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# BUSINESS LEADER

MORGAN COUNTY

January 2009



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# What to do with your free time...

The old prayer for help to “change the things you can, accept the things you cannot change, and the wisdom to know the difference” comes in handy right now. The overall economy falls into the realm of those things you cannot change. Small businesses, and we are all in that category right now, are facing “things” we cannot control. The wisdom needed is in how best to change the things we can change. Fret and worry don’t accomplish anything, a complete waste of time and energy. With business slow, what is a good use of the idle time? How about going out into the street and grabbing passing people and dragging them into the store? Admit it, you’ve at least daydreamed about doing it. Cold calls are just as bad, read Cindy Hartman’s column on page 4. She is a consummate networker, and networking is the easiest and most rewarding way to find new customers. Most of us could use some new customers right now, but networking events don’t fill the day.

What of the existing and past customers, people you already know? They are probably facing the same economy you are. Knocking on their door to sell them your goods is one way you might make a sale, or you might just irritate them. Sending them a postcard or e-mail about some new product or price might get some response. If your business is suitable, a coupon may be offered. Discounts can steer a customer to your door when they have choices of where to buy, or make your product just enough more affordable to be worthwhile. Advertising keeps your name visible to new and existing

customers, very valuable if they are about to make a purchasing decision. All of these methods are becoming more popular in this economy. All of these methods also cost money, which is a necessary cost of doing business, but might be in short supply around your office.

Here’s a idea that does take some time, but costs little or nothing. Go visit your customers, take your coupon if you have one, and ask them if there is anything you can help them with. “What do you need that *I don’t* sell?” That will get you a response. Not a sale, but a positive response. Get quickly past the “I need Money” response, and find out if they need help that you can offer. Perhaps introducing them to someone you know that they might need to meet. Finding a service, like a good plumber or dentist. Help moving some big boxes in the back. Even the name of a good attorney, if that’s what

they need. Showing them how to do a trick with a word processor. Picking up carry out so that they can man the store during lunch hour (They’ll often pay for yours too!). Ask what they need, and see if you can help with that need.

Doing something extra like this for someone is not going to make a sale. If you can help someone with a need, they will remember. It won’t pay your bills, but just imagine if this catches on! Give someone in need a little of your time, a gift that will be rewarded in time.

This means going to them to be a friend, not a salesman. All of us need a few friends.



**Dave Stafford**  
Publisher

*Give someone in need a little of you time, a gift that will be rewarded in time.*

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Edna, 66, living without pain

# Cold calling makes me shiver

Picture this. I'm sitting at my desk, looking at a list of people to call. After picking up the phone and putting it back down a few times, I choose to do something else. Then a few hours later I try

again to make the calls – cold calls. And I can't.

The next scenario. Now I'm in my car, driving around looking for insurance agents (my best channel market). There's one! So I turn into the parking lot, pull up in front of the agency and grab my business cards and



**Cindy Hartman**

brochures. My hand touches the door handle and I freeze. Will they want to talk to me? What if they're busy and get angry because of the interruption (and thus, angry at me)? What if they say .... "No!"? So I put my keys back into the ignition and drive away.

Just the thought of cold calling makes me shiver and sweat at the same time! So what did I do to promote my business? What did I discover that allows me to market and sell our service without this cold-calling torture? I network instead.

Networking gives you warm calls and most often pre-qualified opportunities. Now when I make a phone call, the person at the other end of the conversation at least knows who I am and why I'm calling. Sometimes my fellow networkers even explain our business and qualify interest before giving me the name of a potential customer! How great is that? And now instead of just walking in unannounced (when I could bring myself to do it), I have scheduled appointments with the insurance agents.

There are formal networking groups like Business Network International (BNI) and National Association of Women Business Owners (NAWBO). Other groups serve a different purpose, but very solid relationships are built through membership and participation. Some examples are civic clubs (Kiwanis, Rotary, Sertoma), chambers of commerce, power circles, church groups and industry associations. The result of building these relationships is that you now have a team of people who will refer you or even promote your business to their connections.

Another networking format is social networking. There are a plethora of online sites such as LinkedIn, Plaxo, FaceBook and Twitter that assist



you in connecting. Though called social networking, many people and companies are using these sites to meet potential business associates and develop relationships. They are doing business with connections made by becoming 'friends' or 'followers'.

Sites that have a strictly business format are also on line and normally require membership fees. This is understandable, because they provide the same benefit as face-to-face networking. The purpose is a formalized business connection opportunity. Normally, just one customer per year will more than cover your fees. LinkedIn is free, but has two business-level upgrades that are fee-based. My favorite business networking site is One Degree Connected. Members have the ability to meet people in each others' databases. Each member is just one degree away from everyone else. However, your database remains confidential until you agree to make the connection for the

requester.

In-person networking, social networking and business on-line networking provide 3 unique opportunities to be introduced to those you'd like to meet. They provide an opportunity to start building a relationship. You receive warm introductions from people they know, and that relieves the cold-calling shivers.

Most people hate to make cold calls. Fear of the unknown of who you'll get at the other end of the conversation or the fear of rejection are often reasons cited. Networking and building relationships is the answer.

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

## BUSINESS LEADER<sup>®</sup>

MORGAN COUNTY

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*Most people hate to make cold calls. Fear of the unknown of who you'll get at the other end of the conversation or the fear of rejection are often reasons cited.*

**Yes, we want your letters**



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

## The One (Often Ignored) Business Skill You MUST Master

Presented by Scott Cunningham

Did you know that 80% of homebuyers can't remember the name of their realtor within two years? Even if you're not a realtor, you run the same risk of being forgotten -- and losing future sales -- if you don't master the essential business skill of regularly following up with your contacts. But beware: even well-timed follow-up can be disastrous if you don't follow up in the right manner. Here's how to do it right:

### First, understand the importance — and challenges — of following up.

It's a no-brainer, right? Following up with contacts, prospects and clients IS clearly important, even vital to success. So why is the commitment to the process so hard to adopt and maintain? It's a double-whammy: following up takes time (what worthy commitment doesn't?) AND it usually has delayed gratification; it can be months or even years before following up bears fruit. So why do it? Consider the benefits:

### Recognize the benefits of following up.

It's widely understood that the cost of acquiring a new client far exceeds the cost of keeping a current one. Done well, staying in touch with your existing contacts can, therefore, lead to new or repeat business at lower overall cost. Beyond the bottom line, however, there is intrinsic value in staying "top of mind" with your existing network. After all, your well-informed network can be your best sales force, providing qualified recommendations to their friends and associates.

### Make following up part of your "brand".

Your professional identity includes your business behaviors. If you fail to follow up or follow through, you send the message that the client isn't important and that you don't deserve their continued support. Send the opposite message, however, via regular and often unexpected communication, and you can strengthen your differentiation and your competitive advantage. Make that foundation stronger yet by making each communication more about your contact's needs than your own. Do they want a one-to-one meeting to describe their business (and, ideally, to learn more about yours)? Do they need an introduction to someone in your network? If appropriate, make it happen. BE the commitment. BE the brand.

### Identify media alternatives.

Depending on your line of business and the likely preferences of your contacts, different media can be used for following up. For deeper relationships, face-to-face meetings or regular phone calls can be the best alternatives. Of course, these often carry additional cost in terms of time, travel and other expenses. You can also write personal letters or use e-mail to stay in touch. One way to combine the personal touch with added convenience is to use SendOutCards, a service which sends cards that you select and personalize -- real cards sent through the U.S. postal service -- to each contact whenever you choose.

### Develop a system...

To make following up easier and more manageable, you'll need a system. First, update your contact database. Next, add each new contact as soon as possible. Don't let that stack of business cards get out of hand. Then assign each a category and frequency for follow-up, and identify the appropriate media. For example, a Category A contact might be a current client you'll want to connect with twice a month by phone; a Category B con-



TipTopics Peak Performer Award recipient Scott Cunningham's interest in small business marketing led him to SendOutCards nearly two years ago. Since then, he

has developed an expertise in relationship marketing. In addition to SendOutCards, Scott advises individuals and speaks to groups on referral marketing and networking. He enjoys writing about these subjects in his blog ([www.TheReferralAdvisor.com](http://www.TheReferralAdvisor.com)). To learn more about this topic, contact Scott Cunningham at: SendOutCards 1644 Creekside Drive Brownsburg, IN 46112 (317) 702-8029 (office) [www.sendoutcards.com/free-trial-offer](http://www.sendoutcards.com/free-trial-offer)

tact might be a strong prospect you should reach out to monthly via e-mail; a Category C contact might be a longer-term prospect you communicate with quarterly via SendOutCards; and so on. Understand that these categories, priorities and frequencies for follow-up can and should change over time, and may vary slightly from one contact to the next.

### ...and work the system.

Don't forget to allocate the necessary time each day, each week, each month, to your follow-up system and its individual tasks. And be sure to respond promptly to incoming communications (say, within 24 or 48 hours). Best bet for an effective system? Start simple and build on your successes, but don't let your system stifle spontaneity, intuition or the personal touch. For best practices when making the first "touch" with a new contact, check out my other article on TipTopics.com ("Blog Post: How to Make That First Contact After a Networking Event.") And if you get rebuffed in your sincere initial follow-ups, stay focused and stay positive; turn these turn-downs into requests for referrals.

### Finally, be patient.

Don't be in a hurry to make the sale. Remember, the best system for building successful long-term business relationships through follow-up is one that includes more touches and less self-promotion. More often than not, make the communication about them, not you (of course, if they have shared a business need you can solve, it's about them AND you). If you embed a reminder about your services in a P.S. or tagline after your signature in a letter or e-mail, keep the reminder subtle.

### The Bottom Line:

Follow-up and follow-through matter. They foster good will and position you as a professional who cares more about building relationships than making a quick sale. That can lead to a more powerful referral network, bigger sales and long lasting professional relationships, in other words: business success! For more information about this topic, or if you would like a free trial of SendOutCards, contact me today.

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Regular pick-up schedule resumes January 5, 2009.



### Ray's Holiday Recycling Tips:

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# Builder relies on quality work, good reputation, and faith during tough times



By Bob Sullivan  
Morgan County Business Leader

Alan Thompson has been doing business as Thompson Builders for 16 years, leveraging 42 years of home construction, repair, and remodeling services to the benefit of his clients. "I specialize in all phases of room additions, remodeling, decks, fences, drywall, and interior trim," said Thompson. "If I can't do it, I can get 'er done."

A lifelong Hoosier, Thompson was born in Methodist Hospital and grew up in Avon. Thompson recalls taking his first part-time job as a builder in Plainfield while still in high school. "I started then, working with Dick Milligan, and I just kept on doing it."

Thompson credits his years of success to positive referrals from satisfied customers and constant networking with other professionals. "I've met a lot of terrific people in my business, but Paul Bengé of Raceway Construction in particular has been a good friend and given me a lot of helpful advice over the years."

"I'd rather take more time and make sure the job is coming together right, the first time, than rush through it and have a dissatisfied customer," said Thompson. "I take pride in my work. In 42 years, I've almost never had a callback to address a problem with a past job. And when I do, I address it promptly. My attention to detail through the years has served me well. I've been doing it all my life and I enjoy every bit of it."

Thompson admits, however, that the economy has hit his customers hard. "This is the worst year I've had

in my life. People are afraid to spend money, and will put off anything they can put off until things turn around." As a result, Thompson has been mainly receiving occasional repair work and little else. "People aren't willing to spend the money on home improvements right now. They're taking care of the stuff about to fall apart and figure the rest can wait."

Once the economy turns around, Thompson hopes to get a little bigger and bring on a couple employees. "I had a couple workers with me from 1990 to 2000. It was the ideal working environment for me."

During the flood last June, Thompson donated time and materials to help out a family with home damage from his local church, Friendswood Baptist Church in Camby. "My faith has always been important to me, and it's been particularly helpful now. It guides me on how to best serve others."

Alan and Marie, his wife of 18 years, have lived in Mooresville for five years. Prior to that, they resided in Bainbridge. Marie is his office assistant, printing up bids and invoices, and handling the company's taxes.

The Thompsons raised two children and have five grandchildren, who all live in the Indianapolis area. In his free time, Alan enjoys camping and fishing.

## Thompson Builders

Alan Thompson  
Owner  
Mooresville, IN 46158  
317-697-3756  
Mon-Sat by Appointment

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

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

As a business writer, I've spent my entire career **bringing value to companies** just like yours. I compose copy that generates business, in a variety of formats and media, such as:

- Websites
- Retail catalogs
- Packaging
- Magazine Ads
- Direct Mail
- Newsletters
- Advertorials
- Brochures
- Press Releases
- Business-to-Business correspondence
- Profile pieces for newspapers and magazines
- Morgan County Business Leader News Editor

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

*(Look at it this way: If you pick up the phone and call me—based on the strength of this advertisement—the answer must be "yes.")*

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# Auto body shop offers X-ray estimates

By Bob Sullivan  
Morgan County Business Leader

Owner Kevin Wells calls Quality Collision the "home of the X-ray estimate." "You give our shop permission to examine the damage and we'll write you an estimate. And we guarantee that's

exactly what it will cost if we do the work."

Wells admits competition is stiff in Mooresville. "We're surrounded, but my attitude is, there's enough business to go around."

Wells grew up in Central Kentucky. He frequently came to Indy to visit an uncle. Wells joined the army in 1977, working on

power generators, plus military vehicles. "After my army experiences I wanted to get more involved in auto body repair."

Wells relocated to Indy in 1981, and worked for Speedway Volkswagen. After three years, he joined Palmer Dodge West. Wells was trained in the office to work with customers and handle paperwork. After two years, Wells accepted his first management position. "The toughest transition was going from co-worker to management."

Over 17 years, Wells increased efficiency, bringing in huge profits. He left to manage his first independently owned garage.

Wells eventually accepted a position with a dealership in Bloomington. In 2004, Wells was approached by Troy Wilbur, who was closing his family-owned Bloomington-based body shop. Wells took the leap into business ownership, purchased the property, and reopened as Quality Collision in March 2005.

The partial year ended modestly. 2006 proved more successful, and the location now employs 11 workers. "We approach our projects and deadlines aggressively. We finish when we say we will. We earned accounts with the police and ambulance services, because they knew we recognize their needs as a priority."

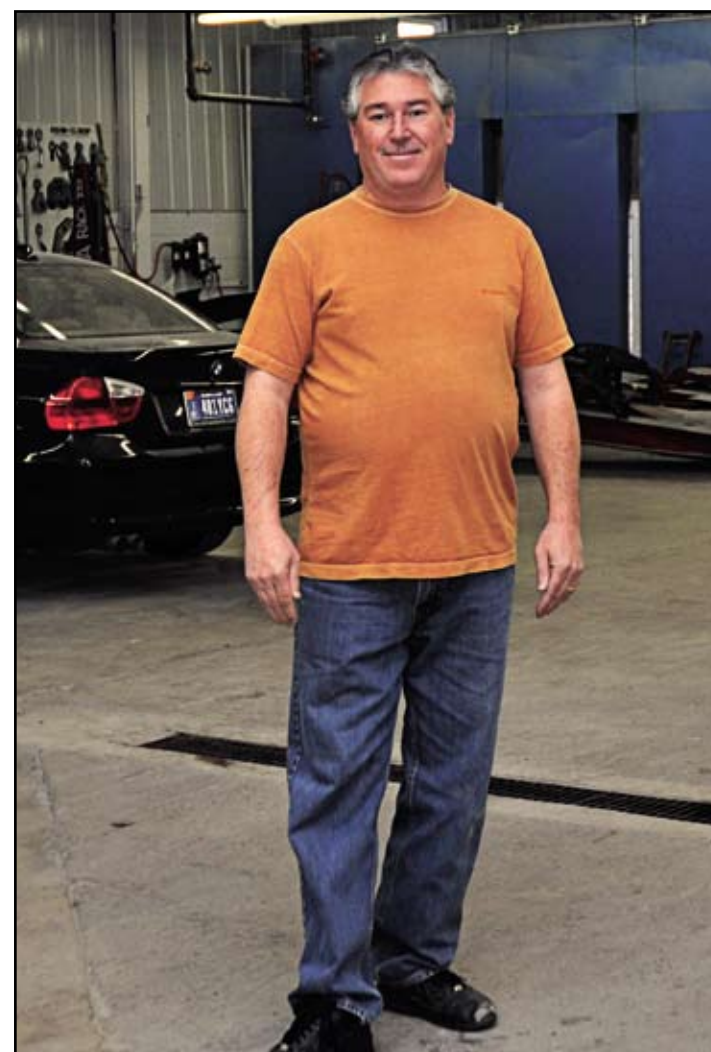
Wells added services attractive to the tech-savvy college student. "It's simple to take web-cam photos of our progress and post them to our web site. Anyone can do it, but no one else did." All Quality Collision mechanics are retrained and regularly tested on the latest techniques and technologies in the industry, and are I-Car Gold Class certified.

In June 2007, Wells purchased a body shop in Indianapolis, expanding to two locations. In 2008, Wells was contacted by Jerry Smith, who had acquired the Maguire factory in Mooresville. "He'd restructured it as a body shop, and wanted me to run it."

Wells was hesitant to take on a third location, but "my wife wanted to get more involved as office manager, and it made sense to set up a combination body shop and corporate office close to where we live."

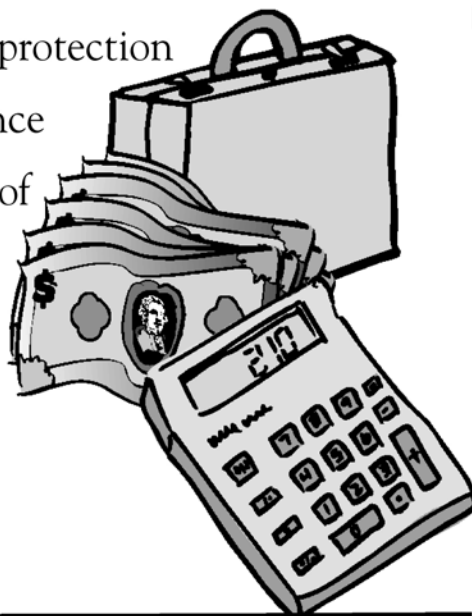
The Mooresville location opened in June 2008 with six employees. "We've always been active in the community, and since my family lives here, we're excited to get more involved," said Wells. Quality Collision Mooresville has developed a relationship with Mooresville High School, painting equipment, plus helping faculty with auto repair needs. Wells says Quality Collision has developed friendly relationships with Big-O-Tire Mooresville, Harold's Car Wash, and others. The plan for 2009 is growth. "We want to be a dependable option among several choices."

Wells and his wife Marcie married December 31, 2000. They have a 5 year old boy named Jess and a 22-month-old named Joshua. Wells has two daughters from a previous marriage. Katrina, age 19, is a graduate of Mooresville High School and is pursuing a nursing degree. Nicole, age 12, attends Mooresville public school. They have resided in Heartland Crossing since 2003.



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www.budgetblinds.com

By Bob Sullivan  
*Morgan County Business Leader*

Randy Dougherty retired from banking after 33 years. "I grew up in Dayton, Ohio, and moved to Columbus; then my position with the bank brought me to Indianapolis," explained Dougherty. "My career was in check operations. I processed, validated, and investigated any concerns in regards to checks on behalf of the bank, and our customers."

Though he had family on the north side, Dougherty preferred to live in Mooreville because of its location relative to the operations center near the Indianapolis airport. "We moved to Mooreville in 2005. My mother's family was originally from Mooresville. She was born on Rooker Road and lived in the Mooresville area until the family moved to Indianapolis."

Dougherty left the banking industry in 2006 after technology eliminated many of his responsibilities. He began attending Rainmakers, Business Networking International meetings and the Chamber of Commerce to search out his next opportunity. Doug Boehme, a business broker Dougherty met through networking, first made Dougherty aware of the Budget Blinds franchise. "We'd moved a year ago and didn't want to relocate again, so I was hoping to find something here." Dougherty considered several opportunities, including home care and lawn care. "My thinking on Budget Blinds was, I could learn the trade easily and have less competition than some other areas." Dougherty joked, "Learning to sell and install blinds was a lot tougher than I thought."

Started in 1992, Budget Blinds base of operations is in Orange, California. Dougherty spent two weeks in California to train at the corporate office and learn the specifics of their products as well as how to properly advise homeowners of their options. Dougherty offers aluminum, faux and wood blinds, honeycomb shades and shutters, and much more. He installs the products himself. "The highest percentage of business is the 2" faux wood blinds, followed by interior shutters," Dougherty observed.

Dougherty's territory includes Camby, Mooresville, Monrovia, the north part of Greenwood, and some southwest parts of Indianapolis. "There are some open Budget Blinds territories, and it's a matter of who gets called. Plainfield and Martinsville fall into that category." According to Dougherty, there are six total Budget Blinds reps in the Indianapolis area.

Dougherty says he gets along with his fellow

franchisees, and often share  
"I get along very well with

and we've partnered on some  
While the majority of local  
residential, he's also installed  
local businesses. "I'm looking  
serving the business commu-

According to Dougherty, tisement through Money M borhood Source, many of hi company web site, positive w community and through the of Commerce. "I've been a me and it's a terrific resource," sai

One advantage Dougherty is the ability to bring his sam present the window options in they'll be displayed. "I can me the spot and give them a quo sultation. Some people buy im think about it, or, in this econ it off, which is fine. I've had p year after the presentation."

Dougherty says the biggest s he entered the business is that as a standard window. Each on challenges and we have a lot of that."

According to Dougherty, B several guarantees that give th competition, including a five-ranty. "If your pet tears down yo on it, we'll replace it free. Plus, sibility to install if for you, whic the huge headache of measuring themselves. We also offer progr consumer to make no payments to 12 months."

Dougherty anticipates getting the community. "I've been talking (owner of All about Town) and representative for Ray's Trash) ab Miracles (see the December issu County Business Leader). "I fou League when I met with Bob ab leftover packing materials. I think great idea and I'm excited to find o to support it."

In his free time, Dougherty e and exploring the five acres of his p Valorie, his wife of 35 years, raised t have one grandchild.

## There's More To Our Diagnostic & Imaging Tech

...s advertising with them.  
...the rep in Greenwood,  
...e projects."

Dougherty's business is  
...g to expand further into  
...unity," said Dougherty.  
...after direct mail adver-  
...Mailer and the Neigh-  
...s leads come from the  
...ord of mouth from the  
...Mooreville Chamber  
...mber since April 2007,  
...d Dougherty.

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...ples to the home and  
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...asure the windows on  
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...omy, they want to put  
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...options to approach

Budget Blinds offers  
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...ur blind and chews  
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...ch saves a customer  
...g and installing it  
...ams that allow the  
...or pay interest up

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...Bob Miller (sales  
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...out what I can do

enjoys gardening  
...property. He and  
...two children, and



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# Candle shop changes owners, keeps customers



By Bob Sullivan  
Morgan County Business Leader

Tyler Shupe was born and raised in Eminence, Indiana. After graduating high school, Tyler attended Purdue University, taking classes in animal agro-business, where he pursued an interest in learning about exotic and unusual animals. In 2006, Cobblestone Candle Company was a well-established storefront south of Eminence owned by Dawn Vargus, who was looking to sell the company. "She had a devoted following of shoppers. My family used to shop there a lot," Tyler recalls. He purchased the company in 2007. "Besides the candles, we sell a vast array of old 'country primitive' home décor. We carry a few antiques as well. The holidays are always a big time for us."

Because the shop was already established, Tyler says since taking ownership, business has remained steady. "Dawn had a large customer base, and when I took over, we have a lot of the same customers visit regularly."

Tyler renovated the attached garage of his home, making it accessible to customers and devoting 15,000 square feet to displaying the wide variety of décor--much more than the original storefront location.

During the week, Tyler works evenings for Old Dominion, a trucking company, where he tows trailers in and out of the dock with a mini-cab. Until recently, Tyler also helped his family raise livestock, but the increasing prices in corn and hay made it no longer cost-effective to continue on a large scale.

Partly by design, Tyler changed some of the merchandise to appeal to a younger crowd. "We varied the candle sizes and décor and offered more products at a lower price range. With today's economy, the \$60-70 candles just aren't moving like the \$15-\$35 candles. We're now attracting a wider range in ages."

As the name implies, the stores offers an array of scented and unscented candles--hand-poured by Tyler himself. "It's a lot more complicated than I thought," Tyler admits, who learned the process from the previous owner. "There's more chemistry than just pouring wax. For every size candle, you

need a different wick, and there are thousands to choose from." Tyler buys wax and jars in bulk, which takes a lot of room. According to Tyler, one candle takes about three days, though he works on several at once, and in batches. "I've developed enough of a back stock now that I no longer have to work on it every week."

Tyler hired two part-time employees--Hope Shank and Kathy Stierwalt--to help over the weekends. Looking ahead, Tyler sees the business shifting to wholesale. "We'll continue to run the garage shop, but I'd like to purchase direct from suppliers and to get our products into the wholesale markets. Our web site is almost finished, and I think the option to order online will open us up to a lot of business."

Tyler continues to raise exotic pets on the farmland. "I enjoy training dogs and taking care of animals. Currently, I'm taking care of horses and a parrot." Plus--something not found on every farm--a camel.

## Cobblestone Candle Company

Tyler Shupe  
Owner

7020 State Road 42  
Martinsville, IN 46151  
765-528-2249

Hours of Operation  
Sat and Sun Only 10 AM-5 PM  
[www.cobblestonecandlecompany.com](http://www.cobblestonecandlecompany.com)



# Local staffing firm helps Morgan County thrive

By Bob Sullivan  
Morgan County Business Leader

Kera Martin was raised in Martinsville and resides there today. She graduated from IU with a Business Management degree. "I had a friend who worked in Elwood's Martinsville branch at the time and made me aware of their plans to enter into the Indianapolis market. When Elwood expanded into Plainfield in 1999, I was assigned there as a staffing specialist, and it's been my home branch ever since." Elwood closed the Martinsville branch in 1999, but continues to handle the area's business needs from the Indianapolis Southwest location.

Elwood Staffing trains their staffing professionals extensively prior to working with their clients. "We're members of the American Staffing Association, which provides a lot of the material for our in-house training," says Martin. "We're also required to earn our Certified Staffing Professional (CSP) certification."

As a staffing specialist, Martin interviewed candidates and worked to build relationships with Elwood's client companies; helping to find job matches that would fit the company's needs.

In 1999, Elwood had three open branches. "John Elwood, company president, spent a lot of time growing Morgan County business," said Martin. Elwood has since expanded beyond the Midwest, with 20 offices in Indiana, and 17 additional branches throughout the nation.

The Mooresville branch opened in October 2003. In 2006, Elwood Staffing relocated the branch to a newly constructed strip mall in Camby. Martin says, "the greater visibility on Kentucky Avenue has helped bring many job candidates our way." With the opening of the Mooresville branch, Martin became the first Area Manager for the company, overseeing operations at both the

Plainfield and Camby branches.

"We primarily focus on light industrial and clerical staffing," explained Martin. "In addition, we offer direct placement and professional staffing. We pre-screen potential CEOs, forklift operators, accounts payable reps, and many others--depending on client needs."

Martin describes the Mooresville and Camby areas as "exploding" with activity. "We saw a lot of retail initially, but several core businesses in Ameriplex have now opened warehouses. We have a close relationship with the Mooresville Chamber of Commerce, which has grown and thrived, and the Morgan County Economic Development Group. We're excited to do our part to grow the commerce in this community."

According to Martin, "The majority of our candidates are fit into a 'temporary to permanent' arrangement. This gives the candidate a chance to work a set length of time through our employment; to demonstrate good attendance and work ethic. Since we're paid by our client companies, there's never a fee for employee candidates to receive our services."

On the economy, Martin admits employee candidate flow has increased. "Unemployment has doubled statewide. In Morgan County, we don't feel it as much, fortunately, because we're not directly affected by the auto industry."

The Camby location employs six full-time and two part-time staffing professionals, including seven Morgan County residents.

David Elwood founded Elwood Consulting in 1980 from Columbus, Indiana. The company initially specialized in offering pre-employment testing to client companies. They formed the umbrella of employment services and changed their name to Elwood Staffing in 1995. David's three sons are still active in the company, with middle son Mark Elwood serving as CEO.



**Elwood Staffing  
Indy Southwest**  
Kera Martin  
Area Manager  
7015 Kentucky Avenue  
Camby, IN 46113  
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# Speedy response to car lockouts



By Bob Sullivan  
*Morgan County Business Leader*

"Since I started 13 years ago, cell phones have impacted my business in a very positive way," said Jim Van Hoy, owner of Auto Lockout Service. Jim offers his locksmith expertise to stranded motorists on an emergency, case-by-case basis. "When I started, people had to reach me at home, and most of them had to find a pay phone. Now if they can call me from where they're stranded and contact me wherever I'm at."

Jim started Auto Lockout Service as a way to keep busy during what he calls "semi-retirement." He doesn't maintain a client base, or charge a monthly service. Instead, he networks and forms personal relationships, giving his card to people he meets and letting them know he can help when the unexpected happens. "I charge a base price for the Mooresville area--a bit more if I have to drive farther. But my prices are competitive and I pride myself on a quick response time. I've been locked out; I know what it's like, and I'll get there fast."

Jim first conceived of Auto Lockout Service after a mishap during a business trip while working for Pitney Bowes in Louisville, Kentucky. "I had an important proposal to make, and I locked my keys in the car. I had a plastic key in my wallet. But it was freezing temperatures, and the key broke off in the lock, and I missed the meeting. I never had a chance to present my proposal because I was stuck and no one could come help me."

Regardless of this singular snafu, Jim worked for Pitney Bowes as a salesman in Indianapolis from 1970 until retiring in 1995.

## Auto Lockout Service

Jim Van Hoy  
Owner/Bonded Locksmith  
Mobile  
On-call 8 AM-10 PM every day  
Mooresville, IN 46158  
317-402-3221

Jim also re-keys locks for residences and businesses. "It works out well. I might have four appointments in one day, and then go a few days without. An auto lockout is something that can't be predicted."

Jim was born and raised in Mooresville. "I've lived in the Mooresville area all my life except for ten years while employed at Western Electric in Indianapolis and one year in New York as a district sales manager for Pitney Bowes. I also sold vacuum cleaners part-time."

On retiring, Jim attended Locksmith School Inc. in Indianapolis to receive certification. "You learn some basics during training, but you also learn from experience."

Jim advises people not to rely on the phone book or the internet to find a locksmith. "Much of the information is unreliable,

and some companies place ads nationally. You can waste a lot of precious time calling around and getting nowhere." He suggests adding a local locksmith phone number in your cell phone contact list.

Jim says his toolkit currently consists of 54 pieces, with parts added or updated every year. The Locksmith Ledger monthly keeps him informed about the latest trade information and technological advances of auto locks. Jim admits that technology has made unlocking some cars extremely difficult in recent years. "Five or six years ago, I could open close to 100% of the doors. Presently, there are a couple models I won't touch."

Jim has two grown children and five grandchildren. He and his wife Erma live in Mooresville. Jim enjoys golf, playing an electric bass, and following his Grandchildren in their many activities.

### Martinsville Chamber of Commerce:

The Chamber's meets on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. Lunch is \$5. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: [www.MartinsvilleChamber.com](http://www.MartinsvilleChamber.com)

### Martinsville Downtown Merchants Association:

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

### Mooresville Chamber of Commerce:

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

### Mooresville Revitalization Group:

The Mooresville Revitalization Group meets the fourth Tuesday of the month at Zydeco's on E. Main St. from 6:45-8:00 PM. Current topics include purchasing additional planters for the downtown area and coordinating a new "Planters on Parade" contest for the Spring/Summer. For more information contact Lori Cole, Autumn Whispers Health and Harmony, 317-831-7817, or e-mail to [AutumnWhispers@earthlink.net](mailto:AutumnWhispers@earthlink.net)

### Morgantown Merchants Association:

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

### Networking Business Women of Morgan County:

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

### Rainmakers Meetings:

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

### Rotary Clubs:

Martinsville meets every Tuesdays at noon at the First Presbyterian Church, 240 East Washington Street, Martinsville. Mooresville Decatur meets every Wednesday at 7:30 AM at Jones Crossing Banquet Center, SR 67 and Allison Road, Camby.

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Back by popular demand! Some listings may be old news to some, but we decided since this had not been in previous issues that we would give you everything we gathered. If you have any suggestions for information you would like to see in the Planner of Notes, please submit your request to: Morgan County Business Leader, 211 E High St, Mooresville IN 46158, or e-mail us at info@bleader.biz.

## NEW BUSINESS FILINGS

**Beach Jewels** – Theresa Ellis, 113 W High St, Mooresville IN 46158

**Harris Farms** – Brian Harris, 700 Baker Rd, Martinsville IN 46151

**Wayne Christie Installation** – Wayne S Christie, 2698 S St Rd 257, Washington IN 47501

**Mickies Inspirational Styles** – Mickie J Welty, 227 E High St, Mooresville IN 46158

**G&M Construcktion** – Gary Horton, 95 Brentwood Dr, Mooresville IN 46158

**C&C Investors** – Charles Seehaver, CD Seehaver, Cheryl Seehaver, 1400 Fidler Rd, Gosport IN 47433

## BUILDING PERMITS

### City of Martinsville:

**T&W Corporation** - Turkey Hill; 1860 S Ohio St, wood frame 4,000 sq ft

**Glen Musgrave** – 1860 E Morgan St, parking lot for bus 3,654 sq ft

### Town of Mooresville:

**Cintas Fire Protection** – St Francis Hospital, fire suppression system, 1201 Hadley Rd, 1455 sq ft, \$92,879

**Edwards Rigdon Const Co Inc** – Town of Mooresville, 415 St Rd 144, building, 9,980 sq ft, \$1,575,000

**Krys Bond** – Krys Bond, 11 W Main St, 945 sq ft, \$10,000

**Smith Builders** – Philip & Janett Pugh, 1227 Indianapolis Ave, 30 x 36 addition, \$24,000

**Davless County Metal** – Clyde Scott, 9373 N Country Club Rd, agricultural attachment storage, 3,726 sq ft, \$25,000

**New Chamber Members:**  
**Mooresville Chamber of Commerce:**  
visit [www.mooresvillechamber.com](http://www.mooresvillechamber.com)

### for more information:

Olympus Media - Rick Porten,  
Mooresville Office Suites, Tina Ayers - Servpro  
Neal McNaalley, Coffin, Coffin, Mayfield - Patricia Coffin, Jerry Smith - Industrial Real Estate, George S May International Company - Richard L. Beach, YMCA - Stacy Nelson, Kevin Wells - Quality Collision, Kirby Kirkpatrick - Success Express, BJ Pendill - Edward Jones Investments, Pat Walker - Liberty Tax Service, Chris Steinway - Nuvox Communications, Debbie Hayes - Medical Massage Therapy, Michelle Marlow – Royal Title Services, Jim Van Hoy - Auto Lockout Service, Mooresville Decatur Rotary Club, Kiwanis Club of Mooresville, Jason Gee, Manager - O'Charley's Restaurant Heartland Crossing, Jeff & Jod Woods - Economy Heating & Air Conditioning Services, Marcia G. Meece-Bagwell – Humana, Sandra Harmon - Superior Vision, Anne Rutledge – Manpower, Jason Lakes - Gordon Flesch Company

**Martinsville Chamber of Commerce:**  
visit [www.martinsvillechamber.com](http://www.martinsvillechamber.com)  
**for more information:**

Tom Masengale - ASAP Payroll Service, Lana & David Trout, Artie's Family Fun Center, Julianna Dwenger - Holiday Inn Express, Angie Loudermilk - Morgan County Humane Society, Aaron Method - Healthy Solutions for Today, Todd Gross – ADVISA, Marty Spitz - St. Francis Hospital – Mooresville, Bob Miller - League of Miracles of Morgan County, Jim Hess - Town Planner, Harold & Carol Cameron - Home Helpers, Janice Bacon & Randy Leary - MAIL PAK, Mark Chester - AllOver Media, Peggy & Mark McCann – Sears, Roger Coffin - American Legion Post #230, Judith Strode - Lighthouse Creations Candles & Gifts, Terry Stec - Shepherd Realty Group, Lorraine Smith - Horizon Hospice, Katherine Paschal - Bloomington Area Arts Council, Tim Warner - Hoosier Land Title, Terry Myers - Myers Cabinet Company, Brad & Ellen Nicholson - Water to Wine Catering & Festivals, John Seubert - CleanSeal

of Indiana, Glen Bumpus - Veterans of Foreign Wars, Sherry Wollard - American Republic Insurance, David Ross & Ted Voelz - Toastmasters of Morgan County, Brandy Shumaker - Mary Kay, Dale Risch - Express News & Printing, Ron & Liz Stanhouse - Red Brick LLC, W.R. & Charlie Dunn - Coldwell Banker Dunn Real Estate - Jennifer Blankenship - Community Action Program , Diane Roy - Prime Time of Morgan County

## SHERIFF SALES

Rockwell, 133 W. Washington St, Mooresville, IN 46158, December 1, 2008, \$116,877.72, Reisenfeld & Assoc, (513)322-7000  
Swango, 210 W. Cunningham, Martinsville, IN 46151, December 1, 2008, \$65,014.19, Nelson & Frankenberger, (317)844-0106  
Chandler, 335 Crestwood Drive, Martinsville, IN 46151, December 1, 2008, \$84,791.28, Doyle Legal Corp, (317)264-5000  
Harrison, 930 Edgewood Drive, Mooresville, IN 46158, December 1, 2008, \$86,347.77, Reisenfeld & Assoc, (513)322-7000  
Keeler, 5875 Brehob Lane, Martinsville, IN 46151, December 1, 2008, \$11,025.88, Nelson & Frankenberger, (317)844-0106  
Moon, 790 North Main Street, Martinsville, IN 46151, December 1, 2008, \$84,987.11, Reisenfeld & Assoc, (513)322-7000  
Ware, 1725 Gasburg Rd. – 9791 N. Gasburg Rd, Mooresville, IN 46158, December 1, 2008, \$46,569.83, Feiwell & Hannoy, (317)237-2727  
Zike, 810 E. Washington St, Martinsville, IN 46151, December 1, 2008, \$118,892.64, Feiwell & Hannoy, (317)237-2727  
Newman, 3955 Adams Drive, Martinsville, IN 46151, December 1, 2008, \$113,910.70, Feiwell & Hannoy, (317)237-2727  
Buskirk, 1279 Marilyn Street, Martinsville, IN 46151, December 1, 2008, \$183,228.02, Bleeker Brodey & Andrews, (317)574-0700  
Huguez, 9731 N Kitchen Rd, Mooresville, IN 46158, December 1, 2008,

\$186,202.87, Foutty & Foutty, (317)632-9555  
Barrett, 6291 E. Ablington Ct, Camby, IN 46113, December 8, 2008, \$99,841.36, Feiwell & Hannoy, (317)632-9555  
McNeelan, 2233 Foxcliff North, Martinsville, IN 46151, December 8, 2008, \$265,353.81, Feiwell & Hannoy, (317)237-2727  
Gentry, 839 E. Pike St, Martinsville, IN 46151, December 8, 2008, \$111,207.79, Feiwell & Hannoy, (317)237-2727  
Valenti, 6410 E. Ablington Ct, Camby, IN 46113, December 8, 2008, \$223,718.83, Feiwell & Hannoy, (317)237-2727  
Thomas, 12299 N Navajo Ct, Camby, IN 46113, December 8, 2008, \$170,943.60, Feiwell & Hannoy, (317)237-2727  
Dixon – Cure, 939 S. Cherry St, Martinsville, IN 46151, December 8, 2008, \$78,021.72, Reisenfeld & Assoc, (513)322-7000  
Coombs, 12282 N. Schultz Ct, Camby, IN 46113, December 8, 2008, \$84,292.82, Unterberg & Assoc, (219)736-5579  
Hoffarth, 11256 N. Kitchen Rd, Mooresville, IN 46158, December 8, 2008, \$139,037.02, Burke, Costanzo & Cuppy, (219)769-1313  
Higgins, 216 E. Carlisle Street, Mooresville, IN 46158, December 8, 2008, \$68314.97, Nelson & Frankenberger, (317)844-0106  
Bartholomew, 8108 W. Burnett Rd, Gosport, IN 47433, December 8, 2008, \$63,644.50, Feiwell & Hannoy, (317)237-2727  
Barden, 60 Devonwood Drive, Mooresville, IN 46158, December 8, 2008, \$83,632.80, Foutty & Foutty, (317)632-9555  
Cook, 710 East Harrison Street, Martinsville, IN 46151, December 8, 2008, \$90,013.07, Feiwell & Hannoy, (317)237-2727  
Lawrence, 6955 Old Morgantown Rd, Martinsville, IN 46151, December 8, 2008, \$39,597.50, Feiwell & Hannoy, (317)237-2727  
Edwards, 440 S Home Ave, Martinsville, IN 46151, December 15, 2008, \$89,979.48, Feiwell & Hannoy, (317)632-9555  
Atkins, 13309 N Etna Green Dr, Camby, IN

46113, December 15, 2008, \$75,950.98, Feiwell & Hannoy, (317)237-2727  
Rasmussen, 13398 N Paddock Rd, Camby, IN 46113, December 15, 2008, \$143,779.88, Burt Blee Dixon Sutton & Bloom, (260)426-1300  
Dresslar, 8620 Highland Drive, Martinsville, IN 46151, December 15, 2008, \$66,082.14, Foutty & Foutty, (317)632-9555  
Wilson, 12890 N John Charles Ct, Camby, IN 46113, December 15, 2008, \$99,329.29, Reisenfeld & Assoc, (513)322-7000  
Pryor, 269 Elm Street, Morgantown, IN 46160, December 15, 2008, \$93,408.24, Phillip Norman, (219)462-5104  
Ridner, 6020 St Rd 39N, Martinsville, IN 46151, December 15, 2008, \$152,087.65, Bleeker Brodey & Andrews, (317)574-0700  
Day, 6145 Water Street, Martinsville, IN 46151, December 15, 2008, \$132,878.64, Burke Costanza & Cuppy, (219)769-1313  
Wright, 640 Valley Drive, Martinsville, IN 46151, December 15, 2008, \$122,308.54, Reisenfeld & Assoc, (513)322-7000  
Duncan, 811 Westbrook Drive, Mooresville, IN 46158, December 15, 2008, \$104,547.33, Doyle Legal Corp, (317)264-5000  
Hill, 240 Morton Street, Morgantown, IN 46160, December 15, 2008, \$33,775.06, Unterberg & Assoc, (219)736-5579  
Abney, 2727 E. Annily Ct, Martinsville, IN 46151, December 15, 2008, \$160,439.10, Unterberg & Assoc, (219)736-5579  
Leonard, 159 N. 5th Street, Martinsville, IN 46151, January 12, 2009, \$86,347.77, Rothberg Logan & Warsco, (260)422-9454  
Koch, 410 E. Highland Street, Martinsville, IN 46151, January 12, 2009, \$107,598.77, Reisenfeld & Assoc, (513)322-7000  
Hacker – Shipley, 1290 S. Marilyn, Martinsville, IN 46151, January 12, 2009, \$111,454.85, Bleeker Brodey & Andrews, (317)574-0700  
Adams, 6561 Clay Rd, Martinsville, IN 46151, January 12, 2009, \$133,558.18, Feiwell & Hannoy P C, (317)237-2727  
Covey, 9616 Paddock Rd, Camby, IN 46113, January 12, 2009, \$93,351.94, Feiwell & Hannoy P C, (317)237-2727

June, 93 Crestwood Drive, Mooresville, IN 46158, January 12, 2009, \$97,129.58, Foutty & Foutty, (317)632-9555  
Cunningham, 110 Church Street, Paragon, IN 46166, January 12, 2009, \$68,725.67, Rodric Bray, (765)342-6814  
Redd, 6150 E. Solitude Ct, Camby, IN 46113, January 12, 2009, \$159,138.24, Foutty & Foutty, (317)632-9555  
Simpson, 1109 Dellwood Drive, Mooresville, IN 46158, January 12, 2009, \$79,212.14, Foutty & Foutty, (317)632-9555  
Berry, 1209-1219 S Ohio Street, Martinsville, IN 46151, January 12, 2009, \$67,873.77, Wellman, Weinberg & Reis, (800)910-4249  
SS Development Martinsville LLC, 2237 Burton Lane, Martinsville, IN 46151, \$3,104,336.19, January 12, 2009, Kurt A. Webber, (317)891-0616  
Vanzant, 5600 Low Gap Rd, Martinsville, IN 46151, January 26, 2009, \$237,088.93, Feiwell & Hannoy, (317)237-2727  
Troxal, 3360 Wilbur Rd, Martinsville, IN 46151, January 26, 2009, \$102,702.86, Feiwell & Hannoy, (317)237-2727  
Johnson, 280 Ferguson Drive, Martinsville, IN 46151, January 26, 2009, \$170,081.74, Feiwell & Hannoy, (317)237-2727  
Sevume, 13262 N. Badger Grove Dr, Camby, IN 46113, January 26, 2009, \$149,156.67, Foutty & Foutty, (317)632-9555  
Stacy, 6409 N. Forrest St, Quincy, IN 47456, January 26, 2009, \$67,698.57, Feiwell & Hannoy, (317)237-2727  
Schwartz, 9435 Huggin Hollow Rd, Martinsville, IN 46151, January 26, 2009, \$70,211.43, Reisenfeld & Assoc, (513)322-7000  
Kittlaus, 11796 N. State Rd 39, Monrovia, IN 46157, January 26, 2009, \$125,661.82, Reisenfeld & Assoc (513)322-7000  
Note:  
If you need any further information, please contact the attorney listed per each sale.



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