teacher of the Year by the Project Lead The Way Indiana Team.

"A.J. McAdams is an exceptional teacher and superb leader," said MHS Principal Dr. Brian Disney. "He excels at having high expectations, engaging students in lessons, and checking for student understanding."

McAdams leads one of the most successful and fastest growing Biomedical Science programs in Indiana. He was hired in 2013 to build the MHS PLTW program and it has already grown to more than 350 students. Last year, more than 80% of McAdams' students earned college-credit at IUPUI by scoring 6

or higher on their PLTW End of Course assessments. Moreover, McAdams serves as a mentor for the other PLTW teachers in the building and the district.

Beyond Mooresville, McAdams is a PLTW master teacher for the medical interventions course. He has been involved with curriculum and assessment development, presented at PLTW conferences, taught summer trainings, and mentored teachers at other schools.

Mooresville's PLTW program is growing beyond the high school, with the addition of a PLTW science elective for 7th and 8th grades students and an elementary program at Northwood Elementary School.

Annual Meeting of the Morgan County Coalition for Literacy

The Morgan County Coalition for Literacy will be holding its Annual Meeting at 4:30 p.m. on Monday, February 8, 2016, in the Community Room at the Mooresville Public Library. The board of directors for the coming year will be elected at the meeting. The meeting is open to the public and all are invited.

About the Morgan County Coalition for Literacy: The MCCL is a charitable organization that has been organized exclusively for adult educational purposes within Morgan County, Indiana, in order to increase awareness of the problems associated with low levels of literacy and to promote a culture of literacy within the county. Primarily relying on volunteers to act as tutors and/or serve on the Board of Directors, the Literacy Coalition promotes the right and responsibility of every resident to effectively read and communicate written information, so they may function in society, achieve their own goals, and develop knowledge and potential. The organization also encourages residents of Morgan County to learn the skills necessary to find and evaluate information effectively using a variety of platforms, such as books, magazines, the internet, e-books, etc. Tutors are also available to help those within Morgan County who seek to better their knowledge of English as a second language (ESL).

For more information on how to become a volunteer tutor please contact the Morgan County Coalition for Literacy at info@morgancountyliteracy.org. Additional information is also available at either the Morgan County Public Library or the Mooresville Public Library.



SUPPORT FOR YOUR BUSINESS BANKING NEEDS.

First Merchants Bank specializes in supporting all of your business financial needs from cash flow to borrowing.

We're responsive - we understand how precious your time is, our efficient processes provide you with the support you need - **FAST!**

We want to help your business succeed.

Our Services Include:

- First Business Checking Free with eStatements*
- Equipment Financing
- Vehicle Loans
- SBA Preferred Lender
- Real Estate Financing
- Working Capital
- Line of Credit and Term Loans
- Cash Management
 - Merchants Services
 - Positive Pay (fraud protection)
 - Remote Deposit

*100 FREE items processed per month. • \$0.50 per additional item. • Items include checks, deposited items, and various other debits. ACH entries do not contribute to the limits.

We look forward to serving you. Call or email us today - we're ready to support your needs!



BILL BOYD
Business Banking Officer
wboyd@firstmerchants.com
317.834.4107



MICHAEL LENAHAN
Business Banking Officer
[mlenanhan@firstmerchants.com](mailto:mленahan@firstmerchants.com)
317.883.3028

1.800.205.3464 WWW.FIRSTMERCHANTS.COM





Want to **expand** your business?

We can give you the flexibility to do that.



Wade Phelps
Manager of Small Business
Administration Lending
(765) 558-3822



The secret approach for marketing success

For business owners looking to make a quick profit off of a shotgun marketing approach, I have three words for you: It takes time.

No matter what kind of advertising or marketing or communications you do to promote your business, if you don't put enough time into testing your chosen tactic, you won't see the success you desire.

Let's take the case of print advertising, such as advertising in this newspaper. There's a reason why the advertising rep usually wants a minimum of three months' commitment to advertise in a monthly publication. This is because he or she understands that it takes time to build awareness, and to do that means your customers must have multiple impressions of your brand and advertisement before they decide to act (or purchase). Trying a print ad one time, and then wondering why you aren't seeing results, just doesn't make sense. You have to give it time.

Another example of this in the marketing world is search engine optimization. When you build your website, you can create a beautiful website with lots of awesome content and an offer that you are sure your prospects will find appealing. Google may even recognize your website in the search engines for a while for a few of your targeted keyword phrases. But again, in the ever-changing world of marketing, you have to give it time. If you create

a great website but don't spend the time to keep it up, with fresh content, new offers and other information, neither your prospects (nor Google) will come searching for you.

In the social media realm, those who are the most successful with gaining followers and fans are usually the ones who continue to engage their audience with insightful and regular posts. This takes time and care, just as it does to build a loyal customer base. It can't be set on autopilot, with little time spent on the content you post or the interactions with others, or it won't be truly effective. Your customers will see right through you.

The most successful business owners know that to win at marketing, they must value the time put into marketing their businesses -- not just the dollar amount spent on adver-

tising, a shiny new website, or the latest marketing tactic. Once you have discovered this secret, every dollar you spend on marketing from that point forward will work harder for you in helping you achieve your long-term results.



Susan Young

Susan Young is the owner of AimFire Marketing, a content marketing firm established in 2005. She specializes in website content, blogging and social media management for service-based businesses. To schedule a complimentary marketing phone session, or to subscribe to her marketing tips newsletter, visit her website at www.aimfiremarketing.com, call (317) 456-BIZ4U (2494), or email syoung@aimfiremarketing.com.

"... it takes time to build awareness ..."



Hoosier Tent
& Party Rentals

Tents & Accessories
Tables & Chairs * Linens
Flooring & Staging
Food Preparation
Inflatables & Games

9943 E US Hwy 36, Avon
(317) 272-9746 • www.hoosiertent.com

Celebrating 40 years of HVAC

2016 marks 40 years since my Dad started Economy Heating and Air Conditioning. Often, I am approached by people who knew my father and they share that he was the most honest man they had met. They continue to tell me that he always did what was right for those around him and that he was looking out for their short-term and long-term needs. He supplied



Jod Woods

the highest level of service and quality. Others tell me that he helped them when others would not, with no thought of personal gain. Dad is in heaven now. It is humbling to hear the impact that he had on so many people's lives. I know he dramatically impacted mine.

As we celebrate our anniversary, his testimony and example is ever present. It is what drives us to continue the legacy that he worked so hard to create. If we can be of assistance to you and your loved ones, please contact us. We would love to reflect the same passion for excellence that my Dad firmly placed in all of us at Economy Heating - Air Conditioning - Plumbing.

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



Artesian Printing



FOR ALL YOUR PRINTING NEEDS

• (765) 342-2321 • Next to Keller's Office Supply •

NEW MANAGEMENT LOCALLY OPERATED

- 30-DAY BILLING •
- FREE DELIVERY •
- PRINTING DONE ON SITE •
- LOW PRICES •
- B&W AS LOW AS .04 ea
- COLOR AS LOW AS .15 ea

YOUR COPY HEADQUARTERS

The UPS Store™



Owned & Operated by Guy Cragen

Color Copies
as low as
15¢

Blueprint Copies
starting at
\$1.85

B/W Copies
as low as
4¢

LET US DESIGN YOUR DOCUMENTS

480 Town Center Dr • Mooresville, IN 46158 • Ph: 317-821-8411 • Fax: 317-821-8412 • E-mail: store3777@theupsstore.com

Healthier workforce = Healthier bottom line

These days you likely spend more time at work and increasingly less time looking after your health. Same goes for your employees. But it's important to understand the benefits associated with keeping workers healthy: increased productivity, reduced absenteeism, and lowered disability claims. Studies show a healthy workforce can lead to improved employee satisfaction and that equates to lower costs related to staff turnover.

According to a recent Gallup poll, unhealthy workers are costing U.S. employers approximately \$153 billion annually. In fact, the Centers for Disease Control and Prevention (CDC) found that approximately 75 percent of employers' healthcare costs come from treating chronic, but preventable, conditions brought on by obesity, high blood pressure, high cholesterol and lack of physical activity.

So what can employers do to combat these costs? Create a workplace health program or at the very least, a more healthful work environment.



Larry Bailey

I recently chatted with Carol Beall, a nurse practitioner for Occupational Health Services at IU Health Morgan. She shared, "If you have a healthy workforce, there aren't going to be as many missed work days. A healthier workforce also leads to a more productive workforce and one with fewer injuries. And employee satisfaction often improves with the implementation of healthy initiatives at work."

Carol said encouraging health and fitness at work can be as complex as creating a full-scale wellness program, but can be as simple as providing healthier choices in the cafeteria or vending machines; implementing a smoking cessation program; offering onsite blood pressure, diabetes and cholesterol checks; starting a walking group over lunch; or offering discounted fitness trackers.

The Wellness Council of America (WELCOA) recently estimated that for every dollar spent on employee health initiatives, an organization can expect to see a return of \$3 to \$6 in reduced costs, improved productivity, reduced absenteeism and better medical insurance rates.

According to the CDC, it's not just employers who derive

economic benefits from improved health. Employees benefit economically too. Improved health can reduce out-of-pocket expenses for physician office visits, medications, procedures or hospitalizations related to acute or chronic illness. Improved health may also result in job security because the employee is more productive, absent less often, and more likely to avoid short- or long-term disability.

The bottom line is healthier employees lead to lower health-care costs and higher productivity, which leads to a healthier bottom line financially for everyone. What are you doing to improve the health of your workforce? I encourage you to consider doing more – for the health of your business and the health of our community.

Larry Bailey has been a member of Indiana University Health's staff since 1992 and currently serves as President of both IU Health Morgan and IU Health Paoli Hospital. He holds a Bachelor of Science degree in Business from Indiana University and completed his MBA through Morehead State University. He is a member of the American Institute of Certified Public Accountants and the American College of Healthcare Executives.

Improved health may also result in job security because the employee is more productive, absent less often, and more likely to avoid short- or long-term disability.



www.weEndeavor.com



NO DATA LIMITS on INTERNET SPEEDS!

- ▶ Exceptional data transmission using fiber optic technology.
- ▶ No data limits on internet speeds.
- ▶ Symmetrical internet speeds- 1GIG upload, 1GIG download!
- ▶ Internet speeds to fit all of your business needs: 10, 25, 50, 100 250 & 500 Mbps & 1GIG!

Endeavor provides lightning-fast internet speeds to keep your business running efficiently.

Access important business resources worldwide.

Conduct online video conferencing with customers.

Access online training sites for continuing employee education.

Store and back up important business data files.

Set up office networking for multiple device use.

Contact us today for a FREE estimate

1.800.922.6677

Must be an Endeavor member with a residential or business telephone subscription. Fiber service is required for internet speeds 10Mbps and above. Actual internet speeds may vary where available and are not guaranteed. Speeds subject to change without prior notice.



Senator Travis Holdman shaking the hand of Home Bank's President and CEO, Dan Moore, after the passing of resolution in the Senate.

Resolution Passed by House and Senate to Recognize Home Bank for 125 Years of Service

On Tuesday, January 19, Home Bank was recognized in both the Indiana House of Representatives and Indiana Senate at the Statehouse in downtown Indianapolis in the passing of a resolution acknowledging their 125 years of providing banking services to the citizens of the state.

Rep. John Price first offered the resolution to the Indiana House of Representatives for which the resolution was passed after positive commentary from Rep. John Price, Rep. Woody Burton, and Rep. Peggy Mayfield. The resolution was then presented to the Indiana Senate by Senator Rod Bray with the support of Senator Travis Holdman who stated, "Home Bank of Martinsville is one of lighthouses for what community banking is all about. They have a long history being a beacon to reach out to the folks who are less fortunate and to help small businesses get a start...Home Bank does it right".

Home Bank SB president and CEO, Dan



Moore and board of director member David Sease, were present representing Home Bank SB.

Additionally on Tuesday evening, the Indiana Banker's Association awarded Home Bank with a 200% Club Award recognizing their contributions to the Indiana BANKPAC in 2015 during the annual IBA Legislative Briefing.

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

Morgan County Tourism Office releases 2016 grant information

Visit Morgan County, the area's county-wide tourism office, has released information about available grant opportunities for 2016. Visit Morgan County works to promote the entire Morgan County area to potential overnight visitors and day trippers. Visit Morgan County executive director, Tosha Daugherty says



Visit MORGAN COUNTY INDIANA

March 30, 2017. All applications are due to Visit Morgan County by April 1, 2016 in order to be considered. Applications will be graded based on a criteria list and the available funds will be awarded accordingly.

Tourism Enhancement & Development Fund

Visit Morgan County also maintains an ongoing Tourism Enhancement and Development (TED) Fund, which allows the organization to support local projects that would improve both the quality of visitor experiences and the quality of life for area residents. A relatively new program for Visit Morgan County, the TED Fund was launched in mid-2015 and has already been used to award funding to projects from the Link Observatory and Space Science Institute and Rediscover Martinsville. Awards are given at the discretion of the Morgan County Convention, Visitors and Tourism Commission, which oversees Visit Morgan County.

Additional information on each of these grant opportunities, including eligibility requirements and application materials, is now available for download on the Visit Morgan County website at www.visitmorgancountyin.com. Anyone with questions about eligibility or application materials may contact Visit Morgan County at 765-346-5611 or [info@](mailto:info@visitmorgancountyin.com)

visitmorgancountyin.com. Hard copies of the application materials may also be picked up in person at the Visitors Center, 109 E. Morgan Street, Martinsville.

Visit Morgan County promotes all of Morgan County as a travel destination in order to grow the economic impact of the tourism industry and support local business.

"Our community grant programs are designed to help create, improve or promote high quality visitor experience to grow tourism throughout the area. These programs allow us to stretch our marketing dollars and support locally-produced events and projects that will attract more visitors."

There are currently three grant opportunities available to tourism-related businesses and events based in Morgan County:

Cooperative Marketing Match Program

This program was created to assist visitor-oriented businesses and events in their individual marketing efforts. Providing matching funds allows Visit Morgan County to support these local businesses and events while at the same time building awareness of the area's tourism office. Eligible businesses can apply for reimbursement for a portion of any visitor-focused marketing campaign that meets the program criteria.

Festival/Event Grant

Created to help local festivals and special events grow through attracting out of town visitors, this grant program is currently available for any event taking place between April 1, 2016 and

Our Best Service is Our Customer Service!



6078 E. SR 144 Mooresville
317-831-6142
jakesbs@msn.com

Networking Opportunities

Martinsville Chamber of Commerce:

The regular monthly meeting on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: www.MartinsvilleChamber.com

Rotary Clubs: Martinsville meets every Tuesday 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, S.R. 67 and Allison Road, Camby.

Business Networking International:

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

Mooresville Chamber of Commerce:

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

Morgan County Toastmasters Club:

Weekly meeting every Thursday evening at 6pm at Franciscan St. Francis Hospital 1st floor Conference Room.

Business & Professionals Exchange:

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

Rediscover Martinsville:

An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. 765-343-6303 or e-mail: rediscovermartinsville@gmail.com. Follow us on Facebook.

Morgantown Merchants Association:

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

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 Wilson at 317-856-9801.

TOWN PLANNER
Your Community Calendar™

Your business should be on display ... 24 hours a day ... Everyday ...

- Consistent advertising exposure
- High retentions and usage
- Targeting the demographics your business seeks



Proven ... Cost Effective ... Trusted

Jim Hess • 317-418-7925

Nicole Kendall • 317-762-4550



100,000:
HEARTBEATS PER DAY

TOP 2%:
OUR NATIONAL RANK

The human heart is amazing, and at Franciscan St. Francis Health, our Top 2% National Ranking for Overall Heart Care is pretty impressive, too. We've been Indianapolis' only 5-star rated hospital for heart valve repair and replacement surgery by Healthgrades®. We established Indiana's first dedicated Heart Valve Center, and our team is renowned for treating the most complex cases, pioneering next-generation techniques and participating in landmark research.

Schedule an appointment or second opinion with our valve team. It's the best way to be sure that your heart is in the right place. Call 1-877-78-VALVE or visit FranciscanStFrancis.org/valve.

healthgrades

2014-2015

 **Franciscan ST. FRANCIS HEALTH**
HEART CENTER
Inspiring Health